

# Winning Winyates



**Growing Community, one person at a time**

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# Welcome

**It's been five years since we started the Winning Winyates project (WWP). This evaluation report looks at the project over the past five years, summarises its impact and identifies the key learning that will be the project's legacy.**

The community that we identified to work with in 2010, was a community red flagged across every deprivation indicator and was within the most 10% deprived areas in the country and the most deprived area in Redditch, Unemployment in Winyates ward was the third highest in the Borough.

Winyates Centre was a focal point for crime and anti-social behaviour. In the three years, up to 2010, the Centre has experienced double the Redditch average levels of criminal damage, violence against the person and anti-social behaviour.

Housing information within the chosen area revealed that there was a high proportion of accommodation for single/couple occupants without children. These type of dwellings, usually associated with a more transient population, result in low levels of community engagement and sustainability of the neighbourhood. The health of residents in the area shows that the area of worst health coincides largely with the area of greatest deprivation and crime in Winyates ward.

## Challenges/Obstacles

At the very beginning of the project an officer from Redditch Borough Council commented "I don't understand why you chose Winyates, we have hardly any complaints from there". This was our starting point, a community that was so disengaged from service providers that they didn't complain to

them, believed that no-one cared and couldn't see the point in getting involved. This was not just a one way street, professionals understood the issues from the statistics but due to a lack of engagement with the local community only dealt with issues on a "case by case" basis.

## Working Closely with Partners

At the start of the project we set up a steering group of local partners who were working on the ground in and around Winyates. This new steering group, Winyates Alliance, gradually recruited members of the local community as they became more involved in the project. Without our local partners and colleagues much of the work that the project was able to achieve and sustain would not have happened. This report is as much about what they have achieved as it is about the project itself.

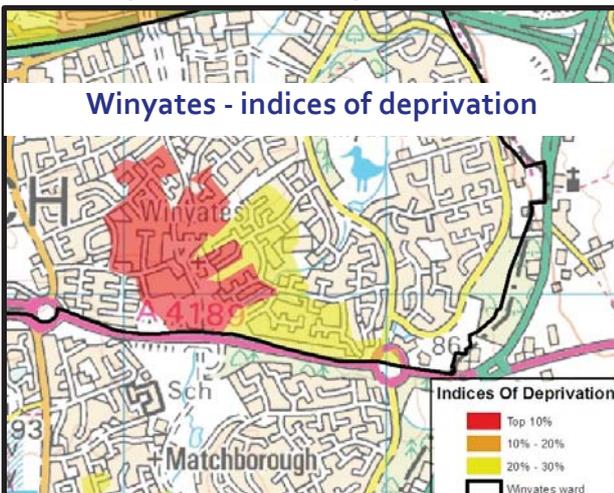
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# About the project

In 2009, Worcestershire Partnership invited all six district Local Strategic Partnerships (LSPs) in Worcestershire to put forward proposals for a focused project to help deliver Worcestershire's Local Area Agreement (LAA) outcomes in deprived areas in their district. These projects would be funded through the LAA reward grant.

The Winning Winyates Project has been all about raising aspirations; with the community, about the community and for the community. Our premise being that you can only tackle the statistics by working with the local community to bring about change. People know they are poor, they know their prospects aren't the best and that their health is an issue. The Winning Winyates Project didn't tell them that, the project is all about what is possible when local communities feel listened to, respected and supported. The ambition is to achieve lasting change that is owned by the community and sustained by them.



## The Target Area

Redditch Partnership (the district LSP) developed the Winning Winyates project, which initially focused on just 500 properties. Those facing the highest levels of deprivation and red flagged for every possible measure. During the course of the Project the area expanded to include both Winyates East and West and undertook work in the neighbouring areas of Church Hill and Matchborough in partnership with their local voluntary organisations.

## Sources of Reference

As well as the indices of multiple Deprivation and other sources of information such as RBC Housing, we consulted with the local community and the organisations working with them to identify the priority areas to be developed by the project.

## USP

Winning Winyates was one of six "Areas of High Need" projects that ran across Worcestershire, each with similar but locally distinct remits. Winning Winyates was, however, unique as it consisted of a large capital investment in environmental and security improvements to Winyates Centre as was working within such a small geographical area.

The project was overseen by Redditch Partnership, however day to day management and delivery was devolved to the Neighbourhood Development Manager working with the Alliance. Redditch Borough Council was the accountable body for the project and provided line management support to the NDM.

## Winning Winyates Project Reference Group

- Local Traders
- Winyates Centre Residents representative
- Sure Start
- Redditch Partnership Manager
- Local Councillors
- West Mercia Police
- Health Improvement Coordinator
- RBC ASB Coordinator
- Christ Church Matchborough
- Oasis Pentecostal Church
- YMCA

# Starting out

The 2007 Indices of Deprivation was used to identify the community that this project would serve. Data from a range of sources and partners shaped the project's over-arching aim that is to engage with local people, in order to develop community leadership.

Compared to the rest of Redditch, crime was relatively high in Winyates ward, and Winyates Centre was a focal point for crime and anti-social behaviour. In the three years up to the start of this project, the Centre had experienced double the Redditch average levels of criminal damage, violence against the person and anti-social behaviour.

There was a high proportion of accommodation for single/couple occupants without children. This housing is usually associated with a more transient population, with low levels of community engagement.

These factors illustrated the importance of the Centre to the whole Winyates community, and how investment in the area would have a broad impact on perceptions of Winyates and the

quality of life of residents.

Statistical data and comments from people that live or work here influenced the four main aims for the project:

- **To reduce perception of anti-social behaviour**
- **To improve health and wellbeing**
- **To improve skills and education**
- **To increase community engagement**

Each of the four strands of the Winning Winyates project saw successes. We are pleased that much of the learning from Winning Winyates has had an impact, not only on the community we set out to work with, but more widely across the Borough of Redditch.

The key measures to each of the project's aims to measure progress are set out below.

## Reduce perception of anti-social behaviour

- Perception of people who feel they belong to their neighbourhood
- Young people's participation in positive activities
- Number of people involved in community activity

## Improve skills and education

- Number of 16 to 18 year olds who are not in education, employment or training (NEET)
- Number of people involved in community activities
- Number of working age people on out of work benefits

## Improve health and wellbeing

- Residents perceptions of their general health
- Number of people involved in health and wellbeing activity
- Number of young people involved in positive activities

## Increase community engagement

- How local residents feel in the delivery of public services
- Number of people involved in decision making processes
- Number of people involved in community activity

# Then and now

**We needed to set a baseline at an early stage in the project to measure progress against. It was important that we got an accurate picture of the local situation so that we could tailor services and activities accordingly.**

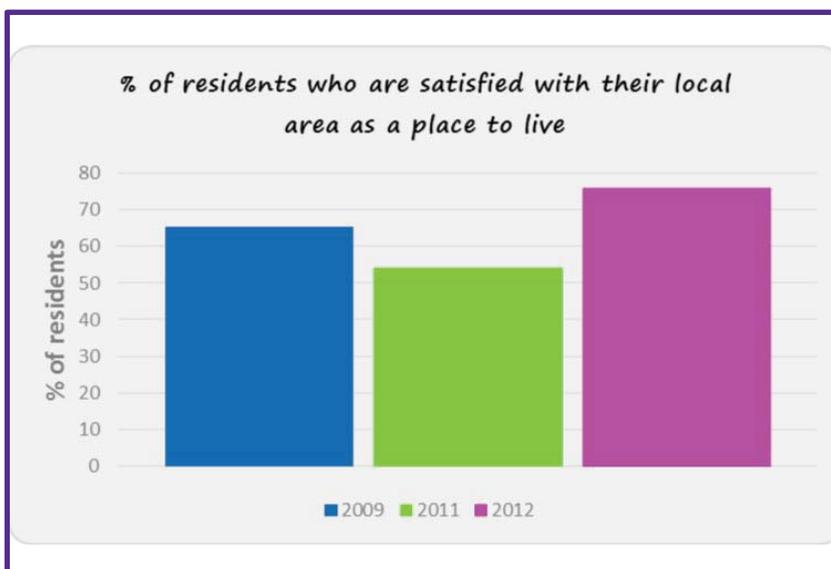
We had to establish a baseline to work from at the start of the project. Initially use was made of the evidence available from a range of statistics and indicators compiled by Worcestershire County Council, Public Health and the census. This enabled key areas of concern that needed to be tested against the reality of residents in the local area.

Some work was self-evident such as improving the landscape around the centre to open it up and make it feel safer. A Centre residents group was established to inform the boundary definition of the railings and security entrances to their homes. This was extended to include decoration and remedial works. The Traders Group was set up to look at how the Centre itself could be improved to tackle the perception of anti-social behaviour whilst at the same time making it a welcoming place for people to come. Using participatory budgeting methods, this group decided on and costed the work they felt would have the greatest benefit and maximum impact.

Because the only community activity on the estate was an Autumn Group for the over 55's, a series of activities were set up, consisting of taster days for young people throughout the Summer holidays as a way of engaging them, finding out what they wanted and seeing which activities would be worthwhile.

A range of consultations with other residents took place at community events supported by the project including a tea party in the Centre, and the first Carol Concert. All of these activities helped define the overarching principles for the Project under each of which the projects and activities described in this report were set.

1. To reduce the perception of Anti-Social Behaviour in the Area
2. To improve Health and Wellbeing
3. To improve the Skills and Confidence of Local Residents
4. To increase wider Community Involvement/ Engagement in decision making and problem solving



Working with Worcestershire County Council we commissioned two additional Viewpoint Surveys which were sent to every property in the project area. These surveys were to help measure what if any progress was being made as a result of the project.

Taking the 2009 Viewpoint Survey as a baseline we had two further surveys in 2011 and 2012.

# Reducing perception of anti-social behaviour

Working with authorities and representative groups, to support environmental enhancements/design out features that exacerbate crime and the fear of crime.

## Capital Investment Element

A community safety survey was undertaken in the area, with the view to design out crime. The report highlighted the poor condition of open spaces in the area that was likely to attract anti-social behaviour and to raise the fear of crime. Overgrown shrubs and trees made for an

***Residents reported feeling much safer now the security project is complete***

unattractive appearance, contributing to an overall sense of neglect. This overgrowth created concealed areas that increased the risk and fear of anti-social behaviour, burglary, and assault.

## Working Together:

- Redditch Borough Council landscape department committed to invest £250,000 in the chosen area to address these issues.
- West Mercia Police committed to supporting this work by reallocating local policing resources to increase police visibility, contributing to the improved sense of security and confidence in the area.

## Community Engagement Planning Group

WWP pulled together residents that were involved in the development and implementation of the Security Project and on-going development of the residential area to form a resident group for Winyates Centre.

- These meetings enable constructive dialogue between residents and the council's Housing Team – Locality East.
- Locality East now lead these meetings.

## Winyates Security Project (£100,000)

In response to requests from residents living in council –owned flats, and crime data, Winyates installed secure door entry systems with video entry phone and CCTV.

- Residents reported feeling much safer now the security project is complete.
- Remedial work was carried out to the fabric of the properties, improving their look and feel.
- Defining secure boundaries created a sense of ownership whereby residents cared for their environment and passers-by respected the space.



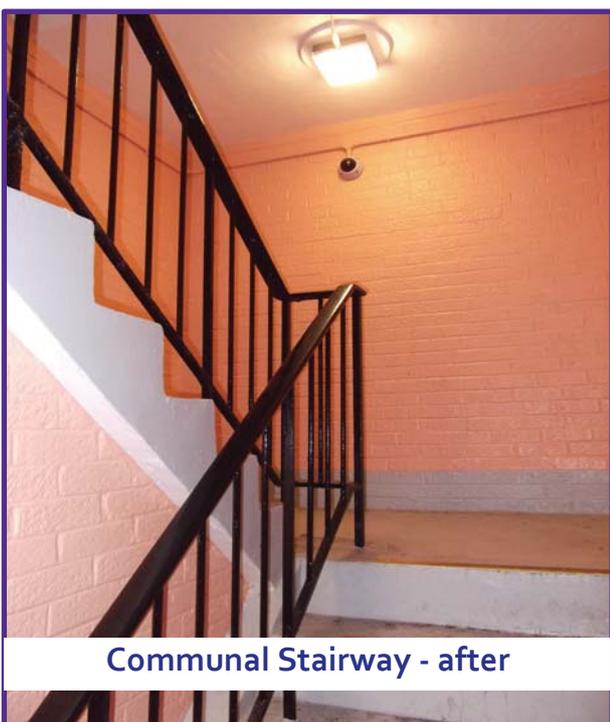
### Winyates Retail Project (£50,000)

Traders were concerned about the poor image of the Centre and agreed to combine safety and regeneration to improve the appearance of the retail area.

Using 'participatory budgeting', WWP funds were used to improve signage, redecorate shutters, buy in new window security, and lay new tarmac in the retail centre. Local people, community groups, traders, and visitors all agree that the centre feels safer and more welcoming, with a reduction in actual and perceived anti-social behaviour.

***... all agree that the centre feels safer and more welcoming, with a reduction in actual and perceived anti-social behaviour.***

Arising out of the Retail Project, the traders formed a group called Winyates Association of Independent Traders (W.A.I.T) that now meets regularly to discuss issues and plan activities and events in the Centre.



**Communal Stairway - after**

### Environmental Enhancement Group

The positive influence arising out of this group is having a marked impact in attracting people to the Centre and enhancing a sense of belonging.

***... attracting people to Winyates Centre and enhancing a sense of belonging.***

WWP sought to involve residents in the planning and delivery of enhancements within the estate; to move away from changes being 'done to or for' to changes being 'done with'. This project focused on changes to security, waste collection, landscaping and maintenance, and open space provision.

Bin storage blocks were removed, improving the look of the area. Waste collection points installed, taking storage of rubbish out of the flats and so improving the internal environment for all.

### Rocket Park, Lowlands Lane

Local residents asked that this park is made safer for supervised and unsupervised activities, wishing to see young people and local residents developing mutual respect between the park users and residents adjacent to the area.

***... safer for supervised and unsupervised activities***

This initiative tackled anti-social behaviour in the park and included Play Rangers being deployed in the summer holidays.

Ramps were modified in the skate park, in response to resident concerns about the noise levels, and there have been no incidents reported in the last 3 years.

# Spotlight on ...

## reducing perception of anti-social behaviour

This Project is about developing our community, one person at a time. Here Shelley tells us how anti-social behaviour in the area was her motivation to get involved and influence what was happening around her.

### Shelley's Story

“There is a healthy sense of community in Spain that was missing in Winyates”, says local resident Shelley. And she should know because she lived there with her husband for over a year, more than a dozen years ago.

Shelley fondly remembers the social nature of her life in Spain; the way the family could walk safely around the park or the lake in the evenings; how it

was safe for children to play in public areas and how adults would look out for them.

Shelley doesn't have that same confidence for her children here in

Winyates. She says,

“The community in

Winyates has been torn apart, with few people in

work, and too many people

troubled by drugs and alcoholism and too much thieving. There are parents who can't communicate with their kids. It upsets me to see the elderly living lonely and isolated lives.”

And yet, in The Space and the work of the Winning Winyates Project, Shelley is seeing signs of community coming back. “The Project has made real progress with the tidiness around the local shops where there was no prettiness; just

vile rubbish left on the ground.”

It feel safer to live here too, with better security and fewer hidden places where anti-social behaviour can take place.

Liz and Chris (pages 17 & 18) are involved in all that happens in Winyates. Shelley feels that she has benefited from the activities that Liz and Chris have encouraged, and the support of partner organisations that the WWP attracts.

Shelley had a troubled school life, being bullied by a teacher. It was more than 15 years after leaving school before she realised she was suffering from depression and sought professional help.

About 3 years ago, when complaining to Liz about the state of Winyates and the difficulties of raising a family here, Shelley said that, “it doesn't have to be like this.”

Liz saw in Shelley a passion that would speak strongly for the area and invited her to attend a Residents & Alliance meeting.

From that moment, with encouragement and support from WWP, Shelley has grown personally and in her work life. Making cakes at home for friends and family as a hobby in between minding her grandchildren has now grown into a small local business. “I could never have imagined myself as a business owner in my 40s.”



Shelley's Magicakes premises

"I can't thank Liz enough for being there, helping me find premises to work out of, funding the cost of attending an essential Food Hygiene course, helping me overcome my depression and giving me the confidence to give it a go with the business."

***there is a community spirit here that starts at The Space***

There is a community spirit here that starts at The Space and the Winning Winyates Project. "It is a place to go to when you want someone to talk to, a place for shelter or a shoulder to cry on. It is the glue that holds the community together", says Shelley. Slowly and surely the Winning Winyates Project is reaching people like Shelley, helping them rebuild their own lives.

Other people are telling us about the changes they have seen in Winyates too ...

**I have been involved in many useful local initiatives. For example I have been able to share information on vulnerable victims that I have come in to contact with and refer them to the Foodbank, and in turn the project team have done excellent follow up work supporting these families in need. I have seen the spirit of local vulnerable people lifted, especially at Christmas time when this project leads on delivering hampers for families in need. This is supported by WWP's active involvement in the national PACT initiative (partners and community together).**

**PC Kennedy**

**Where some residents lacked confidence and self-esteem, they now care about the area they live in. There is greater contact with residents, especially council tenants. Trust has been built so problems that occur are dealt with earlier.**

**Ex-leader of RBC**

**What do we know now?**

Shelley is a strong and capable woman, who is now winning the battles in her life. She has gained confidence and found her voice, with the help of the Winning Winyates Project.

The whole community needs to be involved in rejecting anti-social behaviour. There are more people like Shelley with something to offer this community. We need more parents that look at life in Winyates and say, "it doesn't need to be like this." Winyates needs more people willing to take a chance, to build their trust and confidence through the activities that come out of and continue on from this project. We need more people to care about this community, to have pride in how it looks and how we care for each other.

**Young mums communicate with each other instead of arguing in the street. The project needs to carry on helping families communicate with each other and more on drugs, drink and substance abuse, especially with our children. I have become more confident in others. It helped me realise that our town has not gone to the dogs, but just needs more people like those leading WWP in our town to make this a better place to live and not give up on us all.**

**Young Mum**

**There was high unemployment and low incomes and poor job security which leaves people feeling exhausted and defeated, with little energy or resources to cope with life. I have seen increases in confidence amongst residents who know who to turn to for help in many practical matters**

**Joe Baker, local County Councillor**

# Improving health and wellbeing

We set out to develop and co-ordinate a local delivery network of agencies and community groups to improve the health and wellbeing of residents. We sought to co-ordinate existing work in the area, and grow more projects; projects that inform and support people in making healthy choices.

The need for improved health and wellbeing runs throughout this community, from young to old, in families and those isolated through circumstances.

Winyates as an area has not been well served by agencies. There has been activity in the area, however the sometimes complex needs of families in the area have not always been fully addressed through individual projects. Winyates needs more quality support, co-ordinated to ensure the scope of real needs is being addressed.

Providers needed to know that their efforts were responding to genuine gaps in community support.

WWP needed to earn trust in the community, give voice to their needs, and help make people aware of and take part in these activities.

## What we did for Children and Parents

### Breakfast Club

Roman Way First School identified that some children were being dropped off at school before opening time, without breakfast. A new activity based breakfast club improved diets and led to improvements in performance at school.

### Holiday Play Schemes

A high quality/low cost play scheme in all school holidays. Up to 46 children per day have a safe place to go, developing interpersonal skills, and joining in activities that parents can't normally afford.

### Street Dance and Drama

Two young people approached WWP, saying that they didn't want to do sport but really enjoyed dance and drama. WWP supported their efforts to raise funds and recruit a tutor. This project is now open to young people aged 5-15. Since 2011 the group has presented two performance based art shows each year.

## What we did for Vulnerable People

### Christmas Parcels

Together with Oasis, WWP provided Christmas parcels that included fresh fruit and vegetables that families could not afford (picture below).

Children in a family received 3 presents each too.



Christmas parcels that went to families

### Redditch Foodbank

WWP established a Redditch-wide food bank with a central food collection point, and a network of locally based distribution points, that included The Space. The Foodbank is now sustained by the Board of Trustees of Acts of Kindness charity.

## Christmas Breakfast

County Councillor Joe Baker and WWP reached out to isolated and vulnerable people on Christmas Day, to ensure they had somewhere to go to meet and talk to others for part of Christmas Day, and to enjoy a social time. Last year, 30 people had breakfast in The Space and the team delivered breakfasts to 250 people living alone in social housing.



Ready to serve Christmas breakfasts

## Mental Health Support Group (MHSG)

The Space became the regular meeting place for the MHSG, bringing together people who are suffering from low levels of mental health issues, providing mutual support, advice and information. The group meetings help reduce the impact on Primary Care and other health services by increasing confidence, knowledge and skills and reducing social isolation. One member said, "I now feel like we have support and are included within the community and with other organisations."

## Money Advice

- Money worries can be a cause of stress, depression or other mental health issues.
- Money worries can cause shame/stigma and affect self-esteem.

- Money worries can affect personal relationships, and cause social isolation. WWP welcomed an independent professional and confidential money advice service to support local residents, enabling them to tackle their debts and regain control of their finances.

## What we did for Healthy Living

### Tai Chi groups and a Pilates group

The Tai Chi groups were set up in response to a request from Redditch Older Peoples Forum. These and the Pilates group meet at The Space. They help improve postural stability in older people, improve confidence and reduce isolation.

### Autumn Group

The Space provides a location for a social group for people of 50 years of age and over to meet. Forty-two people attend this group, benefitting from reduced social isolation, befriending and mutual support.

### Healthy Eating Cookbook

WWP developed a cookbook with recipes that can be used as a training aid to show basic cooking skills – in response to local data about health inequalities.

### Healthy Eating and Cooking Sessions

Residents, including those in the Monday Mums group, asked for help to improve cooking skills, and help to tackle the issues associated with over reliance on processed, pre-packaged food.

### Polish Healthy Cooking Sessions

Working with the Polish community, we looked at how the health of their diet can be improved. This sought to contribute to healthier residents, and to encourage this group to participate more in community activities.

# Spotlight on ...

## improving health and wellbeing

The Winning Winyates Project is about developing our community, one person at a time. Irene tells us how taking part in many of the courses and activities connected to the WWP helped her get back in control of her life.

### Winyates Health Hub

This wellbeing centre provides access to information, advice and guidance around a range of issues relating to wellbeing, by appointment and drop in.

Residents of Winyates, Matchborough and Church Hill had not used advice services before. There was an underlying belief that they weren't for them, or that their problems weren't important enough.



View of meeting room (far left) in Health Hub

The introduction of a project from Worcester C.A.B. providing drop in services twice a week at the Well-being Hub made a significant change to those perceptions. Local people were happy to attend a local venue that they were familiar with and felt safe in. Running the C.A.B. Drop In alongside Age UK, and Two Pennies Money Advice gave a range of important services within one central location. No appointments were needed and someone was always on hand to give advice and support.

### IRENE'S STORY

The outgoing, confident Irene you see around Winyates, the woman that stood as a candidate in the 2014 local elections, has not always been this way. "I still get down sometimes, and it's still not great when I have too much time to myself. I like to keep active. I don't enjoy the summer holidays when activity clubs close."

Like many of us, Irene is not at her best when she keeps herself to herself, with long stretches of time on her own at home. Referring to some dark days, Irene says that, "the only time I would go out was to go to the pub or bingo or go shopping."

Irene experienced bullying and abuse through her youth, and this continued when she married aged 16. Some time later she, her alcoholic husband and her family of four children moved to away to Scotland. Things came to a point when Irene felt she had no choice but to walk out of the family with nowhere to go and says, 'I reached my lowest point, and turned to drugs for comfort.'

Seven years later, remarried and working in a care home, Irene had a stroke, which even now a further seven years later has left her with some memory loss and loss of hearing. The care home couldn't risk re-employing her and she is once more left to her own company, with nothing to occupy her and no reason to leave the house. This is the moment when Irene met Liz and the Winning Winyates Project.



**Irene with Pride of Redditch Award 2013**

WWP draws partner organisations in to support residents get their lives back on track, to live fuller and more active lives. Irene has taken full advantage of what is on offer and has blossomed to the extent that other organisations now want her time. Her voluntary work at The Space, from making tea to welcoming people in, is tremendously helpful to the Project. And in return Irene has gained a sense of purpose and a confidence to move forward with her life. “I know I need to be more assertive and learn how to say ‘no’ at times” she says, concerned not to take on too much and relapse into poor health.

***Irene has made good use of partner organisations that have come to Winyates as a result of the Winning Winyates Project***

Irene has taken part in many of the courses run by Inspire Community Training, learning about hobbies such as sewing and jewellery-making; undertaking educational course in Maths and English; and healthy living sessions with weight-watchers and stop smoking. Irene says that she has “enjoyed meeting people on these courses, and learning new skills has increased my confidence.”

Irene has made good use of other partner organisations that have come to Winyates as a result of the WWP, including money and debt advice from a local award-winning money advice charity. Her current marriage with Mark has experienced some tough times as a result of money worries. Sound advice from her money adviser has helped, “keep the bailiffs from the door. Now I set money aside to meet household expenses and I know what I have left to play with. Now I feel I am more in control of my money and my life.”

“People like Irene trust me more readily as a result of my working relationship with the WWP team. This has served to break down barriers that can often stand in the way of people seeking money and debt advice.” Money Adviser

There are plenty of Winyates residents living chaotic and troubled lives. The Project draws in a wide variety of partner organisations to help people regain control of their lives, to increase their own sense of self-worth, and begin to contribute once more to their community. The trust this project has built is hard earned and yet fragile. It needs to be sustained to see transformation across the whole community.

**WHAT DO WE KNOW NOW?**

As you can see from Irene's story, it is the long term consistent support that is the most important aspect of our work within the local community. Without investing time to build trust, working with people to move on with their lives and be in control of that journey, is not possible.

# Improving skills and confidence

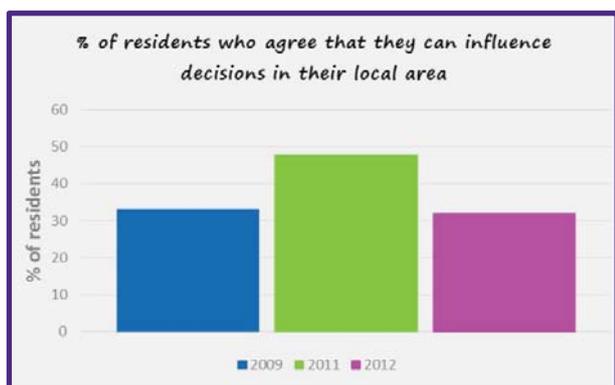
The data used to identify Winning Winyates projects indicates a need to improve the skills and confidence of local residents.

## WHAT WE DID:

The aim is to improve the skills and confidence of local residents. Together with the aim to increase community involvement in local decision-making, the desire is to empower local people to represent the area and organise resources.

Raising the skills and confidence of residents is a crucial part of this journey.

We brought together local partners from Winyates and neighbouring areas to form a Training and Development Group. The purpose is to identify gaps in existing provision and future needs, and to develop a response to meet these needs. This led to better co-ordination of services and provision of skills training, and sharing of resources.



Efforts in this objective have started to show positive results, although one of the consequences of increasing involvement in decision making is an increased expectation for more. This resulted in a level of dissatisfaction recorded in the (2012) follow up survey, above.

## Work Club

Establishing a Work Club, to work with jobless residents to improve their job-hunting skills.

The 8-week programme offered help with:

- Writing C.V's
- Writing Letters
- Filling in applications, on-line and off-line
- Writing personal profiles
- Tips on how to search for jobs

There were sessions to practice mock interviews, guest speakers, and help with confidence and communication skills.

The aim of the Work club was to successfully move people into further education and jobs.

A measure of success for this course is that it is now run on a sustainable basis by Inspire Training & Development CIC.

## Learners and Outcomes

**25 people enrolled on the course**

**23 people completed the course**

**Male 14**

**Female 11**

### Benefits:

**JSA 19, ESA 4, Income Support 2**

**Secured paid employment 7**

**Secured voluntary work 4**

**Started further Adult Training 4**

**Still actively seeking employment 10**

## Money Management Project

Helped introduce a local money advice service:

- contributing £7,500 to the start-up funding for advice work. Together with a council grant, these funds brought in 1 day per week of money advice.
- enabling training to professionals, to become a referral route through which residents benefit from targeted money management training.

WWP is aware that money worries can often be the invisible obstacle to people taking part in a wide variety of community activities.

Money management and debt advice don't easily attract participants without recommendation from people who they already know and trust. WWP worked with a local money advice service to create awareness among referring professionals.

**We have seen a marked increase in desire by residents to make sustainable and positive changes to their lives by accessing local training provision, support groups and the Wellbeing Hub and The Space.**

**65% of students accessing the training courses at Inspire Training & Development CIC reside in the area that WWP focuses on.**

**We notice less isolation for residents, and an increased motivation to participate and be involved in the community.**

**Initiatives managed by authorities from a distance do not have the impact or credibility that is needed when tackling complex and diverse community issues.**

**Amanda Seabourne, Inspire T&D**

## Information, Advice and Guidance

The main focus of the project in its final two years has been providing community based venues where residents feel welcome to drop in for help and assistance.

***residents feel welcome to drop in for help and assistance***

Introducing local community members to what else is available has been key to getting their buy in to learning and upskilling.

Our partners have also benefited from having a safe venue where they can hold meetings, meet local residents or just drop into activities.

**WWP introduced and hosts a training & development sub-group of agencies that contribute to the needs of residents in Winyates. In families with complex needs, one training intervention alone rarely completes the recovery. The sub-group has brought about strengthened links with partner agencies that better serve the area.**

**Jenn Bayliff, Early Help**

**By working with the WWP, we have been able to be more involved in the areas delivering courses that WWP has identified as relevant and necessary. WWP occupies a position of trust in the community and is able to liaise with local people, and this means that WEA is able to provide courses that meet real needs rather than making a best guess.**

**Jan Hall, WEA**

# Spotlight on ...

## Raising Aspirations

### Inspire Training & Development CIC

When the Winning Winyates Project first started, one of the first things we set up was a work club, with a difference. People were invited to attend once a week for 6 weeks. During this time they found out about the normal CV writing, what to wear to an interview etc. Importantly, within the work club they were shown how to improve their confidence, how to write an application form against a person specification, and were given mock interviews, both public and private sector style.

Guest speakers came every week to talk about careers, further education, benefits and some like Karen Lumley M.P. to share their experiences.

The courses worked well because they were small and individual attention and support was freely available. Winning Winyates funded this project for 18 months and then provided seed funding for the establishment of Inspire Community Training C.I.C. Inspire rented a unit at Winyates Craft Centre and expanded to a range of courses aimed specifically at meeting local health and wellbeing needs as well as more structured training courses.

Inspire has now taken on a second unit in the Craft Centre and runs arts and crafts, cooking and other creative courses from there.

### Monday Mums Group

A group of young mums used to meet every morning outside the shops in Winyates Centre. They were too many to go to one another's homes but they had nowhere else to go for a coffee and a chat. Liz invited them into The Space one morning, and that was the beginning of the

Monday Mums group.

Liz and the core group of eight

mums began to talk about the issues that were affecting them in their everyday lives and explored ways of making changes. From inadequate housing and heating to how to eat healthily on a budget. Nothing was excluded from these discussions.

The first challenge that the Mums laid down was how to make a healthier cooked breakfast. The following week 14 mums sat down to a full cooked breakfast which they had joined in the preparation of, having worked with Liz on what made it healthier, learnt how to fry an egg in water and reduce the calories by half!

At least once a month since then Fay Yeng and the Yum Tum Club has come in to work with the Mums on how to change what they eat in a way that both they and their children can enjoy and that are affordable. News alert: stir-fried sprouts are delicious, they told us so.

There is now friendly rivalry around who can make the best Chow Mein or Fried Rice, building on what has been learned at the sessions.

The Mums put all their new skills and experience to the test when they organised a charity fund raising day for a child with a terminal illness. They set up tombola, a raffle, second-hand goods sale and cycled from London to Paris on a static bike outside The Space. They raised nearly £600 and involved the whole community in their effort.

Since then the group have actively volunteered at all the Community events in the area including running the Great Winyates Bake Off competition; they all entered cakes, even those who had never baked before; and they ran the children's cup cake decorating competition.

***The mums wanted to learn new skills that would benefit themselves, their children and the local community.***

All the Mums wanted to learn new skills that would benefit themselves, their children and the local community. Training will start in September in partnership with ASHA Women's Centre to cover a wide range of issues that the Mums identified, including self-esteem, confidence building and being work-ready.

The mums are gaining in confidence and have an increased sense of community. Three of the

Mums are to start volunteering this year at Ipsley CE RSA Academy to help with reading and comprehension in Year 5.



**Monday Mums running the Great Winyates Bake Off**

The Mums are still reluctant to attend what they see as "professional" services and feel safer in a community venue like The Space. However, staff and organisations are able to bring services and information to them at The Space, and they mums continue to benefit from a whole range of new opportunities in the local area.

**What we now know**

Time invested in people is rarely wasted. This group of Mums needed to feel respected and were wary of organised activity.

By giving them space to take the lead and design what they wanted and supporting them in that, they have 'owned' their activities. Through these activities, the group positively contributed to the local community and continue to lead, innovate and learn new skills.

# Increasing Community

The aim is to increase wider community involvement/engagement/decision making and problem solving.

A project that comes in, does things, then ends cannot be sustainable. The aim of the Winning Winyates Project was to involve the local community and partners at every stage to generate real community ownership of the project and for the project to be informed by the community to achieve what the community needed.

A community that has belief in itself and its ability to influence change will have residents associations, active community groups and challenge proposals for their area that they don't agree with. In order to achieve this local residents have to believe that it can happen.

***A community that has belief in itself and its ability to influence change will have active community groups ...***

The work of WWP has always been specifically aimed at bringing about that change of belief. The engagement of the community in WWP has started to grow but needs further support to prosper.

## Neighbourhood Development Team

The project created and filled neighbourhood development manager and co-ordinator roles. Their responsibilities centre around facilitation and initiation of projects, leading to greater community engagement levels.

## Liz Williams - Neighbourhood Development Manager

Liz trained as an Accounting Technician and internal auditor. But after 10 years in finance she moved into community development and has worked in this field both professionally and



voluntarily for the last 25 years.

She established a community training programme for small voluntary

groups in Portsmouth to look at how to be a successful group, how to work in the community and how to make the group sustainable. This was alongside working as the Equalities Manager for Portsmouth City Council implementing a whole range of equalities and diversity policies and procedures.

Back in Redditch, Liz worked with the local community in Batchley to set up Batchley Support Group. Together they launched Hot Stuff Summer Programme and the Cool by the Pool event.

For the last 5 years Liz has managed the Winning Winyates project on behalf of Redditch Partnership.

Liz works as a volunteer for Church Hill Big Local Partnership, Redditch Mental Health support Group, The Jigsaw Project amongst other things.

## Chris Thomas - Neighbourhood Development Co-ordinator



Chris Thomas

Chris is a local man, growing up and living in Redditch. Immediately prior to this project Chris worked in the Anti-Social Behaviour team with Redditch Borough Council. In this role he worked alongside some of the partner organisations that are still active in Winyates, including the local Policing team.

Chris was excited by the ambition of the Winning Winyates Project when he started in the role. And now he is pleased to have contributed to schemes and activities that have reached many local people. He says that the initiative that he has most enjoyed was, "the Christmas Parcel project in partnership with Oasis Christian Centre. It is a fantastic project that benefits around 70-100 families each Christmas."

Chris showed his passion for the local Foodbank in October 2014 when he was sponsored to cycle 100 miles around the county, calling at each of local the Trussell Trust Foodbanks.

Chris puts a lot into his work, yet acknowledges that he gains much from it too. He studied for a Level 3 Award in Education & Training and this has enabled him to deliver community courses, opening the door for him to serve as Chair of Governors at Roman Way First School too.

## School Governorship

### Roman Way First School

Liz is a member of the Governing Body of Roman Way, she also runs a recorder group to develop additional skills in Years 3 and 4 to build relationships with those children and the families that will hopefully be on-going through middle and high schools. By developing closer relationships between schools, their local community and local organisations the social cohesion of the area starts to cement.

### Chris is Chair of Governors

In this role Chris is seeking to:

- improve relationships with the school
- develop initiatives involving the local community
- develop effective strategies with the Governing Body of Roman Way First School to ensure the best possible educational and social outcomes for local children
- influence on development of relationships between all schools in the tri-estate area
- impact on community access to schools
- increase opportunities for support to parents through the schools.

### Ipsley CE RSA Academy

Liz is one of two community governors on the board at Ipsley CE RSA Academy. She has responsibility for Inclusion, Safeguarding and SEN. Liz also sits on the Behaviour Support Group where children whose behaviour is thought to be affecting their ability to learn, are invited with their parents to a meeting with Governors. In this way the root causes can be examined and a partnership approach to supporting the child can be agreed between the school and the parents.

## The Space and Community Events

Providing a venue for community activities, learning and support. The Neighbourhood Development Team and local residents host community events throughout the year.

## Summer Street Theatre

Redditch Borough Council host an annual Summer Event in several locations in the town. WWP organises the event in Winyates, encouraging residents and partner organisations to get involved.

Last year over 300 people came to our event.



Some entries to the Great Winyates Bake Off



Children's with their Cup Cake Decoration

In all these activities, the wish is to see families getting involved and using the Centre, to nurture a sense of ownership of the Centre and to see reductions in anti-social behaviour as a result.

## Macmillan Coffee Mornings & Jumble Sales

WWP supports local community members that want to engage in charitable activities, raising awareness and funds for worthy local causes.

## Christmas Carol Service

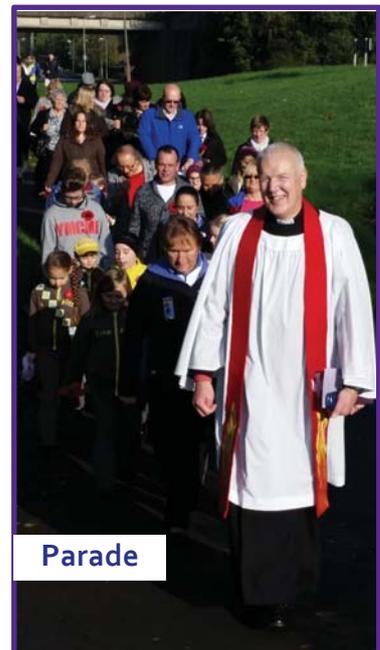
Working with traders, residents, and local councillors, WWP put on a carol service with the participation of local school choirs and the playgroup. Promoting community cohesion and improving perception of the local area.



## Remembrance Day Parade

Church Matchborough, held a Remembrance Walk between Winyates and Matchborough.

There is no local generational history and therefore no war memorials, however there is a shared social history, which helps people build a sense of shared community.



## What we know now

People want to take part in community events.  
We facilitate events and invite people to join in.

- It is vital to be consistent. Community trust is hard earned and quickly lost.
- Community Engagement in Winyates doesn't happen without WWP serving as the catalyst to attract partners, funders and the disengaged community. Finance is needed, yet it is only one ingredient to achieving community engagement. WWP mixes in trust, relevance, confidence, relationship, energy and enterprise.



**The Space, available for community meetings**

We see a much more joined up approach to the work happening in Winyates. The project has given the area a real sense of identity and purpose and has driven particular community projects whilst still enabling good community engagement and involvement. We see more community focus, with professionals and residents working together and making changes. EPIC

I became involved with WWP in my capacity as the chair of the local strategic partnership (Redditch LSP). I was encouraged to get involved by the enthusiasm, drive, vision and commitment of the project leader who has proven that a lot can be achieved with very little money or other resources.

## Winyates Alliance

The Winyates Alliance was established to develop a sustainable alliance/forum of local residents and partners, to lead on Winyates based initiatives. It provides quality data to partner agencies for service planning and shaping, and to develop local projects for local people.

## W.A.I.T. Group

The Winyates Association of Independent Traders was established to inform the improvements to Winyates Shopping Centre and Craft Centre. The £50,000 budget for these works was allocated using the participatory budgeting principles. The traders themselves worked out what they wanted and alongside Council officers costed and developed the programme of works. This included new tarmac in the shopping centre, a parking area for the craft centre, new signage, shutter painting and general sprucing up of the centre. They now meet on an occasional basis when they wish to discuss issues or to look at their contribution to community events.

Oasis Christian Centre care about our community in Redditch and we want to help those who are lonely, in need or are struggling financially. People matter to us!

We did this by opening The Oasis at Winyates, with the support of the WWP. We help in a number of ways:

- Offering good quality clothing and bric a brac at affordable prices
- Providing tea, coffee and cakes, and a place to sit and chat.
- Providing a quiet place where people can be listened to and be prayed for if they wish
- Opportunities for volunteering to acquire retail experience whilst serving the community

Because of the success of this shop in Winyates, we have now opened The Oasis at Woodrow, another district of Redditch.

# Conclusions

When we initially developed the Winning Winyates Project in 2010 the landscape, both political and economic, was very different to the one that exists today. However, the need to ensure the gains of the project are sustainable was a fundamental element of the project from the outset.

The report shows more than just the many successes that the Winning Winyates Project has achieved. The project recognises that not everything works for everybody.

By using the Ladder of Participation ©, person centered approach you can "grow a community, one person at a time".



By the end of the project, sustainable groups and activities have been established and they continue to flourish. Perhaps more importantly, the local community, those that live, work or deliver services in the area, are much more comfortable with each other.

***They know that they can drop in any time for information, advice and guidance***

Professionals know what each other do and who to contact to offer help and advice on matters outside their remit. Residents feel "safe" in the community venues of The Space and The Link

(formerly Winyates Wellbeing Hub). They know that they can drop in at any time for information, advice and guidance or for company and a sympathetic ear.

Residents are actively involved in their local area, informing local decision making and helping out at events and activities, and joining courses to develop their skills.

***grow this community, one person at a time***

Without the Reward Grant money distributed through Worcestershire Partnership to local LSPs, this project could not have happened. The kickstart of improving the residential security of the Centre and making the shopping centre and Craft Centre more inviting and safe places to be, were essential to the success of the project.

The ability to seed fund projects and build them to sustainability has been fulfilling both for the residents involved and the agencies and organisations who have supported them.

Five years may seem like a long time to establish a project and to fund the project, but it has taken that long to get people involved again in their community. Once more, we see people challenging their environment and the prospects for themselves and their children. The work is not finished; the exit to sustainability has not been achieved. There is another chapter to this story.

# What next?

The Winning Winyates project came to a close at the end of June 2015, but its legacy will continue in a number of ways.



For Liz and Chris, the exit strategy came to mean staying put. Residents, and others involved with Winyates did not want the project to stop here.

## ***the exit strategy is to stay put ...***

To that end Liz and Chris set up REACH (Redditch East Aspiring Communities Hub) CIC, a not for profit social enterprise. REACH CIC is taking the lessons learned in Winyates, to serve the whole of the East of the town, to the 4 "new town" estates of Church Hill, Winyates, Matchborough and Woodrow

REACH CIC is to build on the networks and partnerships that were built over the first 5 years, to work collaboratively across these areas, and to bring them together and develop funding streams and activities that will be available in all four areas.

The activities REACH plan to run include:

- \* Tai Chi, Pilates and Aerobics
- \* Mental Health Support Group
- \* Older people's groups
- \* Work with schools to change the lives of children identified in middle school as RONI (Risk of NEET Indicator), providing support and interventions for 50 weeks a year
- \* Open access Internet Cafe
- \* Establishment of a new credit union with a full time development worker
- \* Training courses identified by residents to improve their skills base and/or ability to get back into work/training
- \* Family and children work, aimed at improving parenting and successful outcomes for parent and child
- \* Provision of CAB and Debt Advice services
- \* Low cost/no cost facility hire for local groups and to support new local businesses
- \* The introduction of a community library at The Link
- \* The production of a fully consulted Community Plan to inform funding applications, targeted at need.

# Acknowledgements

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Shannon	Dean	Jerry	Kevin	Dave	Yvonne	Mo

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Theo & Jim - Winyates Chippy	Simon - Sampan	Karen & Jo - Inspire
Dave - Montana's Mobility	Martyn & Julia - Jewellery	Raj - Winyates Opticians
Nick Beacham - Stained Glass	Julie - Winyates Playgroup	Esther - Oasis
Malc & Karen - Mad Malc's Tattoos	Nitin - Knight's Pharmacy	

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Trish Hammond	Nick Parker	Clare Marchant	Francesca Davies
David Manning	Ruth Haywood		

Without your support and engagement the project would not have been possible.

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In memory of Graeme Arundel (Scissors) sadly missed