

Rudheath and Witton

# Together

## COMMUNITY PLAN PHASE 2 2016 -2018

October 2016

Local Trust | Big Local





## RUDHEATH & WITTON TOGETHER PHASE 2 COMMUNITY PLAN: 2016 -2018

### Contents

Introduction .....	5
The Partnership and the Vision.....	7
Area Profile.....	8
Geography.....	8
People .....	9
Phase 2 Community Plan .....	13
Development.....	13
Projects.....	15
Do it Together: .....	18
Space for Us: .....	20
On the Ground: .....	23
Brighter Futures: .....	24
The Children’s Society.....	<b>Error! Bookmark not defined.</b>
Early Years Intervention .....	25
Local Jobs for Local People: .....	26
The Venue: .....	29
Small Grants Scheme: .....	30
PR and Marketing:.....	30
Locally Trusted Organisation: .....	31
Project Budgets: 2016-2018.....	31
Appendix 1: Visual Minutes of the Rudheath and Witton Summit .....	32
Appendix 2: The RAW Summit 2015 Report:.....	36
Appendix 3: Cheshire West and Chester, Witton and Rudheath Ward Snapshot – May 2015.....	37



## Introduction

### Overview

Rudheath and Witton Together (RWT) is a Round One Big Local Partnership located in Northwich, Cheshire. RWT's Phase 1 Community Plan was endorsed in April 2013 and the partnership has now all but completed this Plan's activities. The Plan's first annual review took place in July 2014, with the second annual review completed in April 2016 prior to submitting this 'Phase 2' Community Plan for 2016 to 2018.

Phase 1 Feedback from Local Trust:

- You gave thorough answers to the review questions
- You provided information on progress against your priorities and useful information on your main six projects. Activities such as the Grozone Learning Project and My Money Counts seem to be having a great impact!
  - You shared really good case studies to show how the project My Money Counts works in practice.
- You provided a helpful chart to show progress on each main activity.
- You shared a number of important lessons and demonstrated good reflective skills.
  - You provided a detailed budget.
- You shared a link to a film - on your YouTube channel - of your 2015 Summit with local stakeholders and partners to discuss Phase 2 of your work.
  - You mentioned ways in which you have engaged the community online and offline.

Through a process of reflection and review the RWT Board concluded that their Phase 1 Community Plan was too limited in opportunity and lacked flexibility. The Phase One programme in Rudheath and Witton was comprised almost entirely of projects put forward by local organisations following a bidding process. The programme felt largely reactive, with projects fragmented and tended not to link or add value to each other.

For Phase 2, as the RWT Board have come to better understand the issues facing their neighbourhood, they identified a need for activity to be more proactive, appealing to and involving a much broader cross section of the community through developing new and creative partnership to ensure those local issues are addressed.

In summary the Phase 2 Community Plan aims to make a positive contributions towards:

- Reducing unemployment and under employment through training and skills development.
- Increasing opportunities for local people to become more engaged with RWT through activities, clubs and mobile provision.
- Giving young people a voice and supporting them to be active in making positive decisions about their own lifestyles and their communities.
- Supporting early year's interventions for struggling families with young children to give them the best start in life.
- Improving social capital by investing in an 'on the ground' local community worker to support residents in running local event and activities and signposting to other services.
- Continuing to support local groups and organisations with a small grants scheme.

The Partnership envisage that there will also be much greater opportunity for inter-project working and co-operation generating greater levels of awareness and engagement of RWT.

## The Partnership and the Vision

### ***The Partnership***

The Rudheath & Witton Together Partnership (RWT) includes local people with a range of skills and links. It has changed its makeup slightly over time due to some members with other commitments having to leave and due to others who got involved in the community engagement process wanting to join.

RWT are confident that the process they have followed and information gathered in developing the Phase 2 Plan is the best way to realign project delivery for the benefit of local people based on their needs. RWT will periodically review and identify local needs, monitor progress being made, and will find ways in which the community can take action to meet these needs.

### ***The Vision***

Through the process of reviewing Phase 1 the Partnership believed that the original Vision needed to be updated to reflect the new priorities.

Phase 2 Vision:

*"Rudheath and Witton will be vibrant and resilient with connected and accessible community-focussed activities that contribute towards improving residents' social and employment opportunities, especially for the young and those who are disadvantaged"*

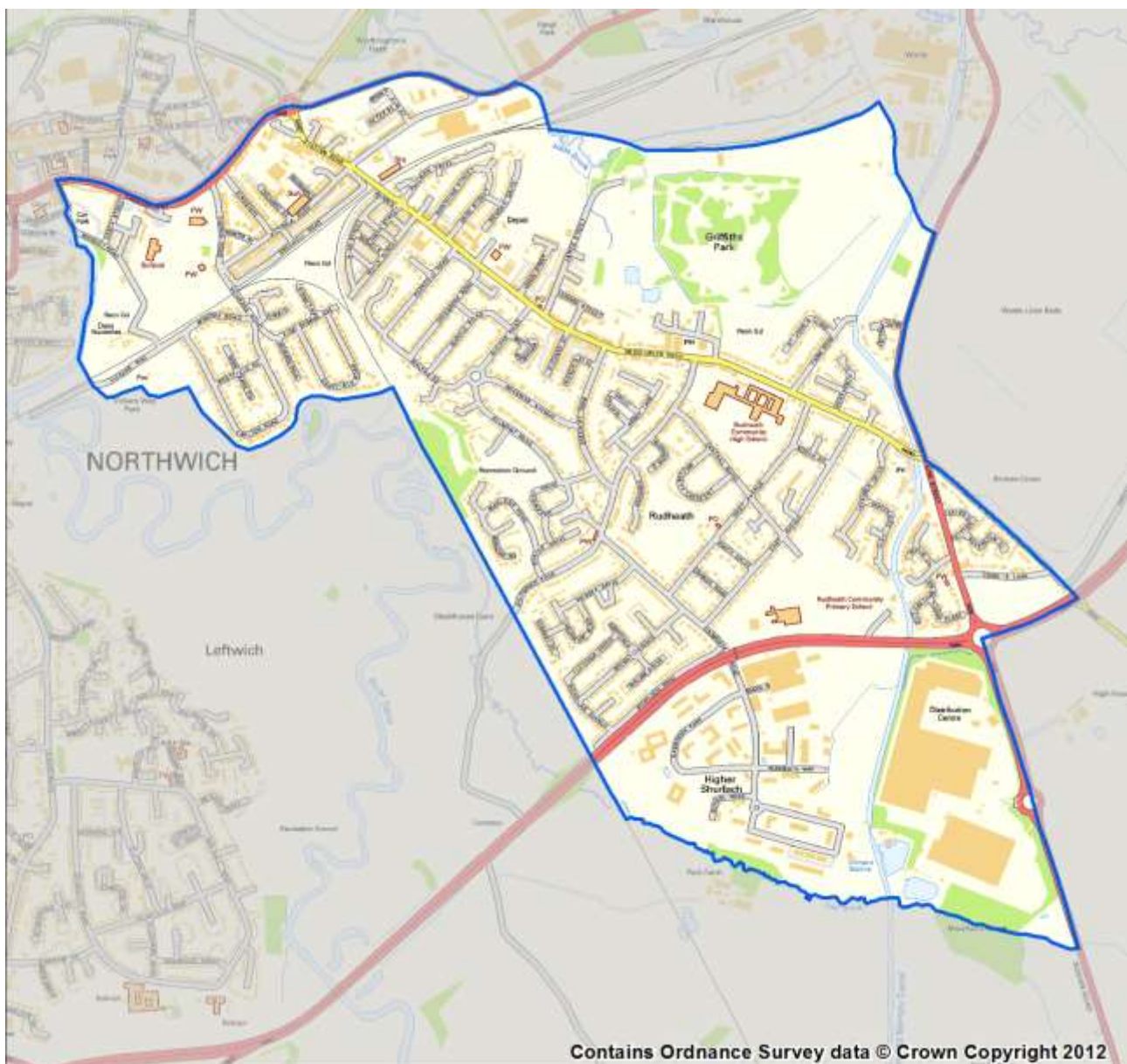


## Area Profile

### Geography

Rudheath and Witton comprises two areas on the eastern side of the town of Northwich, Cheshire and covers approximately 640 hectares (2½ sq. miles). It is wholly within the Borough of Cheshire West and Chester. Two main roads run through the neighbourhood; the A556 (which skirts the southern edge of Northwich, running east – west from the M56 near Altrincham to the A54 at Kelsall) and Middlewich Road (B5082) that connects the A556 to Northwich town centre.

The Manchester to Chester railway line crosses the area, dividing Witton into two parts primarily linked by a road across the railway bridge (Middlewich Road). The town's railway station, serving the route from Manchester to Chester, is also in this area. The railways forms a tangible break across the area with many regarding the areas to the south of the line as being in Rudheath and those to the north being in Witton. In reality, the historic and administrative boundary runs along Shipbrook Road (further to the south).





## People

A demographic profile of Rudheath and Witton was included in the Phase 1 plan that was prepared previously. The population of the area has remained fairly steady with about 10,000 people living in the neighbourhood - some 4,000 households - with an even mix of people of all ages.











Proportion aged 0-15 (Census 2011)	
Witton and Rudheath	18.7%
Cheshire West and Chester	17.6%
England	19.0%



Proportion aged 65+ (Census 2011)	
Witton and Rudheath	16.2%
Cheshire West and Chester	19.9%
England	17.3%

Many people have lived in the area for some years, with multi-generations of families still living locally. In the initial Big Local survey some people indicated that these family and friend links were important to them and so wanted to stay in the area because of this. The turnover of tenants is also relatively low indicating that people like living in the area. A subsequent survey revealed that over three quarters are either “fairly” or “very” satisfied with their neighbourhood and with their home as a place to live. There are a number of local people who volunteer to help the wider community through local groups, but they often find themselves stretched to do what they want to do and are always looking for more volunteers and support.

Rudheath and Witton 'Ward Snapshot' 2015			Single pensioner household <b>11.5%</b>		Residents with bad or very bad health <b>6.7%</b>
	Average household income <b>£24,380</b>		Unemployment (Job Seekers Allowance) <b>0.9%</b>		Pupils achieving five GCSE A*- C including English and Maths <b>44.4%</b>
	All recorded crime (Rate per 1,000 population) <b>33.0</b>		% of residents satisfied with local area <b>65.0%</b>		% of residents who feel they can influence local decisions <b>33.1%</b>

Whilst the boundaries of the Big Local area of Rudheath and Witton is a little different to those for the local authority electoral ward, there are sufficient similarities for the most recent Cheshire West and Chester Ward Profile analysis to provide key indicators that apply equally to the Big Local area

(broadly, the electoral ward does not include the area to the north of the Chester to Manchester railway line). The Rudheath and Witton ward has been identified as having areas in the 10% most deprived areas nationally. The majority of the population have incomes below the national average with 21.3% of children living in poverty compared to the Borough-wide rate of 16%, and 21% of households in fuel poverty compared to the Borough-wide level of 17.7%. Over 80% of households have at least one vehicle. The rest of this area profile contains a mix of information from the original (2008) survey/data-gathering exercise, supplemented by additional sources such as the 2011 Census and the 2015 Rudheath and Witton ward profile.

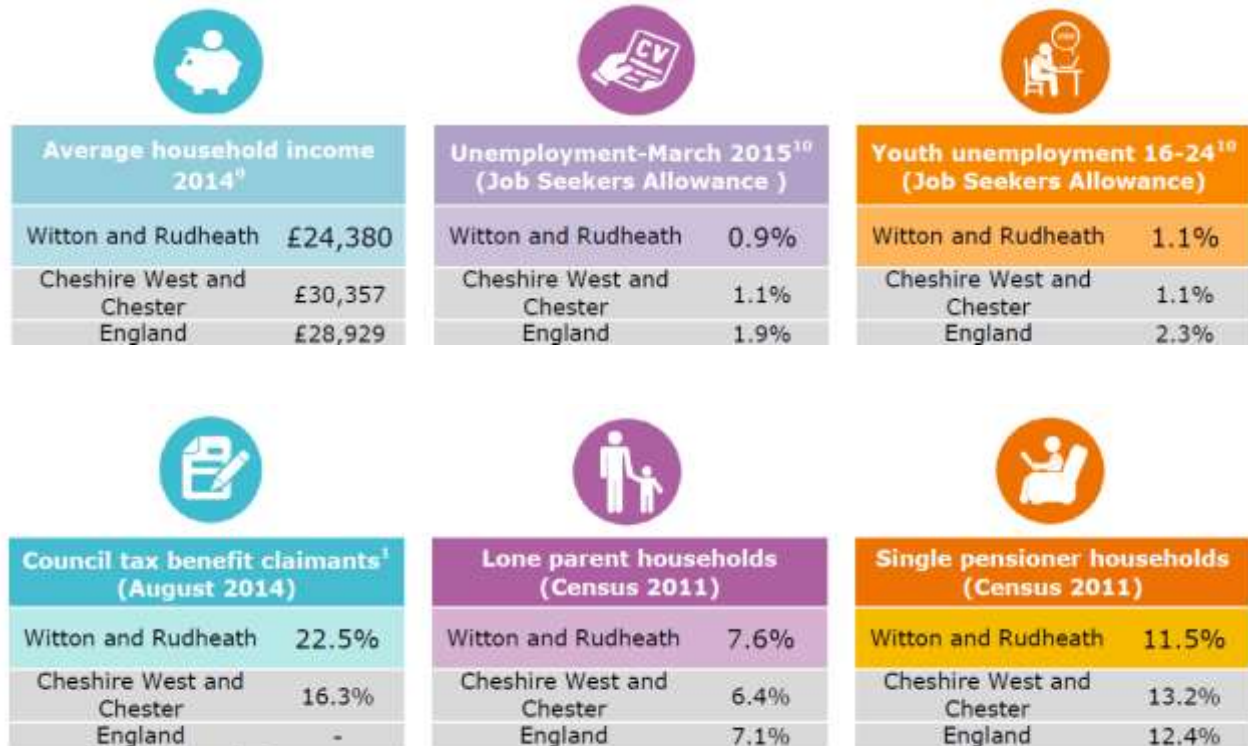
**Starting Well** – Although there are many families in the area who, working with the schools and others are helping their children achieve and have high aspirations, the area has some of the lowest proportions of pupils achieving the required levels and the highest proportion of people with no qualifications in the Borough.



From the early years foundation stage 33%, compared to the Cheshire West and Chester rate of 57%, were achieving a good level of development. At Key Stage 1 achievements in reading, writing, maths and science are slightly higher than the Cheshire West and Chester rates. At Key Stage 2 only 69% are achieving the expected levels in English, and at Key stage 3; 63% are achieving the expected levels in Maths. By at Key Stage 4, GCSE results are significantly lower than the Borough-wide rates with 45% getting five A\*-C GCSEs compared to the national rate of 60%. Those who do move on to A-level or equivalent qualifications do well usually achieving 2 or more qualifications. The “Not in Education, Employment or Training” (NEET) rate in the area is 5.6% compared to the Cheshire West and Chester rate of 4.1 %.

**Working Well** - 96% people of working age are employed in the area in September 2012 which is slightly below the Cheshire West and Chester (96.8%) rate. 180 of those of working age unemployed were claiming Job Seekers Allowance for over 6 months. However, a large number of working age residents (18.8%) are claiming at least one key benefit which is higher than the Cheshire West and Chester rate of 13.8%. 25% of those are permanently sick or disabled. However, 60% of tenants receive Housing Benefit, and 30% of the principle tenants in Weaver Vale Housing properties are in employment with half of these in part time employment. So in this part of the community there is a higher reliance on benefits. In addition, jobs vacancies in the area do not necessarily meet the skill set of those who are unemployed and looking for work, and the job vacancies across the Cheshire West and Chester area could only provide jobs for about half of the people unemployed in the Borough. Many jobs in the area are via agencies resulting in unpredictable hours from week to week for many people. This makes it difficult for them to manage their finances.

Low or unpredictable income, fuel poverty, losing a job etc. has left many families struggling to make ends meet which can be evidenced by the high numbers of families using the recently established Food bank in the area and the rent arrears problems that WVHT are dealing with and which are predicted to increase as the benefits changes came in to force in April 2013.



**Living Well** - 20% of the population have a limiting lifelong illness and the area is in the lowest 20% for life expectancy in the Primary Care Trust area. Life expectancy is 11 years lower than the Cheshire West and Chester average. Five of the six lifestyle indicators, Alcohol Abuse, Adult Obesity, Smoking, Health Eating and Physical Activity indicate health related issues e.g. 29.2% of people are smokers which is higher than the Cheshire West and Chester (19.7%) level; 27.2% are classed as obese which is also higher than the Cheshire West and Chester (22.7%) level with 29% having a body mass index of 30 or more; Fruit and vegetable consumption is lower than the Cheshire West and Chester (28.4%) level, being 20.5%. In a 2008 health survey, 34% of respondents feel they have a long standing illness, disability or infirmity, of which 67% state that this limits their activities in some way. Therefore, health issues remain a concern for many. In the consultation process for this community



plan 24% of respondents indicated that they felt that health related projects were important either for themselves, members of their families or others in the community.

32% of respondents in the 2008 Place Survey perceived a high level of anti-social behaviour (ASB) in their local area, 12% higher than in Cheshire West and Chester as a whole. During the consultation for this community plan 27% of people raised ASB as an issue. There were almost 600 ASB incidents in 2011 and the levels are 3 times higher than the Northwich and Rural Area average. Of the seven anti-social behaviours identified, the three perceived biggest problems were:

1. People using or dealing drugs (61%)
2. Teenagers hanging around on the streets (60%)
3. Vandalism, graffiti and other deliberate damage (50%).

This has affected some people's quality of life, and though people involved in the Big Local consultation did not solely link ASB to young people, they did feel that to reduce this more activities are needed for young people to engage them in more positive activities.



## Phase 2 Community Plan

### *Development*

The RWT board felt that it was important not to simply repeat or revise phase one, but build on lessons learnt and are more adventurous and think more innovatively for the next phase of work.

The flexibility of Local Trust funding provided an opportunity for RWT to work with partners and stakeholders in a very different way. The RWT Board therefore wanted to take a more creative approach to developing Phase 2 that encourage residents and organisations to come up with more innovative questions and solutions to problems, getting them to work together to devise some challenging and innovative projects for the future and not be afraid of taking calculated risks.

Kick-starting the Phase 2 process was a whole day workshop with residents, community representative, existing and new partners to find out who and what is 'out there'. It was important to identify any natural opportunities for collaboration which might arise out of the priorities highlighted by other agencies working in the RWT patch. The workshop offered an opportunity for residents and partners to articulate their major issues, aspirations, challenges, fears. The aim was to encourage conversations and to listen and pick out the clues which could be developed into innovative problem solving ideas which RWT could fund or invest in.



The community workshop was termed the **Rudheath and Witton Summit**. It was called a 'Summit' to promote the idea that it was something that happens infrequently so it was important to attend and as a place where the action gets taken and decisions are made.

**The RAW Summit** 2015

Formal invites were sent out to make 'delegates' feel like VIP's who had an important contributions to make as their concerns and ideas were likely to be representative of the wider community. They were encouraged to come along with an open mind and be prepared to think creatively about finding solutions to local challenges.



Although delegates were encouraged to be creative and innovative it wasn't about purposeless 'visioning' as they had the chance to explore what they needed to make ideas happen; e.g. funds, experts, volunteers, each other.

By the end of the Summit, through the delegates combined efforts there were five project ideas with volunteers from the day who were prepared to start to make them happen.

A short film of the Summit can be found by following the link below:

<https://www.youtube.com/watch?v=x7N70XP8EXI>





Within two weeks of the Summit, follow up work with individuals and groups of partners helped develop those initial five ideas which seem to offer potential, forging links and bringing like-minded people together around common concerns. These five groups were supported to build deliverable projects, plug gaps in expertise, help with identifying key outcomes and project management.

### *Projects*

- **Do it Together** – developing a programme of community arts and fun activities for local people
- **Space 4 Us** – a mobile hub for activities to be delivered on the doorstep.
- **On the Ground** – a local person employed in a community events / activities role
- **Brighter Futures** – a focus on children and young people.
- **Local Jobs for Local People** – supporting local people to get new jobs and better jobs.



To ensure these themes also had the support of the wider community, Weaver Vale Housing Trust consulted over 140 local people. The responses were overwhelmingly and reassuringly positive and are presented below. A lot of constructive comments and offers of support were also received which will be followed up.

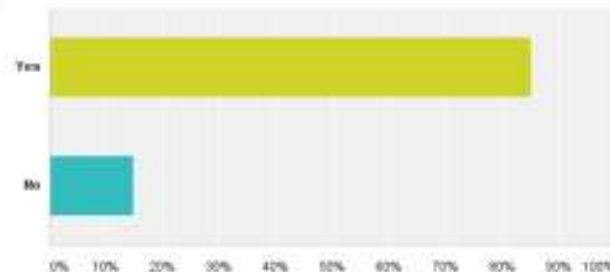


## RAW Consultation

Friday, November 06, 2015

### Project 1 - DO IT TOGETHER . . . Do you think this is a good idea?

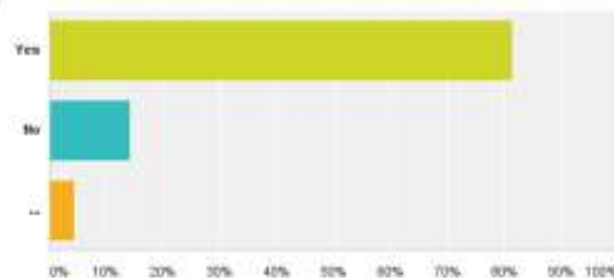
Answered: 136 Skipped: 4



Answer Choices	Responses	
Yes	85.1%	118
No	14.8%	20

### Project 2 - SPACE FOR ALL . . . Do you think this is a good idea?

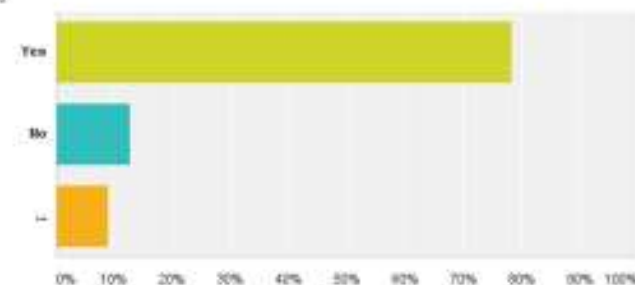
Answered: 140 Skipped: 1



Answer Choices	Responses	
Yes	81.4%	114
No	14.3%	20
Comments	4.3%	6

### Project 3: ON THE GROUND . . . Do you think this is a good idea?

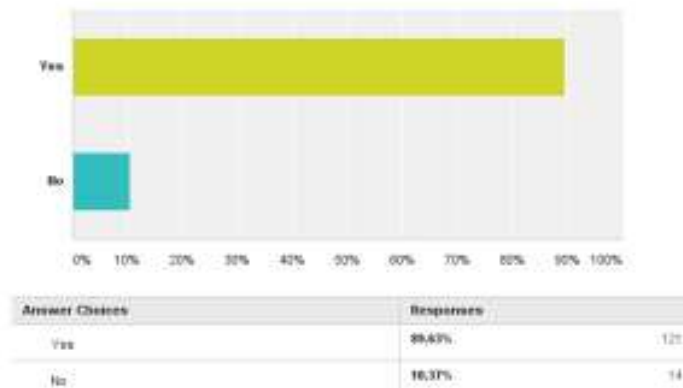
Answered: 133 Skipped: 8



Answer Choices	Responses	
Yes	78.2%	104
No	12.7%	17
Comments	9.6%	12

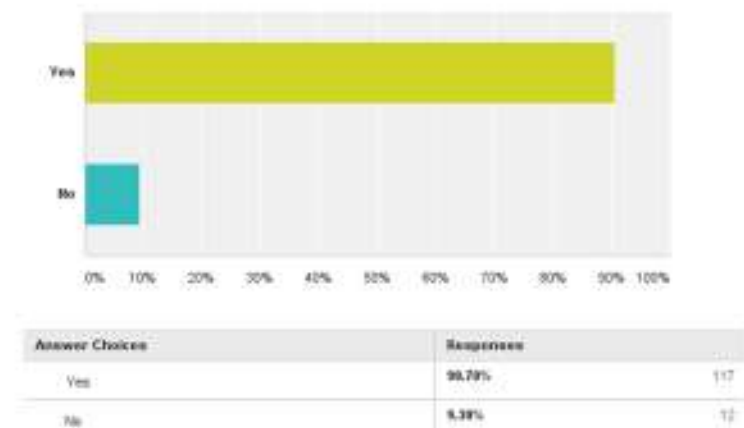
### Project 4 - BRIGHTER FUTURES. . . Do you think this is a good idea?

Answered: 135 Skipped: 6



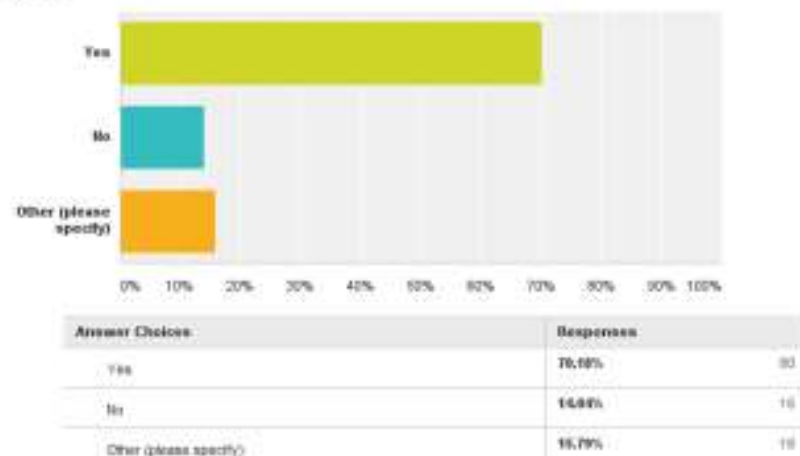
### Project 5 JOBS FOR US. . . Do you think this is a good idea?

Answered: 129 Skipped: 12



### Do you think we have the right five projects?

Answered: 114 Skipped: 27



***Do it Together:***

***[To be competitively tendered]***



The Rudheath and Witton Together Partnership through Groundwork CLM will commission a creative organisation or individual to develop and deliver a programme of accessible, high quality community arts activities with local residents in Rudheath and Witton.

**‘Do it together’ is about encouraging and supporting local people to engage in creative activities that help build confidence and self-esteem, provide an opportunity to learn new skills and have new experiences with others, leading to a more cohesive community with more active citizens.**

Do it Together also represents an opportunity for something transformative to take place in the area, allowing residents to help shape something unique which puts their neighbourhood ‘on the map’.

We are now seeking an independent creative organisation or practitioner to lead ‘Do it together’.

The successful applicant will need to devise and deliver *quality* community activities that are *new to the area*. It may be that these activities lead to the establishment of different groups or clubs which can be sustainable in the long term, or are part of a wider overall outcome, such as the creation of a physical item. All activities / events / workshops will be high quality and should encourage a sense of ownership by providing opportunities for participants to contribute.

Whatever the programme looks like we expect the content to be devised in collaboration with potential users, therefore the successful applicant will need to be able to effectively engage local people in a form of consultation in order to implement the project.

It is expected that anyone commissioned by the successful applicant will also be competent in engaging different sections of the community, running targeted, innovative workshops which ensure wide-ranging participation.

We would expect the project to result in some of the following outcomes for beneficiaries:

- People having increased confidence and self-esteem. Increased personal wellbeing
- Capacity building, residents learning new skills and gaining new expertise through new, high quality experiences.
- Perception that there are positive, innovative things to do and take pride in locally – that exciting things are happening here.
- Increased community control and empowerment of local people through action.
- Perception that Rudheath and Witton is an inclusive place to live, with lots to offer everyone
- Increased community cohesion with better relationships between groups and individuals
- Better connection with place, particularly for younger people
- Better communication between children/young people and their parents
- Intergenerational skill sharing
- Better profile for the area in the wider world, putting Rudheath and Witton ‘on the map’.

Early consultation on ‘Do It Together’ has provided various ideas and suggestions on potential activities and themes, **however the brief we will tender will be purposefully open to encourage innovative approaches to the project and we expect the project lead to provide some direction and ensure people have an awareness of the broad range of options available.**

Some early suggestions have included:

- Performances in pop up arenas (variety of art forms), walkabout productions, street festivals, exhibitions.
- Site specific installations, sculptures or performance particularly around improving derelict or underused spaces, and environmental activities
- Fun Labs- places where you can practically experiment with new ideas
- A community choir group, or singing more generally
- Groups and activities which challenge stereotypes – ‘grannies making digital art’
- Film, cinema, documentary making
- Creative interpretation of local heritage – many families have lived in the area for many generations

### **Required outputs**

The Partnership also require the following outputs:

- Activity monitoring, providing summary information about activities delivered and participation.
- Progress reports, and attendance at bi-monthly ‘network meetings’ as part of the wider programme.
- An end-of-project evaluation report, including evidence of outcomes achieved.

The project has been allocated a budget of **£12,000** for year 1. If the project performs well and it can be demonstrated that the activities are well attended and local people are engaging with the project the RWT Partnership will release a further £12,000 and extend the project up to another 12 months. All workshops, activities and events must be available free to people from Rudheath and Witton.

We anticipate this project to result in frequent and regular group activities, and would like to see as many community interventions as possible delivered in the Rudheath and Witton area. However, we recognise that different activities incur different costs and challenges which may influence frequency.



### ***Space for Us:*** *Cheshire Community Development Trust*

‘Space for Us’ will provide a Rudheath and Witton Partnership (RWT) branded mobile vehicle and gazebo which will act as a mobile hub for events and projects. The van will appear at well used spots in the area such as parks, schools and social centre car parks and offer a range of exciting activities for all sectors of the community. These activities will focus on key issues such as improving health, promoting new opportunities and community cohesion.



The appeal of the mobile hub is that the space created has ‘no door’. Stepping through a door into an unknown space can often be a barrier to community attendance. Rudheath and Witton currently has no obvious neutral community space and the van has the flexibility to offer different activities to different people in different areas depending on demand. Existing venues such as churches and social clubs are seen to have their own existing ‘cliques’ which makes cross community activities difficult.

With an aging community the hub will provide activities on the doorstep an issue picked up as important during consultation as it cut down on travel and make them more accessible to those less mobile. The summit also identified a trend with younger people to stay indoors, leading to both physical and mental health issues. The easier it is to get to activity the more likely they are to attend.

There will be a focus on activities which encourage healthy life-style choices both in diet and activity. The activities will focus on outdoor spaces where active lifestyles are made possible. Example activities already suggested are creating and eating healthy flat breads together, pop up football and walking football events and community growing in neglected spaces.

As well as activities which focus on health the Hub will also have a rack of information provided by the local National Health Central Commissioning Group around self diagnosis and health concerns. CCDT have recently completed a project on the NHS 5 steps to mental wellbeing: connect, be active, keep learning, give to others, and be mindful. We will integrate this into our plans for the hub.





The mobile hubs accessibility provides a great opportunities for intergenerational work to help break down barriers between the younger and the older community. The Mobile Hub will be enable practical outreach activities, perhaps working in some novel venues not previously thought of because they are the best place to access young people. One of the intergenerational activities to run in the first year in a “Reminisce Box” project. This looks at the memories of all generations through objects past and present. It encourages story telling across the generations.

Activities will be free to the community although there has also been some interest from agencies who may wish to hire the space as they would a community hall. This could provide some revenue to support the Mobile Hub in the future space.

Alongside the RWT community worker (see ‘On the Ground’ page 23), Cheshire Community Development Trust (CCDT) will employ a driver/supervisor who will attend all the events. One of this person’s key roles is to engage the participants in discussions about the event and what they might like to do in the future. This reflection will be fed into future plans.

A longer term focus will be in developing a RWT ‘curriculum’. This is informal learning provision which fills the local gaps which might be missed by a national curriculum. Consultation will inform CCDT in providing activities which help facilitate this alternative curriculum. Activities that raise aspiration and confidence were a big theme of the summit and likely to be a key component.

CCDT will work closely with the RWT marketing team to help us put a program together and support marketing The Mobile hub would support the provision and marketing of the other phase 2 projects e.g. a jobs club could run from the hub and appear on the hub program and the Do it Together arts workshops could run form the hub.

## *Preliminary Programme:*

### First 6 months:

- A community asset in the form of the van and the contents created.
- A place to sight the van when not in use and a working maintenance plan.
- A driver/supervisor employed to deal with the day to day logistics of the mobile hub.
- A full program of the first 6 months programme designed and distributed.

### Second six month delivery

- At least 50 events ran in the second 6 months of year 1.
- More engaged community as measured by those taking part directly and those who have been referred to other activities through the project.
- Increased aspirations and confidence in those taking part. Measured by at least 2 case studies of people prior to the project, at mid-point and at end and general changes reported by participants.
- Increased profile of the Rudheath and Witton Together Partnership and its projects.
- Increased trust which allows us to signpost and support individuals through other opportunities with the phase 2 projects and beyond.
- More to do in the local area.
- Development of the RAW curriculum, what is it and how do we achieve it?

### **What will be the changes we will see in Rudheath and Witton at the end of 2 years of the project?**

- Measurable increase in people involved in community activity. As measured by a survey asking if they were involved in anything in the area a year ago.
- 10 new local groups established in response to the activities which go on in the hub. These groups may continue to utilise the facilities in the hub or use other local venues.
- 100 more events ran from the hub.
- Report capturing information about how people have moved on through referrals and experiences in the hub.
- The van and associated materials and activities have a sustainable future either with full support from existing organisations or as a community managed asset. Or the Hub has helped us develop another strategy/funding for providing/supporting a space 4 all in the community and can be sold on.





## **On the Ground:**

### **Cheshire Community Development Trust**

One of the key realisations from the Rudheath and Witton Summit was the lack of regular community activity and events where people could get involved, have fun and build a connection to their community. When events did happen they were often poorly attended due to difficulties in advertising and communicating across a geographically fragmented area and that lacks a natural community 'hub'.

It was felt that the best way to address this was to recruit an enthusiastic, friendly and confident 'On the Ground' Community Development Worker, ideally from Rudheath and Witton. Through an open recruitment process they would need to demonstrate they were capable of:

#### **Main purpose of the role**

The Rudheath and Witton Together Community Development Worker will work with residents and stakeholders in the local area to:

- Develop new opportunities for all members of the Rudheath and Witton community to engage in the Big Local programme, improving both their skills and their communities.
- Assist in the delivery and development of the objectives in the existing RWT Plan, and be accountable to RWT for the delivery of these objectives.
- Support the development and maintenance of the RWT Partnership Board by ensuring it reflects the entire community, especially those previously identified as underrepresented or harder to engage.



#### **Main Tasks**

1. To engage with local residents and partners and collaboratively devise and deliver an on-going programme of accessible opportunities, events, activities, etc. Also to attend or where appropriate plan and lead community meetings, events, working groups etc.
2. To effectively promote all opportunities for participation to residents and stakeholders, and to publicise RWT and communicate its objectives and achievements as widely as possible.
3. To increase and expand the involvement of local residents and communities in the existing RWT programme. This may include addressing under-representation by working with specifically targeted groups or communities of interest.
4. To widen the involvement of local stakeholders, partners, organisations and private companies in the current RWT programme.
5. To work closely with Groundwork as project administrator, the partnership Chair and group members, partner officers and Big Local representatives to achieve identified objectives and outcomes.
6. To make recommendations about the communications and marketing plans, and to work jointly with all parties to ensure effective liaison and communication.
7. To keep informed and well briefed on relevant local and Big Local developments and issues and to promote and follow Big Local equality policies and to establish activities that foster good relationships across all ages, races, faiths and gender, and which develop mutual respect and celebrate diversity.

The role would be hosted and by Cheshire Community Development Trust and managed by working with and reporting to the RWT Partnership and Groundwork CLM on an agreed work programme. It would be essential for this worker to have good local knowledge and excellent community development and engagement skills to support residents to become more actively involved in RWT Big Local.

It is envisaged that this role would be a part time role with significant weekend working required, with the opportunity for it to be extended for an additional 12 months upon satisfactory review.



### ***Brighter Futures: still in development***

The focus of Brighter Futures is to engage with young people, to improve their behaviour, educational outcomes, aspirations, quality of life and connection with their community. Concern was growing within the locality regarding young people who demonstrated disengagement from home, school and the community and who were in danger of not realising their potential. Brighter Futures aims to harness that potential so young people could take more control of their own lives and support them to have a positive impact on their community.

RWT are looking to work with an experienced provider with relevant experience and a successful track record of working with young people with challenging behaviour, and who understand the complexity of the difficulties faced by young people and their families. Local research data clearly demonstrated the impact of low incomes on health and wellbeing, prospects, employment and community services to support young people and their families.

RWT wants the Brighter Futures programme to deliver three main outcomes;

1. Young people with challenging behaviour will have access to support and will have better behaviour, improved attendance at School and raised aspirations leading to better educational outcomes.
2. Young people will develop better life skills and will be less involved in anti-social behaviour resulting in improved community cohesion and wellbeing.

3. Young people on the project improve their behaviour within the home and community resulting in improved quality of life.

A core element of Brighter Futures will be promoting decision-making so wherever possible young people are supported to consider their choices and make decisions for themselves. There will be opportunities for young people to choose programme activity within their group and positive behavioural decisions are encouraged and acknowledged.



The staff team will build in opportunities for young people to have a say on matters that effect their lives, especially where their voices may not be heard. Work with local professionals who have responsibility to consult, gaining the views and understanding the experience of marginalised young people is essential in the projects commitment to informal education.

Because Brighter Futures relies on a voluntary engagement, it has to be focused on activities and opportunities that young people would be interested in and would enjoy otherwise attendance and engagement within the project would be problematic.

The staff team, who have experience of working with young people in a variety of settings and understand the purpose of using activities within informal education to promote learning, planned the timetable of activities and opportunities for the different groups.

Opportunities will also be built in for the young people referred onto other projects to access and give their voice to wider social and political issues within the services provided for their local community, supporting them to contribute to wider debates and issues within the community.

## **Brighter Futures: *still in development***

### ***Early Years Intervention – Provider to be confirmed***

The second strand of the Brighter Futures programme is about Early Years intervention; taking action as soon as possible to tackle problems for children and families before they become more difficult to reverse. Early intervention involves identifying children and families that may be at risk of running into difficulties and providing timely and effective support.

Supporting struggling families to give their give their children the best start in life can prevent adolescents and young adults from developing problems enabling them to reach their potential.

An Early Years intervention programme isn't something that came directly out of the Rudheath and Witton Summit but the RWT Partnership is passionate about trying to improve outcomes for these vulnerable young children. Direct experience from Board Members sees how children that have a poor start in life are always struggling to 'catch up' throughout their school life affecting their choices and quality of life as an adult.

RWT are looking for guidance from the Integrated Early Support (IES) Service at Cheshire West and Chester Council about what local early years services could be supported in Rudheath and Witton. The Partnership

are looking to understand what the most effective interventions are, which organisations have a strong track record of delivery and how much such a service is likely to cost.

This aim is to clarify this proposal with local providers and then submit to Local Trust for endorsement so delivery can begin in the second half of 2016.



### ***Local Jobs for Local People: The Work Zone***

This is a targeted recruitment response to support local residents and employers to reduce unemployment and under-employment in Rudheath and Witton. It is a 2 year project provided as a free service to local people and employers by Cheshire West & Chester's Employment & Skills team through Northwich Work Zone.



This project will see the recruitment and appointment of a part time 'Employer Engagement Officer' (job title TBC) to be funded by RWT and hosted by the Work Zone.

Ideally this would be a local resident with existing links and networks in the area, who is experienced in community engagement but who is also comfortable working with local business contacts.



Local residents will be specifically targeted and supported to engage with the services offered by Work Zone, both on-site and as 'outreach' sessions, whilst local businesses will be supported to offer accessible opportunities to these residents.

The staff member will work closely with the RWT community engagement officer, as well as other RWT project staff, to ensure maximum impact for residents.

The Work Zone will match local people to local jobs with at least 2 job outcomes per month from the Rudheath and Witton area.

To do this Northwich Work Zone will assess skills, interests and potential;

- Offer a programme of support that helps each person progress to become work ready individuals.
- Work Zone curriculum including: improving motivation, confidence, attitude, raising aspirations, sector specific training, literacy & numeracy, digital skills for work.
- Formal work experience / placements / traineeships with employers, we help people move on a journey towards employment.
- The Work Zone programmes are supported by a wrap-around support service that includes job search, job brokerage and in work support for up to 6 months.

Local unemployed / under-employed people will access employment opportunities through

- Fully supported Employment Mentor Model
- Supporting Employability Skills and Bespoke Pre-Employment Training
- Supporting people who are under employed to have access to further hours
- Offer Traineeships and Work Experience models



The project also seeks to provide businesses in the Rudheath and Witton area including Gadbrook Park with a free, professional, confidential and flexible recruitment service that is tailored to meet business needs. As a fully funded service means that businesses in the area can benefit from the following services that are all provided free of charge.

- Assist with agreeing job and person specifications
- Advertise the vacancy on the Jobcentre Plus Employer Direct website [www.direct.gov.uk](http://www.direct.gov.uk)
- Advertise the vacancy on Cheshire West and Chester Council's website and promote the vacancy to network partners



available; including Self Employment, apprenticeships, CV Support, Benefits Advice, Childcare and Training & Skills.

The Work Zone will provide targetted access to skills and learning opportunities, support to develop CVs, job search and interview preparation but most importantly, and provide a wide range of personalised support tailored to individual circumstances and needs. There will also be support from an Employment Mentor in a safe, supportive and confidential place to help develop confidence and skills.

1. Whilst The Work Zone want to move people into a job as quickly as possible, this model puts greater emphasis on preparing and equipping the individual with the right skills and attitudes to sustain a considered job from the outset. This minimises the 'revolving door' situation of benefits/job/benefits/job as this can just add to a sense of failure and powerlessness.
2. Through meaningful partnership and our core values of Customer First, Best Practice and Value for Money, The Work Zone have designed a project engaging both residents and employers maximising our potential and capacity for economic growth within Rudheath and Witton
3. Local employers will be key to the success of this project. Links are in place via Groundwork CLM through their Business Improvement District programme. To develop the operational plan we will build on these links with employers, securing commitment to specific activities such as work placements, local promotion of jobs and open day events.
4. Administration of the funding will be managed by Employment & Skills team at Northwich Work Zone to ensure full accounting processes are followed. This will be carried out with full transparency.
5. The Work Zone recognise there will always be a level of residual unemployment within the working age population for a variety of reasons but we are committed to finding local people for local jobs through an employer responsive project over an 2 year period.

### **What will be the changes we will see in Rudheath and Witton at the end of the project?**

The Work Zone will establish the baseline data for Rudheath and Witton and agree performance measures with the RWT Partnership and measure performance against this including an agreed fall in unemployment figures for the area with a focus on preventing long term unemployment and a measured response to employer recruitment needs

We would like to establish a sustainable framework that routinely connects local residents with local jobs in an ongoing mutually beneficial relationship between employers and residents using the Northwich Work Zone as the conduit for the relationship.

### ***The Venue:***

#### ***Rudheath Parish Council***

The RWT Partnership have had some initial discussions with Rudheath Parish Council about their desire to take on the running and management of 'The Venue'. The Venue is currently owned by Cheshire West and Chester Council but due to close due to financial constraints. The Parish Council want to take on a two-year lease on the property in a bid to increase its use by local people and organisations.

The Parish Council have consulted local groups about their plans and have held an open evening at The Venue to explain its vision for the building. The Parish Council want to make the building accessible to all



members of the community, and the lease would give them two years to see if they can make it work. If it's a success it would be a long-term venture."

The RWT Partnership are willing to look at supporting the Parish Council in their venture but have yet to receive any firm proposal for consideration. The £5000 highlighted in the Budget is based on a suggestion from the Parish Council about refurbishing the kitchen facility to bring it up to modern accessibility and Health and Safety standards.

### ***Small Grants Scheme:***

#### *Various local organisations*

The RWT Partnership felt it was important to keep the small grants scheme available in the Phase 2 Plan. The small grant scheme has funded and enabled a wide variety of local activity for different organisations providing an important opportunity for residents to engage with Big Local.

Some of the projects supported included;

- Roller skating / roller blading weekend.
- New light and sound system for a Primary School hall stage to enhance children's plays and performances.
- Footballing fun day for local children.
- New 'heritage' style wooden gate for a Church.
- Summer Play scheme.
- Church community day.

The budget anticipates being able to support an average of two £500 small grant application per month.

### ***PR and Marketing:***

#### *Existing providers, Face Your Fear and A J Media*

One of the lessons learnt from Phase 1 was that initially RWT didn't make the most of promoting Big Local and raising awareness of how to engage through the projects and activities that it was supporting. Raising awareness of RWT through Social Media only really started being effective when a local expert was commissioned to coordinate activity and to trawl local news outlets to keep the social media current and informative. Despite starting late in Phase 1 and having only a modest amount of information from RWT projects the RWT Facebook page quickly grew to over 550 likes. The RWT Facebook page is now a really important way of sharing local news and activity.

The RWT Partnership are determined that the Phase 2 projects receive a much higher profile within the community and success is celebrated far more than was achieved through Phase 1. An important element of this is to ensure (through the funding agreement) that Phase 2 delivery partners are much more proactive in generating and sharing newsworthy activity with RWT.

RWT has also developed a draft communications plan that aims to:

- engage effectively with stakeholders – local people and interested organisations
- demonstrate RWT successes
- ensure people understand what RWT is doing and what RWT plan to do
- change behaviour and perceptions where necessary
- help achieve the objectives set out in the Big Local Plan for Rudheath and Witton
- provide people with channels through which to get involved with Big Local.

To ensure that this communication plan is consistently applied the Partnership are keen to retain the knowledge and expertise of the existing social media and marketing providers.

### **Locally Trusted Organisation:**

#### *Groundwork Cheshire, Lancashire and Merseyside*

Groundwork Cheshire was commissioned to support the RWT Partnership in the delivery of the Phase 1 plan in early 2013. In April 2015 Groundwork Cheshire merged with a sister Trust to become Groundwork Cheshire, Lancashire and Merseyside (CLM) and continued to support the Partnership.

At the December 2015 AGM, the RWT Partnership agreed unanimously for Groundwork CLM to continue in their role as their Locally Trusted Organisation. Groundwork CLM are delighted and proud to be able to continue our relationship with the RWT Partnership.

### **Project Budgets: 2016-2018**

Phase 2 Community Plan				
		Cost Estimates		
Theme	Lead Organisation	Year 3	Year 4	Total
Do it Together	To be competitively tendered	£12,000	£12,000	£24,000
Space for Us	Cheshire Community Development Trust	£30,600	£20,000	£50,600
On the Ground	Cheshire Community Development Trust	£18,760	£18,700	£37,460
Brighter Futures i)	Children's Society	tbc	tbc	£0
Brighter Futures ii)	Early Years Provider to be confirmed	tbc	tbc	£0
Local Jobs for Local People	The Work Zone	£23,846	£23,846	£47,692
Support for The Venue	Rudheath Parish Council	£5,000	£0	£5,000
Small Grants Scheme	Various local organisations	£6,000	£6,000	£12,000
PR and Marketing	Face Your Fear and AJ Media	£8,000	£6,000	£14,000
LTO	Groundwork CLM	£20,000	£20,000	£40,000
		<b>£124,206</b>	<b>£106,546</b>	<b>£230,752</b>

## Appendix 1: Visual Minutes of the Rudheath and Witton Summit













## **Appendix 2: The RAW Summit 2015 Report:**



## **Appendix 3: Cheshire West and Chester, Witton and Rudheath Ward Snapshot – May 2015**