

WEST END MILLION

[PLAN 2018 - 2021]

A Big Local Partnership

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INTRODUCTION

West End Million is a resident led community partnership charged with delivering the Big Local programme in the West End.

The West End has a population of around 5000 and is among the 10% most deprived areas in the country, with some of our streets in the 2% most deprived.

As a community we have known about the challenges we face for a long time, but we received media attention in late 2017, with our community being featured in the ITV Granada Reports. We have worked hard in developing this plan to make sure that it works to support the fantastic work already taking place, the recent conversations we've had with people and our ambitions as a partnership.

In creating this plan, we have used Local Insight data, extensive community engagement activities, community consultations, and the Morecambe Community Collective work. We are also working with other agencies and bodies, other coastal communities, and The New Economics Foundation.

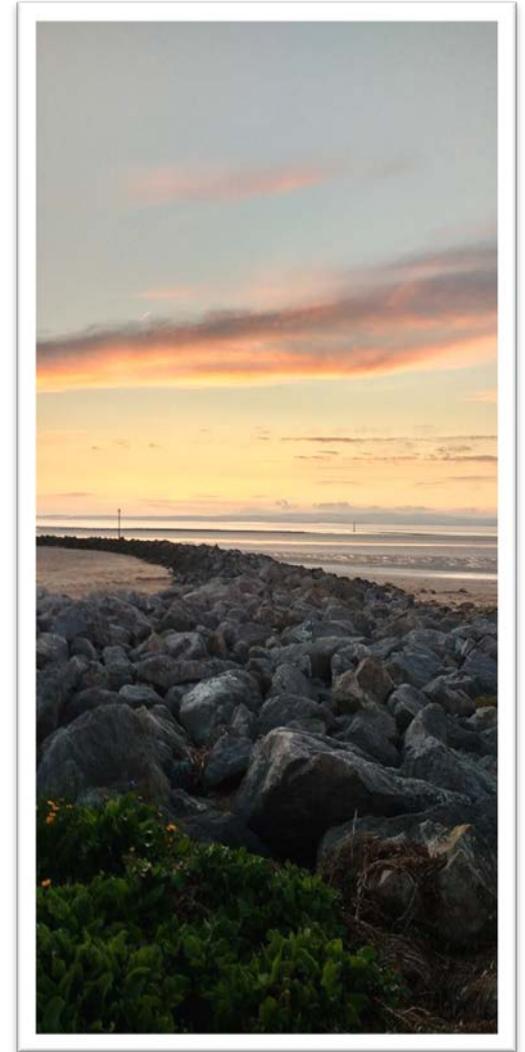
This plan forms the basis of how we plan to spend the next tranche of funding until March 2021. There are four outcomes we hope to achieve through the Big Local programme. These are:

Our community will be better able to identify local needs and take action in response to them.

Our residents will have increased skills and confidence, so that we continue to identify and respond to needs in the future.

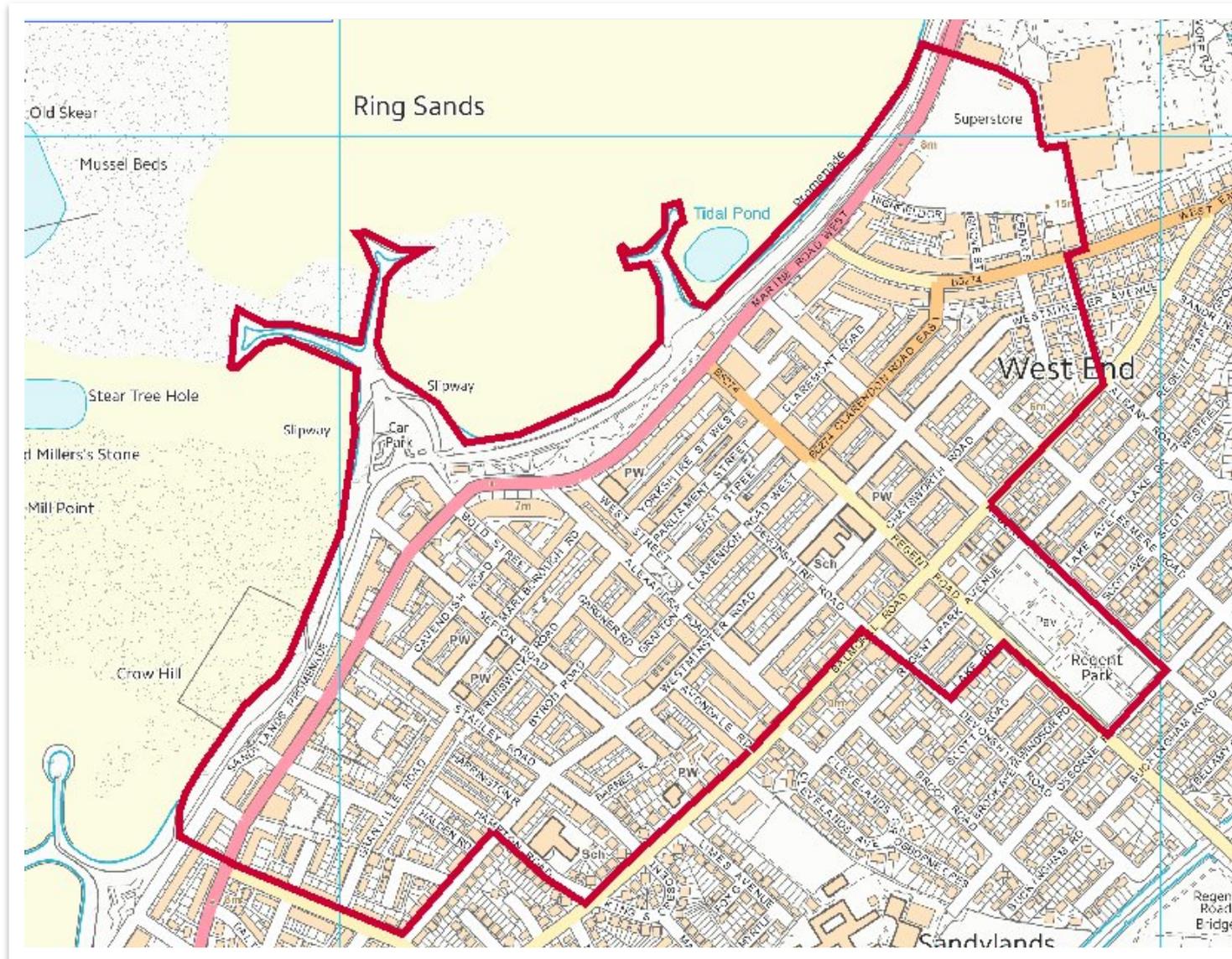
Our community makes a difference to the needs it prioritises.

Our residents will feel that their area is an even better place to live.



THE WEST END

This is a map of the boundaries for our West End community.



MEET THE CURRENT PARTNERSHIP BOARD

Big Local Partnership Boards are dynamic organisations. Members join, leave, and sometimes re-join. Everyone involved is invested in the community in some way, either living or working here. Members of the Partnership Board volunteer their time because they are committed to our community here in the West End.

CHAIR'S STATEMENT

“Over the last few years, we have done a vast amount of learning and development, with one of the outcomes of this being this new plan. We know our bay faces significant challenges, and recognise the obstacles in the way of us tackling these. As we move forward with this plan, we are making a commitment to working with more organisations, being more proactive, and making sure that we are contributing to lasting change.

There are new opportunities on the horizon, with renewed interest in being part of what we have here in the West End and more widely in Morecambe. We need to make sure that our community is involved in how Morecambe is shaped, and ensure community is at the heart of it.”

Dan Spencer
Local resident, Chair of West End Million.



WHAT WE'VE LEARNED ABOUT OUR PARTNERSHIP

Every time we write a new plan we review the progress we've made under our last one or even all the previous plans. In doing so we also review the learning that we, as a partnership, have accumulated. We do this acknowledging the mistakes we've made as well as appreciating the successes we've had. Armed with better knowledge about ourselves and our community we can take our new plan forward with confidence. Here are some things we are going to try to do more:

Big Local Partnerships have different ways of working. Some spend their money themselves, some commission, some work in partnership. We'll be working more proactively, building partnerships and commissioning projects that contribute towards achieving our outcomes.

When new members join we share more ideas and can achieve more. Whether it is starting a conversation, or taking part, new members are part of how we grow - we are excited to get more people involved!

We're going to try and streamline processes, making sure they are clear and help develop capacity to do more.

Our forms are changing, and how we fund and monitor is changing. We want to make sure we can tell everyone more about the fantastic projects happening!

We believe that leadership is a shared responsibility and that we all have to play our part in developing our approach

We want to make sure that all of our partnership members have access to IT

Working through match funding enables us to achieve more, so we're going to seek other sources of funding to match with ours wherever possible and to help organisations with fundraising skills.

We want to make sure that projects benefit from our skills and knowledge, and that what we do has a lasting change.

OUR LOCAL TRUSTED ORGANISATION

Every Big Local Partnership works with a Local Trusted Organisation (LTO). The LTO provides a range of functions for the partnership. This includes assistance with financial management, insurance and public liability. They also support us by providing workspace for our support staff. We have recently begun working with a new LTO; Lancaster District Community and Voluntary Solutions (LDCVS) with Yak Patel currently acting as our main point of contact there. We appointed them following an extensive longlisting and shortlisting process that considered a wide range of possible partners for us. We are delighted to have appointed LDCVS and that they have agreed to work with us.

LDCVS has been the main umbrella organisation for the voluntary sector within the local area for the last 40 years. They provide guidance, co-ordination, representation and development for support to the voluntary community, faith and social enterprise sector across the Lancaster District. They are perfectly placed to

act as our Local Trusted Organisation.

“There is so much to admire about the West End Million Partnership and what they have achieved over past four years. Having helped them to complete the Community Profile and Action plan in 2016, it has been incredible to see this resident-led partnership focus on making lasting positive change in their community. Some have been pessimistic about what can be achieved at local level, citing controlling cultures but this partnership has proved through research and community engagement that they can bring people together to improve their local neighbourhood. And this has been demonstrated through their grit and determination over the past few years. I have been amazed how this partnership have brought people together to collectively discuss strengths and issues in the community and come up with jointly produced solutions. Furthermore, I have much respect for the partnership testing new ideas and activities and taking certain risks when they have needed too. It would also be remiss of me not to mention the structure and support provided by Local Trust and the Big Local programme to help this partnership get started and maintain momentum.

We are delighted to be appointed as the LTO and we are very much looking forward to working with the partnership as they embark on their new vision. Lancaster District CVS has a long history of developing the third sector and work collaboratively across the public, private, charity and higher education sector, with the aim of creating and developing opportunities for the benefit of our voluntary and community organisations. We are a ‘neutral’ organisation that campaigns for small and large charitable organisations; educating commissioners and funders to understand, believe in and fund the sector so that positive outcomes can be achieved in our communities.”

Yak Patel, LDCVS.



KEY ORGANISATIONS TO MORECAMBE

As a Partnership Board there are a number of people we can rely on for support. Big Local provide us with a Local Trust Rep, who helps us to be mindful of the Big Local rules and supports us as we plan projects and make decisions. We also have our Local Trusted Organisation. We can also draw on several support staff for specific activities such as issuing press releases, running engagement consultations and various aspects of IT and administration.

There are also other organisations we work with. The work undertaken by these organisations has been incredibly important in supporting our community or informing how we work:

MORECAMBE BAY COASTAL COMMUNITIES TEAM

The Morecambe Bay Coastal Community team (CCT) is a local partnership that supports communities around the Bay to collaborate and address the challenges that they face to help build a stronger Bay wide local economy. Their focus is obviously wider than ours as they focus on the entire Bay but the West End is an important part of the Bay.

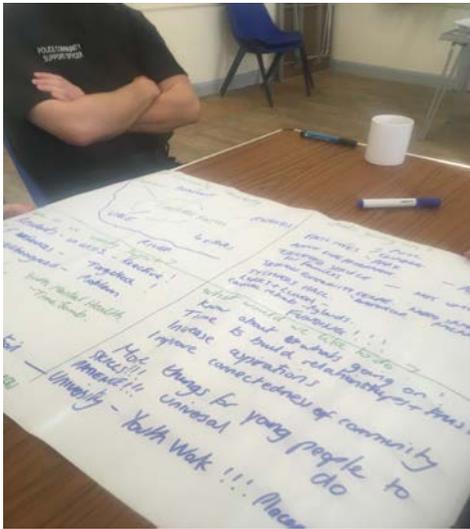


NEW ECONOMICS FOUNDATION

The New Economics Foundation is a think tank with a difference in that it is rooted in the community and driven by daily experience. It aims to give people the tools they need to be able to enact meaningful change. The conduct research and publish reports. They also act as a campaigning organisation. Currently they are campaigning on range of issues including some which are highly relevant to WEM and its current themes; for example, coastal communities, public land aspects ownership and of health and wellbeing.



MORECAMBE INTER-AGENCY GROUP



Morecambe Inter-agency Group (MIG), is an informal gathering of representatives (paid and unpaid) from voluntary and statutory organisations in Morecambe who deliver services to the community. It provides an informal network from voluntary and statutory organisations and agencies working in the community sector, so it is a great forum for information sharing and offers an opportunity to develop joint initiatives. MIG Sessions are held every two months at different locations in Morecambe.

MORECAMBE COMMUNITY COLLECTIVE

“Morecambe Community Collective started with a 300-strong meeting of the community to discuss key issues, in response to the ITV Granada Report on food and child poverty in the North West and the West End in December 2017. Its aim is to be a forum for the local community, community groups, councilors, agencies and other interested parties to come together and properly discuss issues affecting Morecambe and the surrounding area in a coordinated way. From the main event, four main areas of interest are Health & Wellbeing; Economy; Young People and Children; and Elderly and Lonely. So far we've focused on Health and Wellbeing as it's a huge subject and impacts on the other three areas. The collective is intended to be a short-lived project, its role is facilitation not execution, though projects are emerging from the conversations taking place. It is entirely volunteer run by community members and receives no funding.”

-Joanne Ainscough, Community Collective Member



We have also identified other organisations within our local area who would be natural partners for WEM; based on their importance to our community and their pursuit of aims common with WEM. We intend to approach and, hopefully, forge strong links with these organisations so that we can begin working in partnership with them. Some of the identified target organisations include:

THE COASTAL MEDICAL GROUP

OUR LOCAL SCHOOLS

MORECAMBE TOWN COUNCIL

LANCASTER CITY COUNCIL

LANCASHIRE COUNTY COUNCIL

NHS MORECAMBE BAY CCG

LANCASTER & MORECAMBE COLLEGE



FACTS ABOUT THE WEST END AND HOW WE HAVE FOUND THESE OUT

OSCI LOCAL INSIGHT

We were grateful to have been given access to the Oxford Consultants for Social Inclusion (OCSI) Local Insight profile for the West End. This contained a vast amount of data about the area which we could use to inform our thinking when formulating the themes and goals within this plan. In other words it helped us focus in on the key areas we felt we should be concentrating on.



HEADLINE DATA ABOUT OUR POPULATION

20% OF HOUSEHOLDS LIVING IN FUEL POVERTY

345 CRIMES PER 1000 POPULATION COMPARED WITH 126 (NW AVERAGE). THESE ARE MOSTLY ANTI-SOCIAL BEHAVIOUR INCIDENTS AND CRIMINAL DAMAGE BUT THERE ARE ALSO MUCH HIGHER LEVELS OF VIOLENT CRIME AND BURGLARIES.

EMERGENCY HOSPITAL ADMISSIONS 64% HIGHER THAN NATIONAL AVERAGE

MORE THAN A QUARTER OF WORKING AGE RESIDENTS ARE CLAIMING BENEFIT – THIS IS ALMOST DOUBLE THE NW AVERAGE.

9.4% OF BENEFIT CLAIMANTS RELATING TO UNEMPLOYMENT ARE AGED 18-24 WHICH IS MORE THAN THREE TIMES THE NW AVERAGE – BUT THIS HAS FALLEN SIGNIFICANTLY IN THE LAST 15 YEARS.

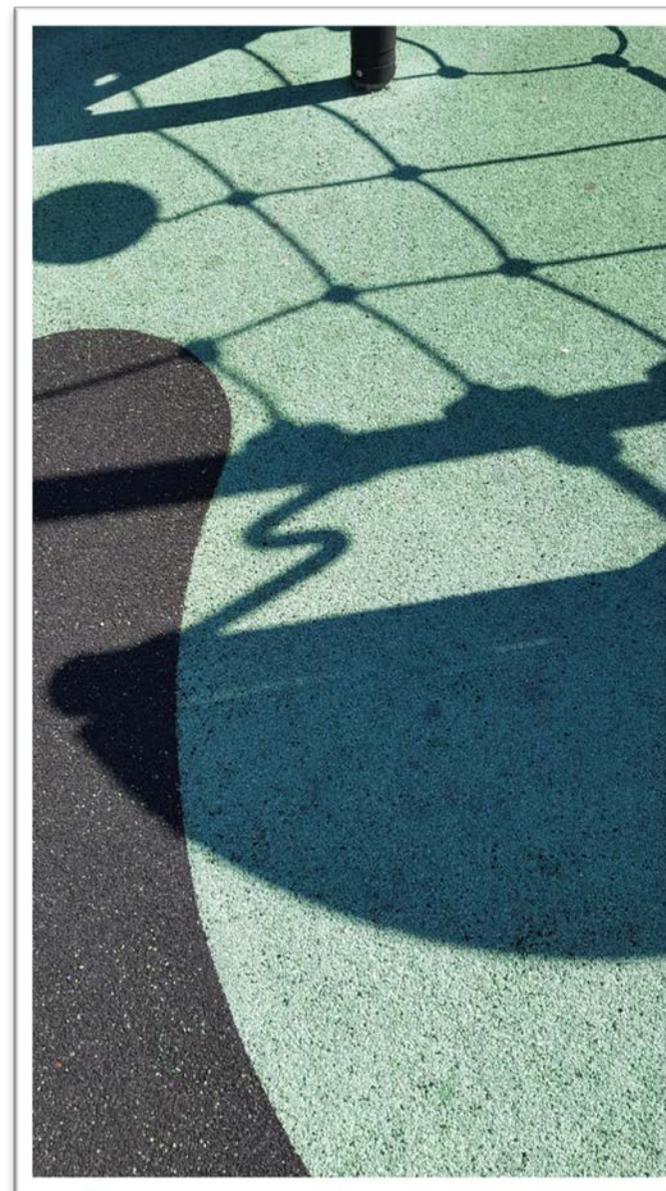
THERE ARE CONSIDERABLY MORE PEOPLE AGED 0-15 IN THE WEST END (WE) AND LESS PEOPLE OVER 65 THAN THE AVERAGE FOR ENGLAND AND THE NORTH WEST (NW).

41% OF HOUSES ARE OWNER OCCUPIED COMPARED TO THE NW AVERAGE OF 65% AND 48% ARE WITH PRIVATE LANDLORDS AGAINST A NW AVERAGE OF 14%.

POPULATION DENSITY (PEOPLE PER HECTARE) IS 92 COMPARED TO A NW AVERAGE OF 5.

The OCSI data make for some bleak reading and, whilst we recognize that this is the case, we also know that this does not give the whole picture. The West End is also a great place to live and work. The Bay provides a stunning backdrop to a warm and friendly community who love where they live and want to make it even better. We wanted to get a fuller picture of the West End and therefore needed to also consider other sources of information about our community; so we used a range of other evidence alongside the OCSI data:

- The original Community Profile commissioned by WEM. This included data from;
 - A community consultation
 - West End canvassing form
 - Conversations and desktop research
- The findings from conversations at the community collective
- Questionnaire distributed through the Morecambe Inter-agency Group (MIG)
- Residents' questionnaire given at drop-ins
- Report written by our community engagement worker who delivered a community drop-in for adults
- Report written by our community engagement worker who delivered a community drop-in for with children
- Feedback from previously funded projects and initiatives
- Our own reflections; as a partnership we have invested over 1000 hours reviewing our past plans and developing this new plan.



COMMUNITY CONSULTATION

As detailed previously, we have consulted with residents in a wide variety of ways. Whilst this includes the data gathered from our original community profile conducted at WEM's start we have also conducted more current data collection. This includes our development officer conducting one to one interviews with community stakeholders such as residents, business holders, schools, voluntary organisations etc. They also talked to people who received funding from us in the past.

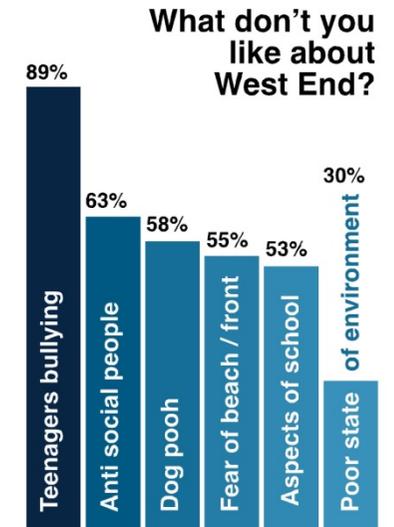
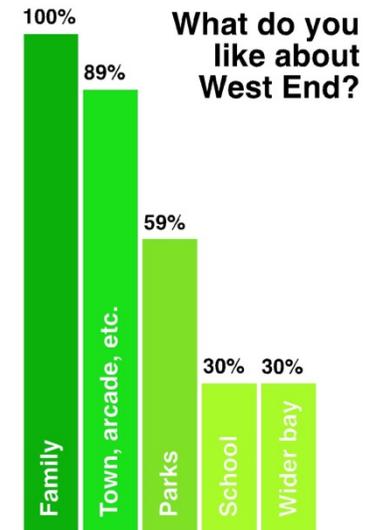
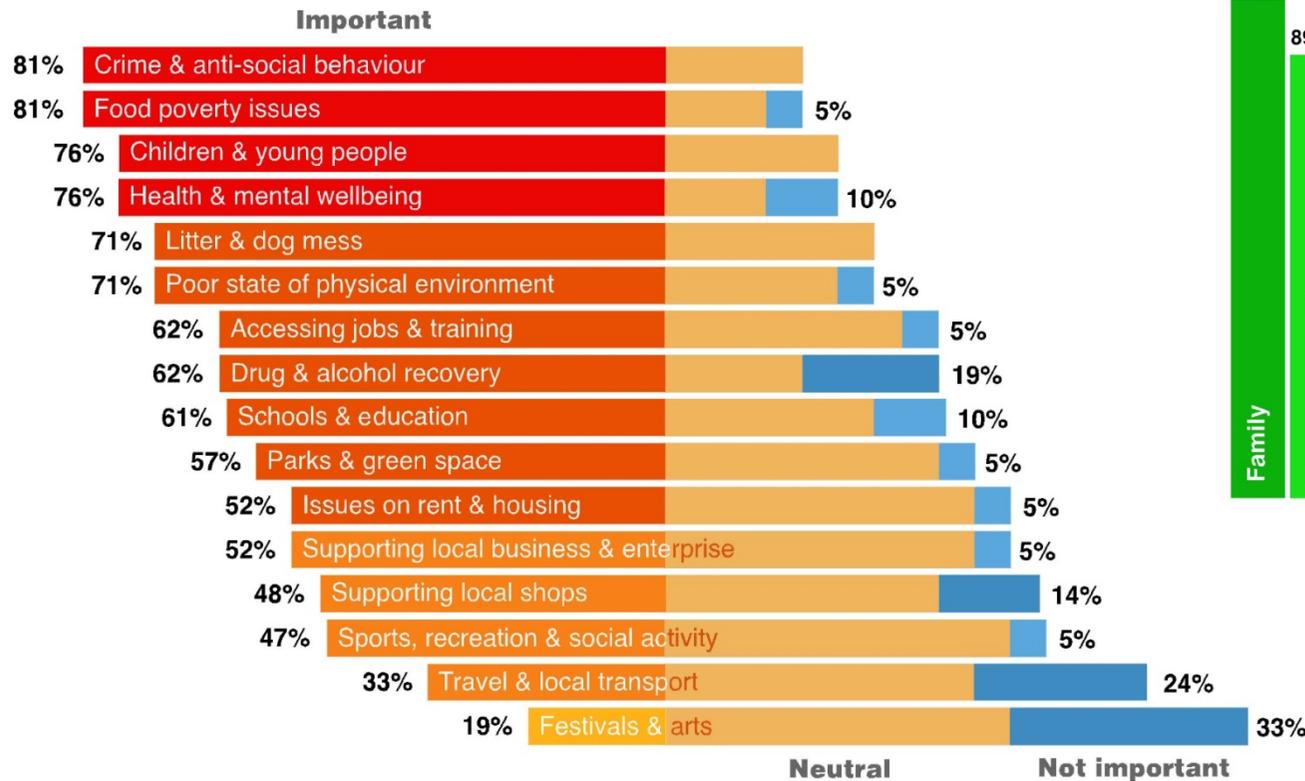
We also held a drop-in community consultation with children at a local school. In addition there was a well-attended drop-in with adults drawn from across the community. Questionnaires were also distributed as a community consultation and through MIG.

An important finding from all of this is that while the West End is a community in and of itself, there are also other sub-communities within it and these communities may face different issues than the wider community. For example, our data showed clearly that the issues highlighted by adults can differ from the views of children; although there is also overlap between their views. These differences suggest that as we address children's needs we may need to do this in ways that allow them to input more meaningfully on their own behalf, to ensure that their voices are not lost.



CONSULTATION FINDINGS 2018

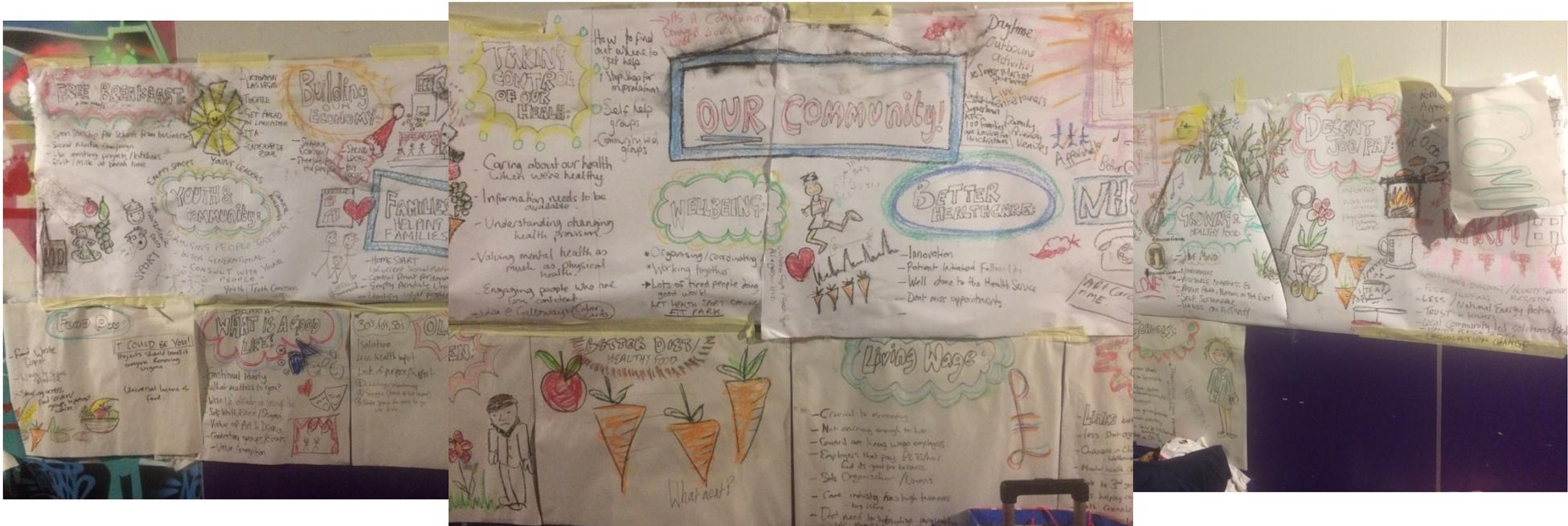
We asked local residents what they thought was important. They had a lot to say, and this summarises what the adults thought:



The children's responses highlight the importance of family, but bullying and anti-social people are high on their list of concerns. The Local Insight data found that there are 345 crimes per 1000 population compared with 126 northwest average. Crime and anti-social behaviour as well as food poverty top the list of concerns of adult residents.

COMMUNITY COLLECTIVE CONSULTATION

The Partnership has kept in close contact with the Community Collective as it consulted on key issues of concern in Morecambe. The issues they identified were constantly referred to as we developed this plan. Like us they identified four key themes; although their themes differ somewhat from ours there is a great deal of overlap between theirs and ours. Their themes are: Health & Wellbeing; Economy; Young People and Children; and Elderly and Lonely



Drawing upon all of this evidence, we agreed a number of outcomes that we felt were important for the West End. Organising and collating these gave us our four themes (see page one) which organize and structure our plan. Using this evidence-based approach should ensure that our plan is able to properly focus in on key community concerns and we are excited to be able to progress this over the three years of this plan.

We feel that in our first two plans we supported some great local projects and began to develop some important relationships. This provides a useful foundation to build on. But with this plan we want to be more focused and methodical. We have taken an evidence based approach in drawing up this plan and we will continue to be informed by evidence as we implement and continuously reflect upon the plan. We will be more actively monitoring the difference we are making and the impact we are having. We also want to invest more time in understanding what our stakeholders are doing and how we might add value to this.

OUR BIG LOCAL THEMES

As described above, we have taken a fresh approach for this in our third plan. We wanted the plan to be evidence led as well as informed by the learning we have achieved through the implementation of our first and second plans. We held many special meetings to review and consider all our learning and all the evidence we had from and about our community and to decide what we wanted in this plan (in excess of 1000 extra hours were volunteered by the partnership members for this process). We started with the **outcomes** we would like to see and worked back from these to provide us with a new set of **goals, themes** and a brand-new **vision**.

Theme	Goal	Outcomes
ENTERPRISE AND ECONOMY	Supporting the creation of more and better pathways to work for WEM residents	Identifying what support local organisations, both social and private, need to thrive. A greater opportunity for residents to access employment outside of the West End. Existing skills development support for adults mapped and promoted in the West End with projects developed to fill any gaps in provision.
PLACE	Encouraging West End residents to have a stake in their environment	Improved green spaces – more people using them and in different ways. Better understanding of the issues around absentee landlords and effective relationships developed with partners who are able to improve the built environment of the West End. Residents feeling that their immediate environment looks and feels better.
HEALTH AND WELLBEING	Residents able to take action to improve their own health and wellbeing	Residents telling WEM that they feel positive about their community. Existing work around affordable quality food and fuel supported, and gaps in provision identified with partners. Residents supported to influence decisions made around them.
COMMUNITY	To have a shared vision and values across the community of West End	An engagement strategy that understands and takes account of diversity in the West End. More networking with and between the range of residents in the West End. Greater understanding of need that WEM can, at least in part, address. Providing opportunities for the community of West End to celebrate

OUR VISION STATEMENT

Our vision statement has been renewed following review. We feel that this more closely follows the Big Local outcomes and shows that we understand that these principles need to be at the heart of any projects or activity that we launch. West End Million have also agreed more focused goals and outcomes for the new plan too – to reflect our changing West End and the learning we have done.

Our vision is...

OUR COMMUNITY. TAKING ACTION AND BEING HEARD.

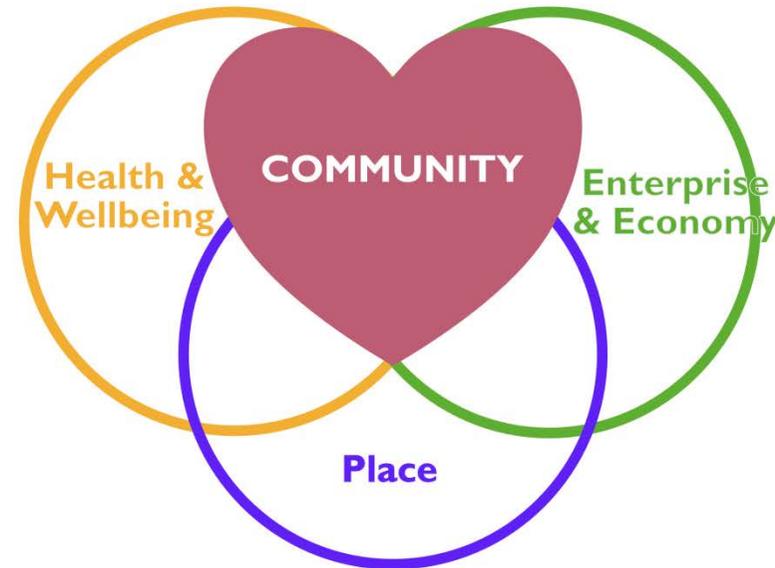
We move forward toward

Community is at the heart of what we do, it is the fundamental thing that brings us all together. It isn't something that just happens – if we want the community to be at the heart of what we do, we need to make sure it is.

Health & Wellbeing helps our community thrive, and will help us all reach our potential.

Enterprise and Economy is about our local residents developing new skills, learning and growing. Community focused economic growth is inclusive growth.

Place is about where we live, how we feel about it and it can best support our community.



HOW WE WILL BUILD ON OUR LEARNING TO ACHIEVE THE VISION

THINGS THE PARTNERSHIP IS CONTINUOUSLY REFLECTING ON AND DISCUSSING

The Partnership Board consists of people from our community who all care passionately about the West End. We have different backgrounds, interests and commitments - but we are all united in committing to achieve our vision for the West End. Our diversity can allow us to pursue individual passions and interests towards that united goal. For example, one person might lead on our working with the Community Collective to pursue our shared priorities; whilst another might lead on building stakeholder relationship through working with MIG. Another might be exploring opportunities for other community stakeholders to engage; for example, establishing a young people's forum. Such leads are currently informal, spurred on by members' and reflective of partnership members' own interest and passions. However, we are engaged in continuous reflection; not just on the issues we want to support but also on our own ways of working. Given this, it may be that we decide to formalize such roles in the future.

We want to ensure the partnership has the skills to match its energy and as such are looking into training for partnership members. The intention is to start with training in the Art of Hosting; a technique to assist with capturing collective wisdom and enhance better decision making. This has been used to great success by the Community Collective and our conversations with them suggest it could also work well for WEM. We are also actively seeking to identify partner organisations with specialisms and skill sets outside of the Partnership members' own but that would benefit the West End; for example, those running job clubs, offering benefit claims support etc. We are also exploring ways of working that are less dependent on paper and so kinder to the environment, as well as making life easier for Partnership members, not all who necessarily have internet access at home.



WORKING ON OUTCOMES

We learned a lot more about outcomes during our review and reflection exercises and in drawing together this plan. We learned we hadn't always been clear on what outcomes actually were, instead focusing on outputs. In other words we had sometimes focused too much on what was being done rather than the difference that had been made. As we fund new projects we will have a stronger focus on asking those funded to assess their own outcomes; achieving this through monitoring, reporting, gathering client evidence through etc.

We have re-designed all the forms that we ask applicants for funding to complete. Alongside these we have expanded the forms' guidance notes so that we can be sure people fully understand what they are being asked to tell us and what feedback we expect to receive. We have also developed forms for our monitoring and reporting process. All of these are intended to make it simpler for applicants to understand the expectations of Big Local in implementing projects. This should ensure that they are clear on their responsibilities not only in terms of spending but also in terms of measuring impact. In this way we can ensure that we have a set of evidence about impact and are able to have confidence that the community's money is being spent in the best ways possible.

We have also made it clearer that WEM needs to be acknowledged when it funds work as this has not always occurred in the past. This matters because we need the community to understand the impact WEM is having and how it is trying to address the community's stated priorities. We are also developing a process to govern our decisions when awarding grants. This should help us make well informed objective decisions in line with the Community's needs and Big Local's expectations.



.DELIVERING OUTCOMES

We think that there are three ways in which we can deliver our outcomes:

The first is direct delivery. Across the Partnership we are lucky to have people with a large and diverse skill set. In the main these skills are deployed in aspects of management and governance but it may be that partnership members will be able to become more directly involved in particular projects. For example, through our 'Big Ideas' form people may suggest something that they would like to see happen, but don't necessarily feel they are the right person to deliver it. In that case one or more of the partnership members would set about finding ways to make it happen. This might be through themselves talking it on board or it may involve using one of our other two ways of delivery.

The second way is through working with partners. The West End is lucky to be rich in its number and quality of voluntary and community led organisations. There is a great deal of synergy between our vision and themes and the aims of some of these organisations. By working with and

supporting such organisations we will be able to realise some of our own intended aims.

The third way is by commissioning projects to address gaps. This would involve a process whereby individuals or, more likely, organisations, were invited to tender for a specified plan of work. This could involve us fully specifying the details of a project and looking for the best people to deliver it. Alternatively, it could involve specifying a key problem and asking interested people to detail how they would address that issue, with us then funding the best idea (or ideas).



OUR ONGOING RELATIONSHIP WITH THE

Our plan is evidence based, informed by the various sources of information we have about our community's views. However, we recognize that the community is dynamic, and its views may also change over time. As we implement the plan we will be mindful of the need for continuous engagement with the community; to ensure that we continue to know its views *and* to ensure the community knows what we are doing on its behalf. To this end we will continue to:

Reflect on, and be informed by, the data we have based our plan upon

Work with our partner organisations and build on these relationships further for the best outcomes for the community

Both monitor and update our social media

So that we are continuously informed about our community's needs and ideas

So that the community is kept informed about our efforts

So that we are able to share our learning with residents, particularly around important issues that they may not be aware of

Explore the development of a newsletter highlighting WEM activities

Gather more information from those funded about the impact of their activities and feed that into our learning

Promote our Community Grants and Big Ideas schemes.

We also hope to organize an annual drop in for stakeholders so that we can gain, and give, face-to-face feedback and suggestions.

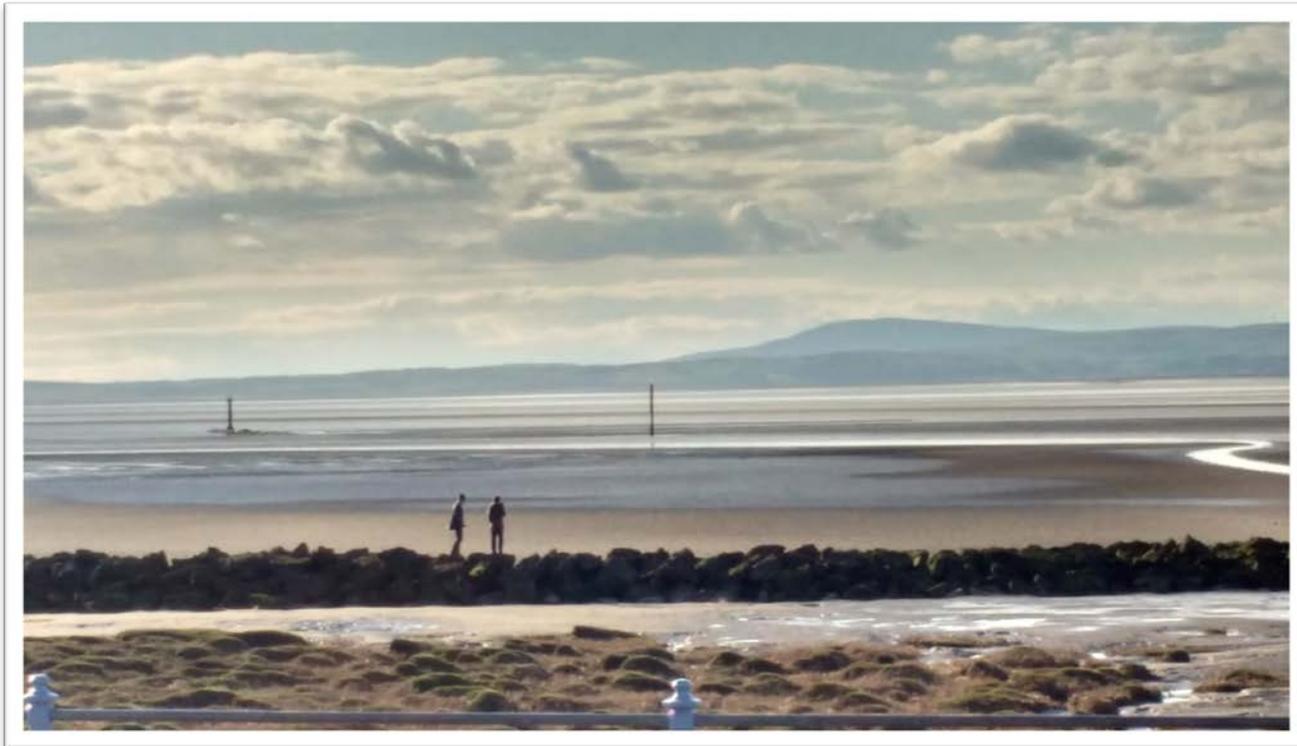


OUR NEW COMMUNITY CHEST

This will be our main mechanism for community organisations to access small funds (usually around £500). A new form for applicants is in the process of being developed. This will have a very open and simple structure. Money will usually be delivered as a payment at the start of the project, with a percentage delivered on receipt of information detailing the award's impact. Partnership members will follow a formal set out evaluation process in awarding money, in line with our goals and outcomes.

OUR NEW BIG IDEAS FORM

This is intended for use by anyone who has a great idea for the West End. If there is something you would like to see happen (even if you're not sure how to make it happen) then this is the form to use. Suggestions made through Big Ideas will be considered by the awarding panel who will then explore whether and how best these ideas could be made to happen.

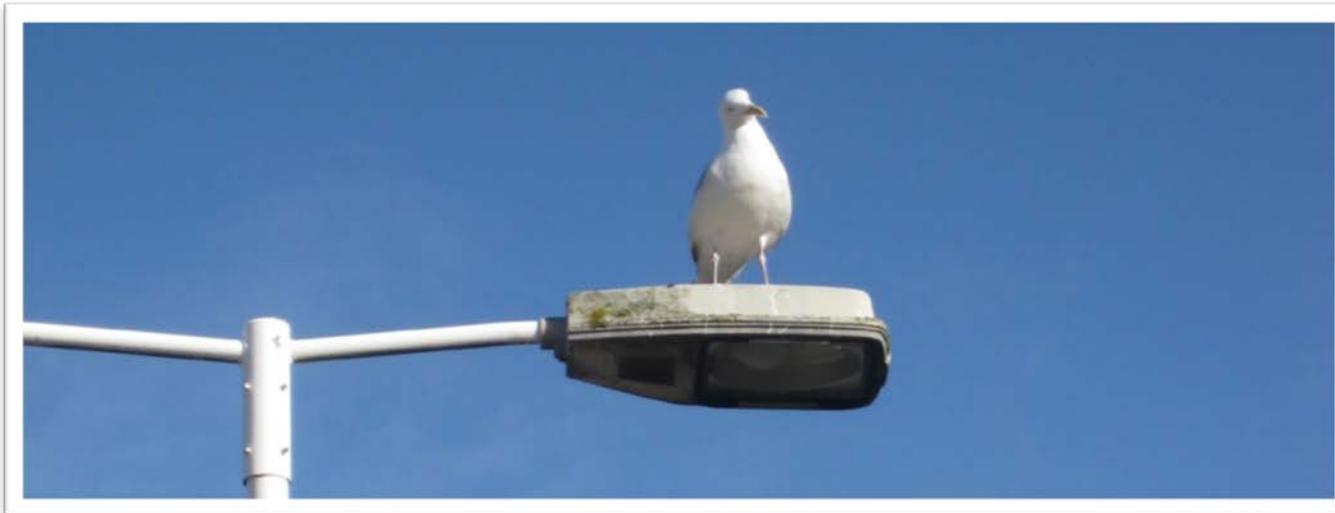


OUR ENGAGEMENT STRATEGY

We are constantly working on better ways to keep the community informed about our work – and better ways to find out the community's views. To this end we are currently engaging in a website review to make it more attractive, engaging and user friendly. We have an internal e-newsletter distributed to all partnership members to ensure that they can keep abreast of what's happening locally outside of WEM, as well as what's happening with WEM itself. In that way partnership members can become involved in other community activities relevant to them, ensuring that WEM and its partnership members remain embedded in, and informed by, our community. We have put together an engagement strategy that lays out ways in which WEM as a whole, and partnership members individually, can continuously engage with the community to share information about WEM's work and to feed the community's issues back into WEM. We are also exploring the development of a community newsletter to allow us to keep residents and businesses up to date with our activities.

THE BUDGET

We have looked at the budget in terms of both our past spending and our future plans. We are certain that we don't want to stick so rigidly to a spending timetable that it constrains our actions and stops us from being responsive as new ideas develop. However, it was very useful to consider where we are against the ten-year plan. This helped us greatly in our decisions as to how much of the budget we wanted to allocate to this plan, as well as our decisions as to how long we wanted this plan to last. We decided that we would start with a budget of **£418,189** for this plan and run it over a three-year period. Within the budget we have allocated the sum needed for the engagement, communications, management of the partnership and allocated **£20k** to the Community Chest. The remaining **£262176** is split evenly across our three other themes as we felt that each is equally important for the West End. We may vary this as themes develop and as our learning grows. We will conduct a mini review at the end of 18 months to check our progress and re-assess the funding we need.



OUR THIRD PLAN THEMES AND BUDGET ESTIMATES

Theme	Goal	Budget	Outcomes
Enterprise and Economy	Supporting the creation of more and better pathways to work for WEM residents	£65,544	<p>Identifying what support local organisations, both social and private, need to thrive.</p> <p>A greater opportunity for residents to access employment outside of the West End.</p> <p>Existing skills development support for adults mapped and promoted in the West End with projects developed to fill any gaps in provision.</p>
Place	Encouraging West End residents to have a stake in their environment	£65,544	<p>Improved green spaces – more people using them and in different ways.</p> <p>Better understanding of the issues around absentee landlords and effective relationships developed with partners who are able to improve the built environment of the West End.</p> <p>Residents feeling that their immediate environment looks and feels better.</p>
Health and Wellbeing	Residents able to take action to improve their own health and wellbeing	£65,544	<p>Residents telling WEM that they feel positive about their community.</p> <p>Existing work around affordable quality food and fuel supported and gaps in provision identified with partners.</p> <p>Residents supported to influence decisions made around them.</p>
Community	To have a shared vision and values across the community of West End	£65,644	<p>An engagement strategy that understands and takes account of diversity in the West End.</p> <p>More networking with and between the range of residents in the West End.</p> <p>Greater understanding of need that WEM can, at least in part, address.</p> <p>Providing opportunities for the community of West End to celebrate.</p>

CASH FLOW PROJECTION

	1 Jul 2018 - 31 Dec 2018	1 Jan 2019 - 30 Jun 2019	1 Jul 2019 - 31 Dec 2019	1 Jan 2020 - 30 Jun 2020	1 Jul 2020 - 31 Dec 2020	1 Jan 2021 - 31 Mar 2021	Total
Community	£7,000	£13,100	£13,100	£13,100	£13,100	£6,144	£65,544
Place	£7,000	£13,100	£13,100	£13,100	£13,100	£6,144	£65,544
Health and Wellbeing	£7,000	£13,100	£13,100	£13,100	£13,100	£6,144	£65,544
Enterprise and Economy	£7,000	£13,100	£13,100	£13,100	£13,100	£6,144	£65,544
Community Chest	£2,000	£3,000	£4,000	£5,000	£5,000	£1,000	£20,000
Management	£25,000	£25,000	£25,000	£25,000	£25,000	£11,013	£136,013
Totals	£55,000	£80,400	£81,400	£82,400	£82,400	£36,589	£418,189

LEGACY

Although we are still in the earlier half of our ten-year WEM project, we are already looking at ways we can make a sustainable change to the West End and ensure that WEM has an enduring legacy. We are still very much engaged in the planning and doing phases of WEM but even here we want to look at the potential long-term impact our actions can have. As we progress with our vision we have already identified key ways in which we can create a legacy.

The most central foundation of our legacy is dependent on the people of the West End. The people in the community *are* our legacy. **Building skills** feeds back into the community in continuous and long-term ways. This especially applies to the **young people and children** in our community. As they develop their existing skills, and also add new ones, these can then be utilized for both their own and the community's benefits. Expansion of learning and skills is therefore crucial to our legacy.

We know that investment in the area's young people will bring exponential benefits as they grow. We have ideas about how we can work with partner organisations to develop such skills. For example, one idea is to work with a local primary school to found a Youth Partnership Board. This would allow young people to have a direct influence on the issues that most concern them, whilst also developing useful skills and confidence in areas such as decision making, finance management, debate and discussion etc. Another idea is to identify an organisation running a job club, to assist with CV writing, job application writing, interview techniques etc.

Building skills can then **change people's thinking** about what is possible; generating increased confidence and self-esteem. In turn building skills and changing thinking can help the community access better pathways to work which can then build **individual and community wealth**.

We know that in the West End we are lucky to have a wealth of **voluntary and community** organisations but we also know that some are currently struggling. We are committed to supporting these organisations in their current and future work. This could not only be with financial support but also, where possible, helping them to take collective action to access other funds and avoid duplication of effort.

We know that in the West End, as is the case nationally, many residents depend on benefits both in and out of work. However, we also know that across the UK working age families and pensioners are failing to claim more than £10bn a year in benefits. It has also been suggested that, nationally, low-income households are missing out on £15bn in benefits and tax credits. We want to make sure that people of the West End **know their entitlements** and have the confidence and self-respect to claim state benefits as appropriate. This will also assist in improving individual and community wealth. Outside of the benefits system there are other support services; for example, such as disability adaptations delivered through local and county councils. We want to assist our community to **connect to services** they need.

As we support projects and ideas we will consider their plans for **sustainability** and, if necessary, work with them on this issue so that they can become self-sustaining. We will also seek to support those that **address social isolation** and **create community cohesion**. We are forging relationships, with and between others. These **social networks**, with a **wide range of stakeholders**, will be nurtured and are likely to continue long after the ten-year Big Local project has ended.

We recognise that the Big Local funding has an end date. However, that doesn't necessarily have to mean that WEM itself does. As we progress towards the end of the Big Local funding we intend to look into **identifying other funds** that can be used to **make WEM self-sustaining** and allow it to continue for the community's benefit. This will be helped by our continued development of an evidence base of the impact of our work, as this will provide justificatory evidence for future funding bids. We will also be exploring whether we want to **invest in community assets** that can continue to benefit the community long after Big Local's ten years of WEM.



HOW TO GET INVOLVED IN WEST END MILLION

IF THIS PLAN INSPIRES YOU TO FIND OUT MORE OR, EVEN BETTER, TO GET INVOLVED WITH WEM THEN THERE ARE A RANGE OF WAYS YOU CAN GET IN TOUCH. YOU CAN CONTACT US THROUGH OUR WEBSITE, OUR FACEBOOK PAGE, OR BY EMAILING US.

WE WANT TO HEAR FROM ANYONE WHO LIVES OR WORKS IN THE WEST END AND HAS AN IDEA, AN OPINION OR A QUESTION FOR THE BIG LOCAL PARTNERSHIP. THE PARTNERSHIP REPRESENTS YOUR COMMUNITY – JOIN WITH US AND MAKE US EVEN BETTER 😊 THERE ARE LOTS OF WAYS TO GET INVOLVED:

JOIN THE PARTNERSHIP

Consider joining the Partnership Board - or if we are working on a specific issue you are passionate about then let us know so that you can join in with that work. We are always looking for people to help us out with our activities.

START A CONVERSATION

If there's a subject you are interested in and you'd like to get people talking about it then we'd love to work with you.

APPLY FOR A GRANT

Tell us about your idea for a event or activity in the West End, use our projects application form, and let us help to make it a reality. Or get your group to apply for a Community Grant for amounts of around £500. Or if you're not part of a group, but still have a great idea, then tell us about it using our Big Ideas form. We can then work with you to make that idea happen.

KEEP IN TOUCH

Have a look at our website – we put all our plans, reviews, minutes etc. there so it's an easy way to find out about anything and everything we're doing. As well as updating it regularly we also review it regularly to see if we can make it work even better for you. <https://westendmillion.co.uk/>



Follow us on Facebook. Like our page to ensure you get regular updates about what is happening locally.



We have an instagram account where you can see what we have been up to: [@westendmillion](https://www.instagram.com/westendmillion)



Tweet us [@westend_million](https://twitter.com/westend_million)

EMAIL

You can reach our secretary at:

wemprojectworker@gmail.com