

The Deal Conference Wigan Council

Deal for Communities Investment Fund & Community Engagement workshop



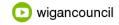
Why an investment fund?

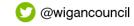
Deal for the Future priorities:

Communities helping to address local issues linked to our priorities

- Start Well
- Live Well
- Age Well
- Great Place
- Digital
- Wigan Works
- Wigan Borough on the Move

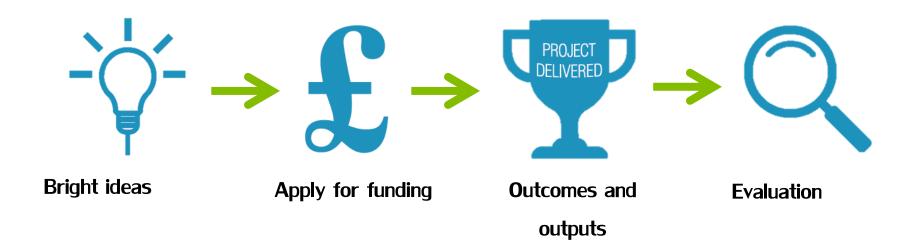






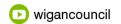


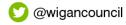
Investment fund work stream













Community Investment Fund

invested in communities by the end of 2017

£9m

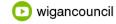
Opportunity for the community to

take control and make a difference

Focus on:

- Innovation and bright ideas
- Community driven initiatives
- Reducing demand on public services
- Capacity building
- Flexible approach









How we deliver - Community Investment



big ideas

start ups

239

small investments



£1.26m

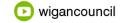
recurrent savings

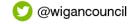
£3.9m

external funding leveraged

Social and economic benefit of

£5.6m







Outputs



volunteer hours



residents engaging in activity



residents gaining new skills



food parcels provides



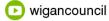
3,380

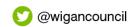
community activities delivered



businesses / charities supported









Benefit breakdown

£1.2m Supporting residents into employment

£780k Volunteer time

£97k Reduced ASB / re-offending

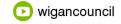
£1.5m Reduced health and social care cost

£325k **Reduction in NEET**

£447k Diverting residents from frontline services

£958k Food parcels





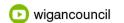




Strategic impact

- Informing strategy both officers and organisations
- Building credibility and enhancing reputations
- A move towards 'Local by default' co-design and co-production
- **Increased community engagement**
- **Community partnership**
- Increased trust and understanding





Creating pride in our borough...

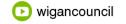
a place we all believe in

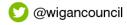
Community projects





- An impressive total of 50 acres of green space maintained by the community
- More than 500 volunteers involved
- Annual garden competition open to everyone



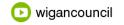




Incredible Edible Wigan



"Never doubt that a small group of thoughtful, committed citizens can change the world, indeed, it's the only thing that ever has."



Community Asset Transfer

What is Community Asset Transfer?

It is the transfer of land, buildings or structures (assets) owned by the council to community / voluntary groups or social enterprises.

To date – 12 council owned assets have been successfully transferred







Community projects: tenant participation



1063 tenants involved in the community including 245 young people



65 active groups including

20 Tenant and Resident Groups

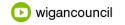


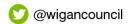
£180k invested from Better Neighbourhood Fund with £135k match funding



Number of people attending events/activities = 14,100

















The Royal Deal of Approval

The Deal has been given the royal seal of approval by Prince Harry who visited community projects across the borough













Now hear from our experts.....



GARSWOOD HALL **BOWLING &** COMMUNITY **CLUB**



THEN AND NOW

	THEN	NOW
Membership	5	
Including Junior Members (Under18)	53 O Falling	
Membership Fluctuation	98/550 = 17.8%	
Churn (% not renewing membership)	62.5 years	
Average Age	70-74 years	
Most Common Age Band	Very Low	
Group & Corporate Bookings	Moderate Secure	
Bookings for Baptisms, Funerals etc	Breaking even Static at best	
Financial Position	ecure (in medium term	n)
Income		

THE PROD AND THE PRODUCT

What we heard:

- "Do you know. I've lived in Ashton all my life and I didn't know about this place."
- "What a lovely club, I wish I'd known about this for our ?????'s baptism / funeral."

What we thought:

 We should increase our presence in the local community., take a greater role in it and make more use of our underused facilities.

– What we did:

• Changed the name of the Club to "Garswood Hall Bowling & Community Club".

INCREASING OUR PRESENCE IN THE COMMUNITY

- 1. A Family Fun Day.
 - Sunday in August Bank Holiday Weekend

	2016	2017
Community Reputation	Almost non-existent	High
Flyers into letterboxes	2,000	450
Posters & Banners	Yes	Yes
Social Media	Yes	Yes
People Attending	505	687

- 2. Some sort of weekly community event
 - = Apply for grant investment money i.e. CIF funding.

OUR PROJECT

An innovative **Start-Up** investment (up to £ 10,000):

- 1. to improve health, nutrition and fitness together with confidence, self-esteem and wellbeing;
- 2. to reduce social isolation.

Vast majority of the funding was used to upgrade the kitchen.

It is aimed at the **Age Well** group – Older people (50+) to lead fulfilling lives, be independent and healthier for longer.

It is part of a vision to create a **one stop community hub** for the communities of Bryn and Ashton where services not currently provided can be delivered and people's quality of life improved.

"BOWL & PLATE"

First Two Hours	Third	
11.00 - 1.00	Hour	
	1.00 -	
	2.00	
Mixture of:		
1. Bowling (optional),		
with or without		
tuition.	Meal	
2. Socialisation,		
relaxation, chat,		
indoor games.		

Duration: 36 weeks in the year.

We provide:

- 1. A warm welcome !!!!!;
- 2. A hot, two course, nutritious meal;
- 3. Refillable tea, coffee, water, juice
 - from 11.00 2.00pm;
- 4. Bar open from 12.30 –
- 2.00pm;
- 5. Newspapers and magazines;
- 6. Unused food;
- 7. A written quiz
 - answer sheets on the
- bar;
- 8. A copy of "The Bowler"

PUBLICITY - PREPARING FOR THE OFF

- Consult the extremely helpful advisors at Wigan;
- Just under 5,000 A5 flyers through doors;
- Posters in doctors, shops library via Community Link Worker;
- Banners around Bryn & Ashton consult councillors;
- Social media;
- WN4 Magazine 10,000 homes;
- Advertising in the Club;
- Sell it to club members;
- A celebrity to open your event Jenny Meadows.

BOWL & PLATE + OTHER COMMUNITY INVOLVEMENTS

BOWL & PLATE:

- Average of 75 people attend each week;
- Over fifty people taught how to bowl;
- Thirty new club members;
- Groups of people with learning disabilities and other support needs attend every week.
- Additional income stream brook:
 - memberships, bar, room hire.

NEW INVOLVEMENTS & PARTNERSHIPS:

- Fur Clemt;
- McMillan Coffee Morning;
- Restorative Behaviour Programme
 improved grounds;
- Walking group;
- Age UK hosted a Tea Party and ran a fortnightly session;
- Inspiring Healthy Lifestyles offer "Back to Bowls" weekly sessions.

THEN AND NOW

	THEN	NOW
Membership	550	72
Including Junior Members (Under 18)	3	0 ₁₀
Membership Fluctuation	Falling	Rising 78/720 = 10.8 %
Churn (% not renewing membership)	98/550 = 17.8%	62.5 years
Average Age	62.5 years	70-74 years
Most Common Age Band	70-74 years	Moderate
Group & Corporate Bookings	Very Low	High More secure
Bookings for Baptisms, Funerals etc	Moderate	Doing nicely thank you Moving forward
Financial Position	Secure	Secure
Income	Breaking even	

THANK YOU