

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



Bright ideas



Apply for funding



Outcomes and
outputs



Evaluation



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



57 big ideas

86 start ups

239 small investments



£1.26m recurrent savings

£3.9m external funding leveraged

Social and economic benefit of

£5.6m

Outputs



1,904

volunteer hours



272,219

residents engaging in activity



1,266

residents gaining new skills



11,903

food parcels provides



3,380

community activities delivered



190

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

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



The Deal





Now hear from our experts.....



**GARSWOOD
HALL
BOWLING &
COMMUNITY
CLUB**



THEN AND NOW

	THEN	NOW
Membership	5	
Including Junior Members (Under18)	53 0 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	Secure (in medium term)	
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 11.00 – 1.00	Third Hour 1.00 – 2.00
Mixture of: 1. Bowling (optional), with or without tuition. 2. Socialisation, relaxation, chat, indoor games.	Meal 7.

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 Rising
Membership Fluctuation	Falling	$78/720 = 10.8\%$
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**