

QUARTER THREE REPORT

TO

SALFORD CITY COUNCIL

FROM

**INSPIRING COMMUNITIES
TOGETHER**

DECEMBER 2016



Introduction

This report provides Salford City Council with an update on activity taking place against the agreed delivery plan for 2015-16 between October and December 2016. The report provides details of activity taken place in CHALK including outputs and outcomes. Further details are also provided of additional income secured from city wide programmes of work. The outputs recorded in this report do not include city wide figures only where a city wide project also provides activity in CHALK.

What difference do we want to make.

Mission – We will achieve positive outcomes for local people based on the knowledge understanding and information that the community have about their area, through empowering individuals and groups to release their potential to develop their own solutions.

Vision – We will embed approaches which have worked locally in particular maintaining a culture of partnership working and working to retain specific interventions or activities where they have provided positive outcomes for local people based on the knowledge and information the community have about the area

Values –

- We will be accountable to and representative of the local community
- We will be innovative and provide value for money in our approach to deliver of everything we do
- We will value all volunteers, staff and members of the organisation

Charitable objectives of Inspiring Communities Together –

- To develop the capacity and skills of those who are socially and economically disadvantaged by working with individuals and groups who live or work within the neighbourhood of Charlestown and Lower Kersal and neighbouring districts.
- To work with individuals and groups within these neighbourhoods to help them to make a difference locally.

How do we know we are making a difference	what is the difference we are making
Specific aims <ul style="list-style-type: none"> • Improve capacity and skills to feel more confident to try new things • Improve self confidence to get involved and make a difference • Nurture networking and share experiences 	<ul style="list-style-type: none"> • Strengthening local Voices • Improving peoples' lives • Creating better places to live



Strengthening local voices

We will work to:

- Enable local residents of Charlestown and Lower Kersal to come together to identify key priorities within their neighbourhood and support the engagement of seldom heard voices.
- Provide a platform for local residents of Charlestown and Lower Kersal to share their stories of challenges and achievements

Support engagement of local residents in 2 local forums to enable better partnership working to address neighbourhood priorities						
Activity	Achieved 15-16	Target 16-17	Qtr 1	Qtr 2	Qtr 3	Actual 16-17
Number of Forum meetings (collective)	11	10	3	4	2	9
Number of residents attending at least 3 meetings (collective)	24 (LK) 14 (Charlestown)	30	6	7	4	17
Number of new residents attending first meetings (collective)	10 (LK) 16 (Charlestown)	10	11	7	9	27
Number of new projects/activities emerging from Forums (collective)	6	4	2	4	0	6
Commentary						
Forum Meetings						
<p>This quarter two Forum meetings have taken place across the neighbourhood. Due to the poor attendance at the last Charlestown Forum meeting it was agreed to review the way the forum meets and a drop in session with a hotpot meal was organised – it was agreed to change the meeting time to try and catch people as they came out of school. The forum saw an increase in attendance with 14 people attending who had heard about the meeting from a letter distributed by ICT through the primary school.</p> <p>Issues raised:</p> <ul style="list-style-type: none"> • parking access on Auckland Drive due to the redevelopment of the area • the alcohol licence on Douglas Green shops • how to apply for housing from the Keepmoat development <p>Keepmoat, Salix and Great Places were in attendance to speak to residents. The time of the meeting worked better for people and the hotpot was well received. A more efficient way of recording issues and setting the meeting up will need to be established to get the best monitoring outcome and will be developed before the next forum. 2017 dates are to be confirmed.</p>						
<p>Key outcomes from the issues raised have been:</p> <ul style="list-style-type: none"> • Working with the developer and local residents to manage parking access on Auckland Drive whilst maintaining the requirements of the developer to continue the build. • Local residents worked with ICT and St Sebastian's Community Centre manager to secure signatures of local residents and presented their signed objections to Salford City Council. Residents also attended the licencing hearing – although the application was approved Salix Homes have since deferred a decision to let the shop for this purpose and have advised the residents. • Work is ongoing to ensure local residents are aware of opportunities through the new development – an engagement worker is now based in St Sebastian's Community Centre and is working with residents and partners to build relationships. 						

The Lower Kersal Forum was attended by 13 people. New residents attending came via the flyers or conversations with the ICT Neighbourhood's Development Worker.

Key issues at the Kersal Forum were off road bikes and ASB in the park and Sports Village. The park flooring had been damaged by the ASB which the council replaced – however the old material was left behind and the young people were throwing it all over the road.

Key outcomes from the issues raised have been:

- A plan has been put together between SCC, Police and SCL to manage the problems and this will be updated through the forum
- A clean-up session was organised through the Volunteer Green Champions to clear the mess and remove the rubbish from the park.

Projects/activities

The project and activity work is funded through the ICT neighbourhood budget which is allocated to the ICT Development Worker to enable community engagement and development work across the neighbourhood. Alongside the neighbourhood budget additional funding and resources are secured through partnership working.

October

The ICT Neighbourhood Development Worker worked with local residents to put on a Halloween arts and crafts party at the Sports Village (free community space). 37 tickets were allocated and 35 people attended. The Sports Village Cafe provided the food (this provision is run in partnership with Lower Kersal Centre and ICT to provide job opportunities for a local resident alongside volunteer opportunities for those wish to develop skills in catering).



An orchard art day was held in the October school holidays and the completed pictures will be displayed on the trees. We carried out a community consultation on how people felt about the orchard. It identified that people did not know they could pick the fruit. The new pictures have the added information that the fruit is there for everyone to pick and will be displayed on weatherproofed material to stop them becoming water damaged. This will be done for the new year.

December

2nd festive singalong at Riverbank park (Lower Kersal). This was held on the 12th December with musical entertainment provided by a local resident. Food was provided by the Sports Village Cafe. Salix Homes attended the event which they part funded with a contribution of £500.



The Christmas Fayre at St Sebastian's Community Centre (Charlestown) on 13th December was supported by Keepmoat who provided Father Christmas and sweet cones and Salix Homes who contributed £500 plus an additional £100 for a chocolate tombola. There were arts and crafts, face painting, balloon modelling and pocket magic and party food. Food was provided by St Sebastian's Community Centre.

As part of the wider community engagement of the Charlestown Riverside development ICT are building relationships with Keepmoat. The engagement event for December was the opportunity for local people to nominate unsung heroes of the community for good deeds (12 deeds of Christmas).

The winners were presented with their awards at the Charlestown Christmas Fayre.

A new project being developed this quarter will start in January 2017 working with Europia – (a community organisation who supports residents from the Eastern European Community). The project will target those residents from these community who currently live in Lower Kersal and will provide English as a second language training in Salford Sports village. The room hire cost has been agreed at a lower rate with Salford community Leisure and will be met by ICT alongside providing some of the delivery support through the ICT Development Worker who will be attending the sessions to help with course delivery and build relationships with the community. This will be a new engagement opportunity as we have very little active contact with this community. There will be a maximum of 20 places and Salix Homes have agreed to provide support with targeting those who may benefit from this opportunity. The programme will embed information about living in the community and share opportunities that individuals might wish to engage in such as our volunteer programme or activities and groups who meet across the neighbourhood.

Local online platform to share stories both about and by local residents

Activity	Achieved 15-16	Target 16-17	Qtr 1	Qtr 2	Qtr 3	Actual 16-17
Number of online e newsletters produced (collective)	7	6	1	2	1	4
Number of stories produced by/about local people (collective)	42	20	9	15	31	55
Number of e newsletters & flyers distributed (collective)	2,822	500	350	1100	2228	3678
Number of people trying new things because of information in e newsletter (collective)	3	10	4	1	0	5

Commentary

Newsletter

This quarter our subscription numbers for the E newsletter have risen to 478 (an increase from 352 in Q2). Of the 478 that received the newsletter, 31% opened the email (compared to the industry average of 19.1%). Our click rate (number of people who clicked links on the newsletter) was only 1.1% (industry average of 2.2%), this may be because we do not put that many links in our newsletter. We use it as a way of sharing information. We have also been very actively engaging with our social media. We now have 512 followers on twitter and the top tweet for November had 750 people engage with it (read it, retweet it, like it, reply to it).



The 31 stories created by local people this quarter came from the Data Saves Lives project, and our Community Reporter Drop Ins. For the Data Saves Lives project, CR's were asked to explore how they use (or can use) technology to improve their health and wellbeing. In one example, CR's Jennifer and Olivia, filmed a discussion they had about how using smartwatches for eight weeks had changed their behaviour and helped them exercise more, in the video below Jennifer says "I was surprised how much more walking I did do."

<https://communityreporter.net/story/olivia-and-jennifer-discussion-about-watches>

Another story came from Marion who attends the Step Up Class at Sports Village, as part of the project, the class tried wearing Smartwatches for two weeks to see if there were any benefits. Marion was inspired by her watch and dug out some old gym equipment to start using again; "It's an old stepper – I haven't used it in ages!" <https://communityreporter.net/story/marions-story>

From our Drop Ins, community reporter Dave posted a review of his trip to the Lowry to see The Shawshank Redemption; “This is the first serious play I have seen as an adult and it was fantastic!”<https://communityreporter.net/story/shawshank-redemption>

We continue to run our monthly drop in sessions for our trained community reporters. This is an opportunity for reporters to come together and share their own experiences and knowledge along- side creating content as a group. Throughout this quarter, the drop-in group have been working on an audio story all about what we do to relax us and de-stress. The group, who all have had experience with mental illness, are keen to talk about their mental health in a positive way. They have been gathering audio during this quarter and will start editing it in Quarter Four.

Flyers

We continue to use flyers as a way of raising awareness of how local people can get engaged although the numbers of people taking up opportunities is low it does make sure local people have the opportunity if they wish. 500 flyers were posted in the Lower Kersal area and 500 flyers were given to each child from St Sebastian’s and St George’s primary schools for the Charlestown forum. 20 new residents collectively attended the forums because of receiving a flyer. We have continued to build our relationship with the local primary schools and they have distributed flyers to the children for both the Christmas events and the CHALK annual engagement questionnaire. The feedback from the questionnaires is now being collated and will once again provide an overview of how people feel about living in CHALK.

Improving people's lives

We will work to:

- Deliver a programme of learning to support local residents of Charlestown and Lower Kersal to increase skills to help move into further learning or employment
- Support a programme of volunteering opportunities with accredited learning to provide a first step towards moving into further learning or employment
- Provide a programme of support to local community assets which will bring people together and support residents to age well

Deliver a programme of learning with a focus on back to work skills including functional and core skills. Including supporting volunteer opportunities within community organisations						
Activity	Achieved 15-16	Target 16-17	Qtr 1	Qtr 2	Qtr 3	Actual 16-17
Number of types of training courses delivered (collective)	10	4	2	3	3	
Number of unique attendees (collective)	133	70	6	11	58	145
Number of hours of learning delivered (collective)	319	400	100	26	587	713
Number of individuals obtaining a qualification (collective)	113	50	0	11	13	24
Number of individuals taking up volunteering opportunities	56	50	6	8	5	19
Number of volunteer hours recorded	277	200	22	105	117	244
Number of individuals receiving advice and guidance support	22	30	17 new 6 follow up	10 new 12 follow up	3 new 6 follow up	30

Training courses:

We continue to deliver a programme of learning across CHALK in community venues. This quarter we have delivered in St Sebastian's Community Centre, Energies Healthy Living Centre and Sports Village. Our programme of learning has now started to be embedded across all elements of our work and include:

- **Tech and Tea** aimed at older people and very low level to support social engagement and reduce isolation. This work is funded by the Salford Together integrated Care Programme and delivered across Salford by ICT with one course running in CHALK at Sports Village. The course runs for 5 weeks and is on a rolling programme with the library staff recruiting members of the community. In this quarter we ran our fourth course at Salford Sports Village with eight local residents attending. All eight completed their own wellbeing plans (a small step behaviour change model) and five successfully applied for low-cost technology (built into tech and tea programme is an opportunity to purchase low cost digital equipment if you complete the course).
- **Basic IT Plus** is our community reporter course which supports engagement using digital tools to tell individual stories. This quarter we have worked with the Energise Centre working with a group of people who are currently living in Bramley Street mental health rehabilitation unit but use the centre to manage their health and wellbeing. All the participants suffer from severe mental health issues so becoming a community reporter is quite a challenge for them. But they have worked really hard and are creating an audio story about their experiences at Bramley Street and their hopes for the future. This will be uploaded onto the CR site in January. At the same time, since October we have been working with the Headway Salford group that meet at St Sebastian's Community Centre. This is a group of people who all meet up and socialise who have experience with head injuries. The group are really excited about making a film and are wanting to talk about their "invisible illness". They have titled their film "Keeping Steady" and we are looking for it to be finished by February 2017.



This quarter saw us partnering with The University of Manchester to deliver the Data Saves Lives project. This was a community reporter project looking at how older people can use tech to help manage their health and wellbeing. The project engaged twelve older people who completed the community reporter training from across Salford and engaged with a further eight older people accessing the "Step Up" classes at the Sports Village (CHALK). All participants tested a Withings smartwatch for up to two weeks and stories were collected about how useful or beneficial they have been. Olivia who lives in Lower Kersal, took to taking evening walks along Littleton Road to achieve her target of steps each day. This work is currently being evaluated by Manchester University but based on the initial evidence a further £11,000 has been secured from Salford Together and Manchester University to develop a longer test of change at the Step Up Classes in Sports Village which will again use the community reporter model to capture stories of individual journeys of change.

- **Pathways to employability** has replaced our level one volunteer qualification which is no longer supported by ASDAN who provide our accreditation. The first employability course was delivery in a local primary school supporting six mums, five of who are currently doing some voluntary work at the School and one mum who works part time at the moment who is looking at moving on to full time employment. The ladies had never been on any community courses before due to their caring commitments and have really embraced the learning and have really enjoyed gaining new knowledge and have become more confident. During our sessions people have spoken about moving

on to do other courses such as Maths and English and the group have arranged to go for a skills test at Broughton Trust so they can attend an English course in the New Year.

Gaining a qualification:

The last 11 students achieved their level one in Volunteer qualification this quarter and a celebration event is being planned for February to recognise their achievements. Two of the group from Bramley Street have received a Silver Community Reporter certificate. All eight of the group at Headway have completed the training side of community reporting, though we will continue to work with them on crafting their film in January so they will not receive their qualification until the end of January.

Volunteering:

Supporting local people to take up volunteering opportunities continues to be a priority for ICT along with capturing the volunteer hours recorded across the neighbourhood. This quarter two new volunteers have taken up opportunities at Sports Village – one is now helping out at Yogurt Pots early years and one is helping at the café. Both volunteers will be accessing learning linked to their volunteering in the new year.

Our Neighbourhood Green Champions model continues to grow with a further two volunteers joining the other Champions by helping out with regular park clean up, supporting the community events and helping with community web design. These two volunteers have achieved 85 hours of volunteer since starting this quarter – a great start to their volunteer roles

One of our community reporters from the Thomas Project (Drug and Alcohol support house) has now started volunteering for Shelter. He has decided to make a short film about individuals experiences of being refused help and support because they do not specifically work with homeless people. He has interviewed six people about their experiences and is now editing a short film. The film will be uploaded to the CR site in February/March and will be used as part of a training programme that Shelter will deliver to illustrate the danger of not providing help to someone who asks for it.

Although our advice and guidance is only delivered for 2 hours once a week we have seen considerable benefits to local people both financial and improving their own wellbeing. Two residents this quarter have been supported to gain money due to them (unfortunately one who received a back dated tax rebate passed away before the funds were awarded). It is hoped that the funds had been placed in his account prior to his death in which case these will form part of his estate and pass to the family. We have continued to support residents from the Thomas Project who attended one of our first volunteer training courses. On this occasion work has secured a tenancy with Salix Homes along with access to some white good to help with setting up his new home. Help with CV writing has resulted in a new full time job at the Football Hotel for one person.

Creating better places to live

We will work to:

- Engage partners to support us to address environmental priorities across the area including fly tipping/environmental improvements
- Ensure any physical development in the neighbourhood delivers quality and added value for the community
- Identify opportunities to minimise the impact of empty homes in the neighbourhood
- Provide resources through a commissioning pot and working alongside partners to access additional resources for the neighbourhood to deliver against community priorities (linked to community plan results and Forum priorities)

Working with partners to implement a programme of regeneration linked to forum priorities

and development framework						
Activity	Achieved 15-16	Target 16-17	Qtr 1	Qtr 2	Qtr 3	Actual 16-17
Number of new projects being developed (collective)	4	3	4	0	6	10
Number of regeneration team meetings held (collective)	8	8	3	2	6	11
Amount of additional resource secured (collective)	£127,143.50	£150,000	£155,000	£1,000	£27,600	183,600
Number of networking opportunities which result in additional resources for the neighbourhood (collective)	4	4	3	1	3	5

Commentary

Regeneration activity/ New projects being developed

This area of work has both strategic and local priorities – The development of Charlestown Riverside has brought opportunities for ICT to be part of the major physical regeneration of the area and the CEO is a member of the Charlestown Riverside development team – this group meet bi-monthly and have oversight of the ongoing development of the programme alongside mapping and monitoring the social value from the work.

The environment agency has now completed work on the second flood basin which could bring opportunities for further developed of the site into an education and health provision for the community. A small working group has been set up with Salford City Council, Broughton Trust (Irwell Valley Sustainable Communities), Mersey Basin Rivers Trust and ICT to look at developing a Lottery Landscape Partnership Bid – this work is in the early stages of development but could bring an additional 3 million pounds into the area for physical regeneration.

A bid was submitted to Big local to secure funding to investigate a model for securing housing in the neighbourhood and providing affordable tenancies using a volunteer plus rent model – there is examples of this work in other parts of the world but no evidence of a model in the UK. ICT have been successful in securing £23,000 to work with Pulse Regeneration to explore this model further – we understand from our strategic review work that this is something SCC would also be interested I working with us to develop further

Working with partners including Salix Homes and Keepmoat a Neighbourhood Worker Regeneration Group is being developed. This group are working on a joint approach and time table for estate walkabouts alongside setting up a system for capturing and monitoring progress on actions and strengthen our partnership working. Partners will also use this opportunity to sign post local residents to learning and development opportunities being offered across the neighbourhood by both ICT and other delivers.

Riverbank park took part in the first pie bake off which was held at Ordsall Hall in October. This was coordinated by The Urban Orchard Project and involved 3 orchards from the Salford area. Riverbank park had a good representation and we came away with a prize. There was national publicity for this and ICT was recognised for their work on developing and maintaining the community orchard at Riverbank Park. ICT is now working on development of a Tesco bid for art seating in Riverbank Park orchard as this has been identified as something people would like to see in the park

Over the past few months good relationships have been developed with a group of young people and their parents from Lower Kersal who have taken part in holiday activities ICT have provided. The group are now developing further ideas they would like to take forward including horticulture training to improve skills in looking after the green space in the neighbourhood

The gated alley project on Gerald Road is progressing well. The group is now constituted and has their own bank account. The group is officially called The Gap Garden and has secured funding through the recycle and reward bidding and IVSC totalling £2800. We continue to work well with the Broughton Trust on this project and have also managed to involve Keepmoat Developers in providing support to design, make and fit the planters. We have worked with the group to cost items and are now ready to purchase the goods. The group are working with Agecroft Garden Center, a local business, who will supply green items and also help with the design and planting of them. A grand opening of the finished project is being planned and other alley residents will be invited to attend to encourage them to follow suit.

Our volunteers continue to litter pick Riverbank park on a weekly basis and the rubbish is put into the park bins or taken home with them and disposed of. Work is currently taking place to run a community litter pick as part of the national litter pick programme. MIFA who are based at Sports Village and Mersey Basin Rivers Trust will be working with ICT to coordinate and run the event with local volunteers. The litter pick will stretch from Riverbank Park, down Littleton Road, the walkway next to the shops right down the River Irwell back to the park.

Networking

We continue to build out networking and partnership development opportunities to ensure we are both engaged at differently levels in raising the profile of CHALK as well as identifying opportunities to increase opportunities which can bring positive changes to the neighbourhood.

At a national level we have been working with Nesta to develop a number of tools which support the current agenda for transformational change using a person and community centred approach. In Salford 3 organisations were selected to support this work and share experience and knowledge, ICT, Unlimited Potential and Big Life (Being well Salford) – During December there were 2 launch event held in London and Manchester and as local partners we both presented our work and hosting information stalls. Through our local partnership we are now influencing the work of the Integrated Care Organisation to use the tools developed.

At a GM level we are a named partner on the GM Aging Hub Partnership Group. This group will oversee the development of GM as an Age Friendly City Region and again our work with partners in wider Salford and CHALK is being used as examples of best practise

At a city wide level we continue to support the Salford Together programme with the role of overseeing the development of the asset based working – Whilst the past 3 years has seen a focus on older adults we are now working to develop the model for all adults (this work has establish 4 domains and ICT are currently represented on domain 1 – the prevention and early intervention theme)

Within CHALK much of the networking is develop through the development workers who continue build relationships and opportunities with partners including:

- Salix Homes - Christmas events, English classes (Europa).
- Keepmoat Developers - Apprenticeships and training, social engagement, Christmas events, 12 deeds of Christmas, gated alley project.
- The Broughton Trust - Gated alley project.
- Europa - English classes for Eastern European community LK.
- The Urban Orchard Project - Salford Pie bake off.

- St Sebastian's - Christmas events and CHALK questionnaires.
- Big Life Company - CHALK questionnaires.
- Yogurt Pots Nursery - Orchard art day/Halloween event.
- St Sebastian's Primary School, St George's School and Lower Kersal Primary School - Christmas Events, CHALK questionnaires, Residents Forums.
- Big Steps Nursery - CHALK Questionnaires
- Alcohol licensing - Proposed shop on Douglas Green.

To develop and manage the organisation effectively

We will work to:

Ensure the internal workings of the organisation are of the highest standards. This will include all elements identified below. All these areas combine to provide the organisation with the infrastructure it needs to operate effectively.

Activity	Commentary
Financial accounting and reporting	We continue to use quickbooks to manage our financial systems and working with Slade and Cooper (Accountants) to monitor the financial management of the organisation. The board took the decision to develop a reserve policy this year and ensure funds are set aside to manage any financial issues which may come in the future. Through the use of quickbooks we are able allocate budgets against each of the projects delivered ensuring that we can measure spend against all our funding including staff time
Monitoring and returns	Good monitoring and evaluation systems has been developed over the past few years and as many of our programmes of work are delivered in partnership this provides a framework to capture the impact of this partnership working. We have started to produce more impact on a page reports to complement our larger quarterly reports which provide a snap shot of outcomes, outputs and impact as an easy read option. We hold quarterly review meetings with all our commissioners and regular meetings with our project partners to review and reflect on delivery. For our partners we also develop memorandums of understanding for each funded piece of work
Organisational administration	<p>Our admin support has continued to remain on long term sick however the board agreed to offer a temporary contract to a local resident who use to work at the NDC programme. This has helped to manage the admin requirements for the organisation.</p> <p>Our new operational and development manager has spent the first three months of her role reviewing our system and processes and we are looking at developing a CRM system which would help to reduce the amount of time staff spent on admin roles. The board are currently considering the cost of this against the staff time reductions.</p>
Supervision and staff development	A part time project assistant has been recruited to support our work with older people, specifically the Tech and Tea and Ambition for Aging projects. Once again as part of ICT policy to where possible recruit local Susanne lives in the Kersal area and has been out of work for a while due to family

	<p>commitments. She has completed her induction which included attending a minute taking workshop at GMCVO. She will be starting a level 2 qualification in customer service in January. The operations and development manager has attended two social value workshops as part of her induction this quarter.</p> <p>One development worker attended dementia awareness training.</p> <p>Although there has been some internal issues between senior staff and some board members the CEO continues to support the staff team to deliver a professional service and support the board to find positive ways forward to resolve the current difficulties.</p>
Social accounting and reporting	<p>This is one of the roles we continue to develop and whilst we are still not at the stage where we could produce audited accounts we maintain our commitment to demonstrate our social value in all the work we do.</p>
Marketing and communications	<p>This quarter has seen some negative publicity through the Salford Star on line newsletter Whilst some board members have used the Salford Star as an opportunity to raise their own frustrations the majority of the board have maintained ICT policy of not talking in public in a negative way about the organisation. This has however brought friction between board members.</p> <p>We continue to promote positive messages through our own e newsletter and twitter account. The twitter feed has during this difficult time seen an increase in positive twitter feeds by our partners who are keen to support the positive work we do.</p>
IT support	<p>We continue to get use to using goggle drive and learn new ways in which the system can make things easier for the team. It is however a very different tool than the word system some people are used to and will continue to take time to understand to ensure we gain the best use of the system.</p>
Recycle and reuse	<p>Whilst we continue to improve our recycling this is not an area we have developed well as we are part of a managed building which does not have good recycling systems in place.</p>

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