

Improving Life Chances (ILC) Community Pilots Update



Update for Improving Life Chances Community Pilots

The community pilots are overseen by the Improving Life Chances Steering Group. The pilots are working towards the following aims:

- Improving life chances for children
- Supporting families to be financial resilient
- Tackling the immediate impacts of poverty
- Supporting parent into sustainable employment

Partnership groups in two wards were set up in September 2016 to target specific areas experiencing high child poverty: Bidston and St James ward (Beechwood and North-end), and Seacombe ward. The areas have had four meetings so far, every quarter, and have developed their respective action plans which they deliver against and monitor throughout the year.

The enthusiasm for the ILC community pilots continues which is encouraging. People coming to the meetings include residents, community group representatives, Councillors, Connectors and agencies delivering services in the areas. Members take away actions and report back to the group. Sub-groups have been created and have delegated actions to complete.

Some generic aims have been established across the areas:

- Improve partnership working
- Improve sustainability and profile of the food hub projects which complement Wirral Foodbank
- Increase joint projects eg. energy week, loan shark awareness week
- Establish joint data collation to establish evidence base
- Evaluation of the impact of the project in each area and compare
- Raise profile of community centres and their activities
- Promote other wider services as part of the food projects
- Increase volunteering and befriending in to services and community groups
- Increased engagement: a bridge between residents and services through promotion of volunteering and befriending
- Increase profile of community centres and food hubs in order to strengthen referrals from health visitors etc.

Quarterly Partnership meetings

- 4 pilot meetings have taken place in each area since September 2016
- 3 action plans have been developed and monitoring and evaluation of activity is taking place by a dedicated officer

Some Additional external funds secured in each area so far:

- **North end** hampers: Magenta £500 and Birkenhead Constituency funding £1.5K
- **North end** ASB: Magenta £3K and Birkenhead ASB £6K
- **North end** holiday food £1K Gautby, £1K Livingstone street, £2K St James, £3K fit and fed Gautby
- **Beechwood hampers**: £3K Big Local in Beechwood and Birkenhead Constituency funding £1.5K
- **Beechwood** operation banger £1K tackling ASB
- **Beechwood** boxing club and skate board coaching sessions
- **Seacombe**: £10K funding from residual Seacombe Community Association funds and further rotary funding £1.5K for hampers. Activities delivered include: youth diversionary, fareshare minibus in bloom etc. £1K bright ideas fund for in bloom

Outputs

September – December 2016

Across the three pilots

- Christmas holiday food hamper project across Birkenhead and in each community pilot, working together in partnership. Over 2000 hampers delivered across the Birkenhead area. £9K was levered throughout the areas. Gautby Road Community Centre negotiated a good deal with Fareshare for surplus food. The food hampers were an opportunity to promote local services by means of an information pack inside each hamper. The project galvanised partnership working. Information in food hampers included how to report ASB/Crimestoppers, energy advice, Magenta news, Fairforyou, credit unions, school uniform swaps, financial resilience, local activities etc. HACT evaluation by Liverpool Housing Trust shows the hamper project created social value = £91K
- Beechwood and the North End jointly bussed young people to the River of Light festival on bonfire night as part of Operation Banger
- Glossy leaflet was developed to promote ILC services across Wirral and given out at local events
- Boxing group set up in Beechwood for diversionary activities
- Youth project established in North end to tackle high levels of ASB
- Partnership action Clean-up days took place in Challis Street, Townsend Street and Bidston Rise
- Christmas decorations making events were delivered as an introduction to Life-long learning in each pilot area

After the hamper projects were completed, the partnerships were working well together and continued with further joint activities. The In bloom projects had benefits on many levels including bringing residents and partners together and encouraging volunteering. Members of the three ILC pilots will attend the North West in Bloom awards ceremony together in Southport in November 2017.

North end

January – August 2017

- St James delivered a joint application to Warm Homes for an awareness raising event across the pilots January 2017
- Holiday food provision provided across all 3 pilots at Christmas, Easter, half term and over Summer
- ASB youth project delivered across the North end, reports of crime reduced, well used by the community and supported by the police. Now replicated in Seacombe and a boxing club has been set up in Beechwood also
- Gautby Road is delivering fit and fed sports activities with food using £3K external funds throughout the Summer
- St James delivering Looby Loos food provision throughout the Summer holidays
- Gautby Road staff employed 2 ILM workers for the youth project
- Gautby Road cleared the Monkeys area of land near to the community centre
- Livingstone street set up the Silverbacks group for over 50s men and delivered parenting classes for Syrian families
- Gautby Road and Livingstone Street entered the in bloom project

Beechwood

- Beechwood has developed St Paul's School community hub and is offering a breakfast food club, in partnership with Fareshare
- Holiday food provision provide across all 3 hubs at Christmas, Easter, half term and over Summer Beechwood working with Gautby Road to provide holiday food
- The Little Centre has almost completed refurbishment and will host ILC annual event in October
- The skate board park is almost completed and launch is imminent
- Big Local has ring-fenced £2K funds for ILC projects in Beechwood 2017-18
- Beechwood, Ballantyne and Bidston and the Little Centre Beechwood entered the in bloom project 2017

Seacombe

- Holiday food provision was provided at Christmas, Easter, half-term and over Summer, breakfast bags from Seacombe Children's Centre are being given out throughout Summer 2017, food is now supplied by community spirit for sports development activities in central park for young people.
- 5 Seacombe in Bloom projects were developed in 2017 which were judged by North West in Bloom judge in July
- Diversionary activities for young people is now being delivered for 40 weeks in Central Park and Guinea Gap from August
- Food hub delivered from Place in the Park, Seacombe Community Association and St Paul's church (Wirral Foodbank)

Future actions from September 2017

- CAB training for online staff in September 2017 at Liscard CAB frontline staff across three pilots have been invited
- Beechwood has identified a need for a handyman service for the elderly – this is being explored through 'unltd' funding
- Halloween and Christmas grotto in Beechwood and St James is being looked at as an opportunity for exploring promoting volunteering, promoting other services, befriending in 2017
- Tailored smoking cessation projects in each area
- Local blood pressure testing to be delivered in each area
- A volunteering/befriending event will be delivered in each area
- Community weightloss support group planned for September 2017 at Gautby Road
- Joint training and e-learning will be offered eg. child poverty e-learning, Energy Projects Plus training, Food Hygiene training
- Sharing of initiatives and learning across the areas
- Seacombe to deliver holiday food provision with sports development at Guinea Gap leisure Centre and Place in the Park for 40 weeks from August 2017-18
- North end will continue youth project and Beechwood has new skate park, Boxing club with coaches paid for through Big Local
- NCS volunteers for projects including food hubs, hampers, in Bloom for 2017-8
- Life Long learning offered in each pilot area bespoke to local needs
- Multiple in bloom applications across the pilots for 2018 being planned
- Promoting the newly transferred Community Centre in Beechwood and skate park
- Continue to invite agencies like job centre plus, Remploy, Reachout, health connectors to discounted supermarkets to promote services, joint lobbying for energy vouchers, Crosby training have done pop up events
- Joint training and e-learning will be offered eg. Child Poverty e-learning, Energy Projects Plus training, food hygiene across the partnership

- Sals shoes project – collecting shoes in each area for African children to enable them to attend schools are being collected across the partnership to be delivered to HQ in Surrey in October.
- Continued monitoring and collation of case studies

All these activities are delivered by partner groups in each of the pilot areas. The work they do is exceptional and we would like to thank the groups for taking the time to be involved in the Improving Life Chances community pilot meetings.

There is more work to be done to increase service delivery to these local areas. If you would like to get involved in any of these activities in Seacombe, Beechwood or the North end of Birkenhead, please contact: joannaburrell@wirral.gov.uk

Spotlight on the projects

In Bloom

Peter, local resident from the Livingstone Street Centre said, 'I haven't got many gardening skills but it didn't matter. I've really enjoyed being involved in developing the centre's garden for the in bloom competition. We've grown vegetable and herbs and used them to make food for groups using the centre, and recycled all sorts of things to make planters for flowers'.



Livingstone Street close to North end being judged by RHS Northwest in Bloom judge Alan Hulme



Seacombe roundabout: Seacombe resident and RHS judge

Phil from Seacombe spent countless volunteer hours working with Wirral Environmental Network to improve two roundabouts in Seacombe and create and plant up planters in Place in the Park, using recycled materials. He says ' Making Seacombe better means a lot to me, I wanted to make people proud of the community where we live, I've used flytipped materials found in and around Seacombe to create the planters'.



Phil with his recycled sign on Seacombe roundabout.



Partners in Beechwood working together to improve the area

Karl Rooney Big Local Partnership coordinator says, 'In bloom is a great way to get partners working together to improve the area. In Beechwood, Big Local, the Council highways and environmental services and Liverpool Housing Trust have come together with residents, Councillors, schools and the local community groups: Beechwood Community Trust and Association, to make the centre of Beechwood beautiful. Residents have reported back with comments that they have never seen their neighbourhood look so good.'

Hair and beauty at Birkenhead North Youth Project and below Dan and Luke ILM community and youth workers.



Dan and Luke our ILM community and youth workers at Gautby Road Community Centre in the North end who deliver youth activity, bingo, clean-ups, in bloom, holiday food provision and much more...



Food Hubs



The food hubs in each of the pilot areas (Beechwood, North end and Seacombe) are well used and complement the Wirral Foodbank. The hubs also provide other information about services available for residents. Access to food hubs varies according to each site

Christmas Hampers

But what difference did it make to be people in need?



Peoples relief on doorstep



People felt part of a community again



People wrote cards of thanks

The hamper scheme was delivered in each of the three pilot areas and reached people in food crisis over Christmas.

And that's not it...




Thanks to the Birkenhead Constituency Committee, we included leaflets about local support organisations on topics such as welfare advice, debt and getting involved in your community

We simply said Merry Christmas - you are part of the community!

The Christmas hamper project will be delivered again at Christmas 2017 and organisations are already fundraising to make hampers for people identified in their areas.

This gives a little more flavour to some of the activities going on in the ILC pilot areas. There are many more. Please email any comments and ideas:

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