

West End Million Partnership

Action Plan 2017/ 2018



VISION AND PRIORITIES – 2017-2018

OUR VISION over the course of the West End Million project, is to help make the West End a better place to live, work, visit, shop and do business.

Initially this is by looking for achievable ways of

- ❖ improving the quality of Housing in the West End
- ❖ raising the aspirations of our Young People
- ❖ boosting the West End community & local economy with Festivals and Community events
- ❖ developing an Enterprise culture within the West End
- ❖ Health and Wellbeing that will encompass all ages in the local Community

As we are coming to the end our first-year plan we believe that these themes remain valid. We will reflect on and examine them over the 2017-2018 period in order to develop a longer-term year plan with clear outcomes that respond to the locally identified need. This may mean we have to expand, reduce or replace the existing themes.

Priorities for 2017-2018 include

1. New focus on Health and Wellbeing
2. Improve Communications
3. Review of governance and staffing
4. Develop community engagement and consultation
5. Continued support for the working groups and Community Grant Scheme

1. Residents have expressed an interest in Health and Wellbeing; we plan to address this by working with local organisations to deliver a holistic approach to this. This could take many forms and will encompass all ages.

Recent community consultation has highlighted an increased interest in gardening and growing food. This could improve community cohesion and community involvement enabling residents to improve the physical environment, and making it a safer, more family friendly environment. There are several neglected areas within the West End that are owned by absentee landlords, and the community has suggested that these areas could become more useable spaces for both residents and visitors.

A Sustainable Food Project has started in the area this year and will be expanded to Stanley's, a local community centre. This will give residents an opportunity to acquire a bag of intercepted food each week which, not only helps to reduce food waste but tackles food poverty in our area. It is our intention to support this project as it develops.

2. Communications within the community are key to developing the ‘spirit’ that drives change. We will be contributing more content in the More Together magazine, which will be fully funded by WEM for the next year, spreading the news of WEM projects and upcoming events. We will create a questionnaire for resident’s comments and feedback with prizes that are connected to local businesses i.e. a family meal out and shopping vouchers etc.

We will be extending our Press Officer contract to support us with this part of the project and hope to create a post for a young person to develop our social media profile.

3. The Partnership has realised that due to the volunteer nature of the group we have been unable to tackle all the needs of the Community. We have started the process to employ a part time secretary and should have this post in place shortly.

We will consider employing a part time Community Worker to help the partnership assess and meet the evolving needs of the community.

We will make contact the University of Cumbria and Lancaster University to recruit students to help research capacity issues in the partnership, and explore other areas such as match funding and working with volunteers.

The partnership will also consider forming a legal entity to hold assets and employ workers. This will also enable the partnership to access and apply for additional funding, to maximise the potential of the project and its sustainability. We will revisit the idea of establishing a CIC or other entity we will need the help and advice of professionals e.g. Solicitors and Accountants.

4. In order to write a longer-term plan that will enable significant, lasting and sustainable change we will explore the possibility of employing an experienced consultant to work with the partnership board and community focus groups over the year. This will ensure that we develop achievable, realistic and clear programmes that are also innovative and inspiring. The learning from this process can be shared with the wider Big Local sector.

5. The Community Grant scheme has been a success, allowing us to fund a wide variety of projects from residents, Community groups and businesses. We intend to continue this scheme for a further year.

All working groups have developed plans that respond to the 2016-2017 programme and the detail of these can be seen in the attached documents. These are some ‘highlights’.

Last year’s successful West End Weekend festival has been extended to be a two-day event. We plan to use the second day as a family day, for people to come together, to listen to music and with games for the children. We have established a good relationship with the local Co-op, which has offered to provide gazebos, healthy food and drinks on the day.

The new Young People’s group lead is very excited about taking over this area and has many innovative and new ideas to help support Young People in the area. We will be looking at supporting some Young People with their personal development which may include helping them with their further educational needs by possibly funding specific areas such as bus passes, paying for courses or books etc.

The Housing group in the next year plan will also be considering what might be available to the community in connection to Green Energy schemes such as solar panels and insulation. This should reduce household bills as well as being good for the environment.

Residents would like to introduce a local market atmosphere to Yorkshire Street. The views from residents and visitors are that the area is looking very tired and unappealing. The Enterprise group plan to address this via a pilot renovation scheme for participating shops. This will encourage new business as well as increasing footfall, if successful it could be expanded to other businesses in the area.

We are now looking forward to Year 2 of the project, which will allow us to deliver more positive possibilities for and with the community. We hope that the employment of the part time workers will be a benefit to the project spreading the good news stories, encouraging new ideas and allowing for more input from the community.



Communications

Vision for 2017/ 2018

We are fully funding the More Together magazine this year (4 issues), which will allow us to reach every resident in the Big Local area; this will cater for local people who don't have internet access.

We will have more coverage in the magazine and the local press due to our Press Officer.

We intend to use other media which could include TV and local radio to promote WEM projects to the wider community.

We have asked a local film maker to create a number short films about the projects WEM has supported, which we will use on all our social media outlets. We will also encourage the younger residents to participate in the production of digital video (Vlogging)

We will produce a review of the year to highlight our achievements to the wider Community

Outputs	Outcomes	Measures	Evidence
Press releases of positive news stories about the West End Million, WEM project and the West End generally Improve our online presence through our Website, Facebook and Twitter Greater coverage in 'More Together' community magazine	Improved perception of the West End by residents and people from further afield Raise the profile of WEM projects and events	Amount of press coverage Increased numbers of positive news coverage of West End Social media activity (increased traffic) Size of mailing list etc.	Media log, press-cuttings and file of promotional material Survey of visitors and shoppers Survey of residents Short films and Vlogging

£13476 for the magazine

£5000 for the Press Officer

£1000 for the web site

£524 contingencies

Total Budget - £20,000

Community Grants

Vision 2017/2018

To continue to promote, support the positive initiatives of the local community within the West End

Outputs	Outcomes	Measures	Evidence
Robust community grants scheme	Increased community engagement Additional projects delivered	Record of grants awarded and feedback received Coverage of the grants within the broader community	Grant application and feedback reports

Total Budget - £18,000

Enterprise

Vision 2017/2018

To promote and support an enterprise culture in the West End of Morecambe

'by highlighting the natural assets and developing networks and opportunities in the West End area'

We are currently applying to be 1 of the 20 areas partnering with UnLtd to encourage a greater entrepreneurial culture in the West End over the next 3 years

Outputs	Outcomes	Measures	Evidence
Audit of businesses Support entrepreneurs + business growth in the West End Examine local policy & work with the Council as appropriate Examine vacant sites and opportunities Partnership will local authorities to develop proposals for a shop front renovation scheme	Greater understanding of the local community Greater number of businesses WEM Enterprise document/economy map Forum	Business Annual Audits Forum membership/take up WEM Enterprise Document (baseline measure) Enterprise working group party membership	Working group minutes Feasibility studies Business directory WEM Enterprise document Forum membership Enterprise working group membership

Total Budget - £20,000

Festivals, Arts & Culture

Vision 2017/2018

This will include the Promotion, Support, Development of festivals arts and culture in West End of Morecambe in the wider sense, theatre, exhibitions and public art.

'Including existing and new events, individuals, professional artists and community groups by enhancing social engagement and supporting aspirations through creativity'

We recognise the value that Festivals and Arts can play in the cultural and economic life of a Community. We realise these are expensive to run and will seek to bring in extra resources

- To apply for and manage a festival budget on behalf of West End Million to deliver and develop local initiatives
- Create and share calendar of local festival events
- Deliver the West End Weekend event for 2018
- Seek match funding from other organisations

Outputs	Outcomes	Measures	Evidence
Repeat/deliver 2018 West End Weekend Support and help deliver other festivals within the West End	Increased participation Increased social engagement Support aspirations Increased visitors	Participation Attendance Our working party Involvement of other organisations	Evaluations Photographs Videos Personal testimonials

Total Budget - £20,000

Health and Wellbeing

Vision 2017/2018

This is a new initiative to meet identified needs of the local Community

Promote Health and Wellbeing in the area, we will encourage residents to take up activities from gardening to fun runs. We will also contact other local organisations for ideas and support.

We hope to develop stronger links with the NHS Better Care Together Team for Morecambe Bay. We also hope to consult with Dr Andy Knox who has an interest in Health and Wellbeing in the Morecambe Bay area.

Outputs	Outcomes	Measures	Evidence
Identifying and investigating derelict land to be converted for community use Promote Health and Wellbeing in the area.	Involve local council, landlords and contractors to agree schemes to take forward Any scheme that promotes Health and Well Being	Community involvement Numbers of schemes	Photographs Quotes Number of participants involved

Total Budget - £15,000

Housing

Vision 2017/2018

Completion of 2016/2017 action plan outputs

Outputs	Outcomes	Measures	Evidence
Research for a Housing Renovation Scheme	Commission a Feasibility report for a West End Housing Renovation Scheme		Feasibility report
Research into sustainable energy, making homes greener	Commission a Feasibility study into green energy Grants for insulation and heating	Discussions with organisations, agencies and businesses	Minutes of working group meetings

Total Budget - £12,000

Young People

Vision for 2017/ 2018

Support new and existing youth projects and to provide safe places for young people to grow with confidence. Supporting young people as individuals rather than a collective by offering a variety of opportunities to help them with personal development and social skills whilst gaining a feeling of self-worth, challenging the negative perceptions of young people within the West End.

We have learnt there is a need to develop more of a partnership approach to help us deliver Young Peoples work allowing us to reach as many Young People as we can, with a focus on personal development and progression.

This will give us improved partnership working within both the statutory and voluntary sector such as the Police, Princes Trust, University of Cumbria students attending the Youth and Community degree course. This will increase capacity in the West End area

Outputs	Outcomes	Measures	Evidence
Run a pilot project to encourage and support young people in personal development	Increase confidence, gain skills and knowledge, making personal development accessible	Attendance of courses and professional testimonials	Personal testimonials
Identify gaps in young people's services within the West End	Starting a forum for young people workers, teachers etc	Number of organisations involved/participating	Minutes for forum meetings
Research successful youth projects and examples of good practice	Report on successful youth project and examples of good practice	Number of young people involved and consulted	Reports, evaluations and consultation

Support existing and new youth programs - £10,000

Young people personal development grants - £8,000

Set up and maintain consultations, networking meetings and forums - £2,000

Total Budget - £20,000

Project Delivery

The budget allocated to project delivery is intended to support the volunteers on the Partnership Board with administration, implementation and review of financial decisions.

The Partnership has already decided to contract a part time freelance Secretary for 6 months (paid for from the Year 1 money) and will look at contracting a part time freelance Community worker. This needs further discussion to make a decision on the job description

Working groups may also decide to contract out work specific to those groups, however they will be expected to pay for such work from their own budgets.

Involving the local community through workshops and providing volunteer opportunities with WEM projects will have a greater reach within the community, thus giving more sustainable outcomes. The more people in the West End that buy into the values WEM projects the greater the chances that the projects will be appreciated and local opinion of the West End will improve.

Year 2 Budget

Secretary for a further 6 months	£4,500
Project worker	£9,000
Review costs estimated	£7,000
Room Hire	£1,000
AGM/ open meeting 2018	£1,000
Community Engagement	£5,000
Fees for writing the next plan	£5,000

Total Budget - £32,500

West End Million Partnership 2017-18 Action Plan Year 2 Budget and Spend Schedule

	1 st August 2017 to 31 st January 2018	1 st February 2018 to 31 st July 2018	Total
Communications	£10,000	£10,000	£20,000
Community Grants	£9,000	£9,000	£18,000
Enterprise	£10,000	£10,000	£20,000
Festivals	£10,000	£10,000	£20,000
Health and wellbeing	£7,500	£7,500	£15,000
Housing	£6,000	£6,000	£12,000
Young People	£10,000	£10,000	£20,000
Project Delivery	£16,250	£16,250	£32,500
Totals	£78,750	£78,750	£157,500