

Stratford on Avon District Social Inclusion Partnership

Community Catalyst Proposal

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

Ernesto Sirolli

1 Introduction

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

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

2 Definitions

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

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

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

3 The Challenge

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

There is significant evidence that the very characteristics of social exclusion including, unemployment, education attainment, financial hardship, social isolation, health and wellbeing etc. are most pronounced in the most deprived areas of the District. Covid 19 is only going to accentuate these issues worse.

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

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

4 Evidence of Need

4.1 Stratford-on-Avon District overview

The Centre for Progressive Policy think tank predicts that Stratford-on-Avon District will face the fourth biggest economic hit of all local authorities in the UK from coronavirus.

We are now seeing this reflected in the latest claimant count for the District as a whole.

Local Authority Claimant Count Levels (unadjusted) by West Midlands Local Authorities Comparing March 2020 against October 2020 (16 and over). (Source: ONS/DWP, Claimant count, October 2020)

The geographical variations at local authority level across the West Midlands is large, where increases since March range from 63.2% in Wolverhampton, to a rise of 180.3% in Stratford-On-Avon district.

Local Authority: district / unitary	March 2020	October 2020	change	% change
Stratford-on-Avon	1,050	2,940	1,890	180.3
Wychavon	1,320	3,365	2,045	155.2
North Warwickshire	845	1,980	1,140	134.8
Warwick	1,570	3,650	2,085	132.8
Bromsgrove	1,165	2,675	1,510	129.9
Herefordshire, County of	2,110	4,680	2,570	121.7
Malvern Hills	925	2,050	1,120	121.2
Wyre Forest	1,580	3,475	1,895	119.7
Shropshire	4,010	8,565	4,555	113.6
Redditch	1,535	3,245	1,710	111.3
Worcester	1,780	3,720	1,940	108.9
Coventry	8,000	16,695	8,695	108.7
Solihull	3,650	7,495	3,845	105.3
Rugby	1,535	3,105	1,570	102.1
Telford and Wrekin	3,430	6,925	3,495	101.9
Nuneaton and Bedworth	2,830	5,385	2,560	90.4
Sandwell	10,780	19,280	8,500	78.9
Walsall	8,605	14,945	6,340	73.7
Dudley	8,515	14,285	5,770	67.7
Birmingham	49,370	81,815	32,440	65.7
Wolverhampton	10,380	16,940	6,565	63.2

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

4.2 Lower Support Output Area (LSOA) analysis

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

4.2.1 Analysis of Universal Credit (UC) Claimant totals by LSOA in Stratford-on-Avon District.

Overall UC claimant totals (across 73 LSOAs)			
Highest ranking in district	LSOA	Total UC claimants	% increase May to October 2020
2 nd	Maybird	329	5%
3 rd	The Avenue	327	12%
5 th	Stratford Mount Pleasant East	91	6%
14 th	Bishopton	132	1%
58 th	Clopton & Welcombe Hills	62	24%

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

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

The average % increase across the district during this period was 6%.

UC claims from those in employment (across 73 LSOAs)		
Highest count	LSOA	Total claimants
2 nd	The Avenue	167
3 rd	Maybird	148
5 th	Stratford Mount Pleasant East	91
18 th	Bishopton	54
50 th	Clopton & Welcombe Hills	29

UC claims from those NOT in employment (across 73 LSOAs)		
Highest count	LSOA	Total claimants
2 nd	Maybird	166
3 rd	The Avenue	159
5 th	Stratford Mount Pleasant East	121
12 th	Bishopton	81
66 th	Clopton & Welcombe Hills	29

4.2.2 Analysis of income by LSOA in Stratford-on-Avon District.

Children living in relative poverty (Relative poverty is where a household income measures below 60% of median incomes.)		
Highest	LSOA	Total claimants
2 nd	The Avenue	103
5 th	Maybird	72
17 th	Bishopton	50
33 rd	Stratford Mount Pleasant East	43
69 th	Clopton & Welcombe Hills	15

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

Stratford Mount Pleasant also ranks in the top 20% most deprived LSOAs in the country with regard to health and wellbeing.

Maybird and Mount Pleasant ranks in the top 20% most deprived LSOAs for education and training, prior to Covid-19.

4.2.3 Orbit Connected Communities Survey 2019

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

Key findings were:

- Active citizenship networks in the 2 communities are thin and shallow
- Anti-social behaviour is a key issue
- 18-24 years olds are not part of groups or generally feel part of the community
- 70%+ of respondents face barriers to community participation
- Only 31% of all respondents engage often in the community
- 60% of respondents felt that the most important thing that could happen would be an improved sense of community

5 Solution

5.1 Community Catalyst Proposal

To minimise the likelihood and impact of social and financial exclusion in Stratford-On-Avon District and increase community resilience through adopting an asset based community development approach through the appointment of a Community Catalyst for the Clopton and Bishopton communities who will deliver improvements in Stratford-on-Avon District Social Inclusion Partnership (SIP) priorities in the local communities achieved through :

- Listening to the needs of the local communities
- Connecting existing providers to those local communities in need

- Enabling more successful applications to take place for the Orbit Grassroots fund which has been undersubscribed to date
- Focusing on mental wellbeing in the communities
- Increasing resilience across the community by building on skills and assets
- Securing funding for new projects working with WCAVA
- Assisting the sustainability of the Bishopton Community Centre and Ken Kennett Centre without disempowering local action
- Encouraging local people to set up groups to address key issues
- Supporting volunteer recruitment, training, clarity of roles in association with WCAVA
- Supporting increased revenue generation within centres to aid sustainability.

The Community Catalyst would also enable the partners within the SIP to work in two key communities in a more effective and efficient way, enabling a sustainable solution to be provided to leave a legacy of a more robust community and services offer.

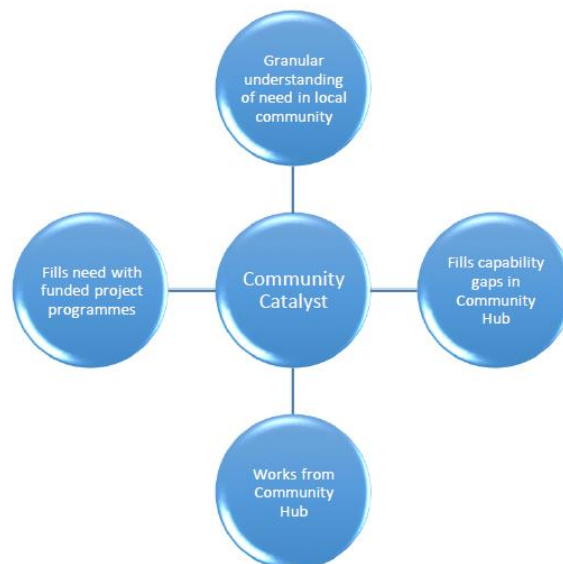
The aim would be to secure funding to employ a post for a minimum of a 3-year contract.

However initially the proposal is to pilot the proposal for 1 year and this will enable:

- To pilot the proposal and evaluate the idea
- To secure Stratford District Council Voluntary Community Sector Funding aligned to Stratford-on-Avon District VCS funding aligned to mental wellbeing
- A National Lottery application to be worked up within a 6 month timeframe To establish a greater evidence of need

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

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



A vital consideration would be how to ensure sustainability of the Community Catalysts work after the three years of funding. Most funders would expect details on how the post

or functions of the post would be expected to carry on and look more favourable on an application if it had a credible sustainability plan.

5.2 Best Practice model

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

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

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

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

6 Timelines

The following table outlines the timeline utilising funding from SIP Partners

Action	Date	Comment
Finalise proposal	15 Jan	Send to project board
Confirm funders financial commitment	1 Feb	Funding confirmed for 12 m – await confirmation of contribution from partners
Identify minimum three potential hosts	15 Jan	Agree potential hosts with project board
Invite tenders from potential hosts	22 Jan	
Tender deadline	12 Feb	
Evaluation and decision	17 Feb	Project board
Notify successful host	19 Feb	
Advertise role	5 Mar	
Interview & selection	26 Mar	
Appoint	1 Apr	
Commence	8 Apr	

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

The intention would be to base the budget on a full cost recovery model as outlined in the following table

Activity	Cost-£	Comment
Staff Salary plus on costs	36,000	
IT/Phone/Mileage/etc.	2000	Funding to enable post to function
Host costs	6, 120	17%. Full cost recovery
Total pa	44,120	
Total 3 years	132,360	

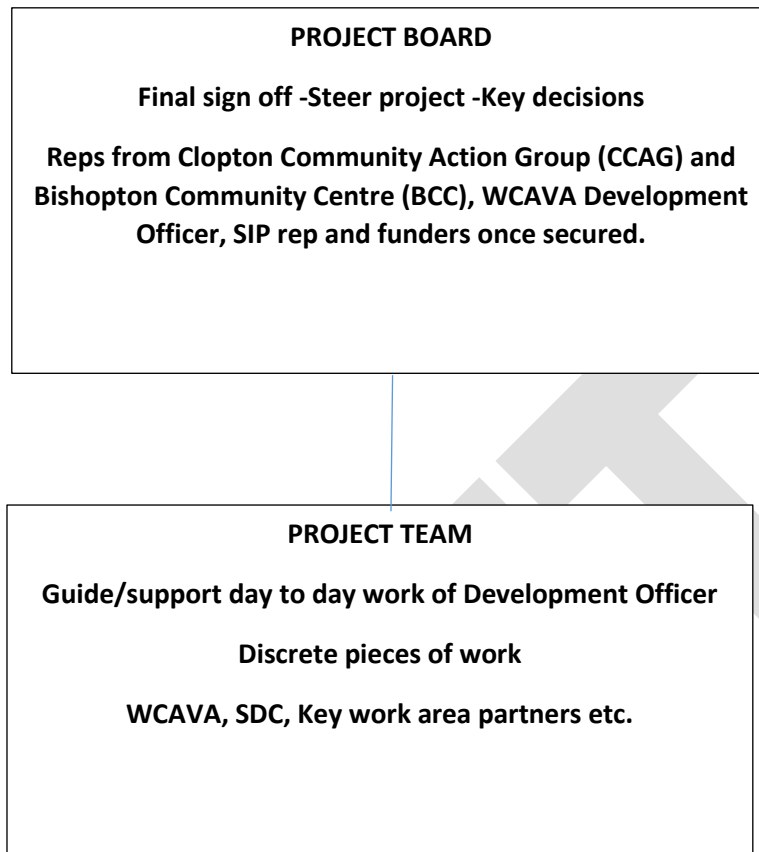
7 Risks

An analysis of the risks, impact score and mitigations

1 low and 5 High...15+ needs mitigation

Risks	Likelihood	Impact	Score	Mitigation
No host identified and agreed	3	5	15	Possible hosts* are Stratford Town Trust, Springfield Mind. Others to be identified Possible EOJ/Tender process *Brainstormed not contacted
Not successful with funding application	3	5	15	Detailed funding search done. Sustainable post 3-year application credible. Initial SIP match funding approach to be followed by external funding approach.
Potential funding partners cannot commit by January 2021	4	4	16	Become evident that match funding is at risk unless the SIP can show the match funding is committed. Revise proposal and seek partner views. As above then seek external funding
Repeats previous attempts and lessons not learnt	4	4	16	Previous reports, research and evaluations being collated
Funders not identified and interested	2	5	10	Possible funders identified are STT, Orbit, Town Council, Stratford District Council, National Lottery WCAVA to undertake detailed funding search.
Lack of community consultation/need identified	3	5	15	Orbit Place making, SIP and Covid research will be invaluable.
Post disempowers voluntary self-help already in place	3	4	12	Need to be clear in job description and in project governance set up.
Post not sustainable past initial funding	4	5	20	To investigate possibility of making post sustainable via increased centre revenue generation, which could include donations, crowdfunding, grants, retail etc
Duplication of Grass Roots Fund	2	4	8	STT and Orbit think post would complement this scheme.

8 Project Set Up Phase: Until funding secured



9 Conclusion

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

For a further discussion and information please contact:

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