

People in Place – Annual Update 2017: Blacklands, North Ayrshire

Introduction

This brief update highlights the work being undertaken by Corra Foundation (previously called Lloyds TSB Foundation for Scotland) in Blacklands, North Ayrshire, including the learning gathered so far through the People in Place programme.




➤ Initial community selection process

We first met with Elma Murray and the North Ayrshire local authority team on 5 May 2016. This was followed up with the pledge as to how we would set out to work alongside the communities of North Ayrshire.¹

We met with both Rhona Arthur, Senior Manager (Information and Culture) within Economy and Communities and Morna Rae, Community Planning Team Leader within the Democratic Services. This helped us understand the local perspective of different areas which matched our community criteria.² The local authority team helped us to understand specific area based improvements being planned as well as other funding initiatives already underway.

When Corra Foundation conducted its own desk based research, Kilwinning was initially ruled out due to its position within the Scottish Index of Multiple Deprivation (SIMD) ranking. However, through these local conversations we discovered that while Kilwinning is classified as affluent, this is not the case for all parts of Kilwinning and is influenced particularly by Whitehurst Park. There is rising health deprivation in Kilwinning and Blacklands has three data zones falling in the 15% most health deprived rankings in the 2004 SIMD. The area has increased steadily to five data zones in 2006 and eight in the latest SIMD. Indeed, life expectancy for males in the Whitehurst Park area is 14 years longer and for females 13 years longer than if you live in the Blacklands community just one mile away.

As a result of the combined research and community walkabout it was agreed that Blacklands had all the ‘ingredients’ for the People in Place work. These included:

-  A willing appetite from the local team to support our work.
-  A central venue for the worker.
-  A population size that met our criteria.



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² Community selection criteria focuses on areas where there is a population within the region of 2,000, in the lower quartile of the SIMD and experiencing health and job inequalities.

- ❁ An area that forms a self-defined community.
- ❁ An area that has different community spaces.



A subsequent meeting with Barbara Hastings from the Third Sector Interface (TSI) also confirmed that Blacklands was an area that would welcome and benefit from our programme.

Louise McCulloch was recruited and began working as Community Co-ordinator in Blacklands in November 2016. This brief report contains a snapshot of the work she has been undertaking.

➤ Snapshot of work during the past year

Phase	Activity
Mapping and Research	<ul style="list-style-type: none"> ➤ Range of desk based research incorporating previous community consultations. ➤ Development of area statistical profile. ➤ Induction meetings.
<p style="text-align: center;">Engagement</p>  <p style="text-align: center;">MAGNET bringing people together</p>	<ul style="list-style-type: none"> ➤ Series of informal conversations with community leaders and groups. ➤ Introductory meetings with key statutory and voluntary sector partners. ➤ Specific activities to-date have included: <ul style="list-style-type: none"> • Blacklands nursery garden work. • Engaging with Blacklands Community Association and other key residents. • Movie night. • Outdoor mocktail event. • Development of parent council group. • Picnic in the park event. • ‘What’s on Event’ in partnership with Kilwinning Library. • Partnership working with early years nursery on garden project. • Community picnic. • Community survey. • Engagement event with pupil council. • Parent council school disco. • School uniform clothing bank. • Online questionnaire working in partnership with Blacklands Community Association. • Macmillan coffee morning. • Walkabout. • Encouraging people to attend local groups such as Blacklands Parent and Toddler group.
Development of ideas in to action	<ul style="list-style-type: none"> ➤ Ongoing development of Parent Council group. ➤ Fundraising event with Parent Council. ➤ School uniform clothing bank³. ➤ Family Fun night

³ A blog discussing the school uniform bank can be found online: <https://www.corra.scot/school-costs-story-community-pulling-together/>

 <p>TO FIND SOLUTIONS that are appropriate and work</p>	<ul style="list-style-type: none"> ➤ Development of Chair exercise (training volunteers to lead group) ➤ History project. ➤ Partnership project with the Family Learning Officer and Kilwinning Community Events for community picnic. ➤ Christmas Toy Appeal. ➤ Partnership working with Cranberry Moss and Warrior Mum around school clothing bank.
<p>Brokering role</p>  <p>PROVIDE THE GLUE to stick everything together⁴</p>	<ul style="list-style-type: none"> ➤ Ongoing awareness raising and contact with/sharing of information about services, organisations and people who can help local people. ➤ Connected local stores such as B&Q and Morrisons to nursery. They then donated items to support the garden project. ➤ Worked with Blacklands Nursery introducing them to the Community Payback team and connecting with the local allotment group which has resulted in supporting the nursery to develop some of the land and create a fairy den as well as raised beds for vegetables etc. ➤ Five Sudanese teenage refugees living in Blacklands introduced to a Glasgow-based organisation who are now developing an event to introduce them to a network of 49 other Sudanese children in the wider Ayrshire area. ➤ Due to an existing connection, Cash for Kids have offered six holiday places for Primary five or older children at Blacklands Primary School who wouldn't normally get a holiday or break away from home. ➤ Supporting local woman to develop Warrior Mum Project and connecting with her professionals, funders and local people. ➤ Connected two parents to Community Empowerment Team for Training opportunities for Youth Club development. ➤ Supported Blacklands parents to launch and deliver a successful Christmas Toy Appeal for the Kilwinning area.



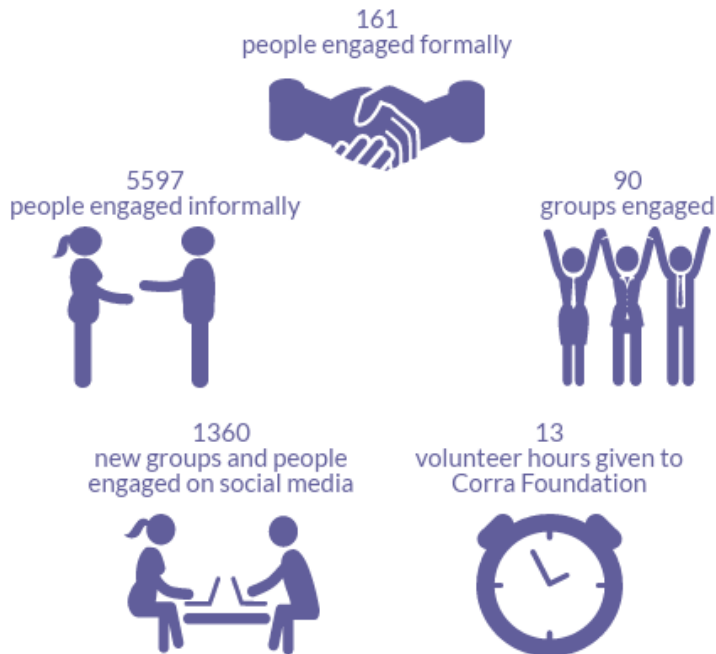
All designed to: **SUPPORT** the community to achieve their ambitions.

⁴ A snapshot of some of the connections being made can be found in the 'Connections Mapping' section of this report

Area in Numbers

➤ Engagement numbers

As part of our learning and evaluation framework we have developed systematic ways to keep track of how we are working in the community, using both qualitative and quantitative data. Below is a snapshot of engagement in Blacklands from January 2017 to end of February 2018.



Showcase

➤ Brief case study

Blacklands (NAC) Early Years Nursery Garden project:

After assisting the Early Years Centre with their garden, the children have successfully grown their first pea pod. The children were so proud and excited about this they went to the library and sang a song at the Book Bug session about pea pods. During a visit by the People in Place investors and Corra Foundation Trustees, the Early Year Nursery let us see the garden and eat one of the pea pods.

Some quotes from the children included:

"I like to get to play outside"
"I like the drums in the garden"
"seeing the garden has made my day"



Look Ahead

➤ Over the next few months Corra Foundation's People in Place team will:

- ✿ Work in partnership with Blacklands Community Association and Kilwinning Heritage to develop a history event showcasing local history and film footage as well as delivering family history research sessions.
- ✿ Work in partnership with the Health and Wellbeing Pupil Council (P1-7) at Blacklands Primary School, to develop and deliver a series of training sessions to its members highlighting and raising awareness of sugar content in food/drinks. This will be followed by supporting the Pupil Council to design a visual display of their learning that will be shared across the school.
- ✿ Build on early discussions that have taken place with Blacklands Primary School to work in partnership to develop a family cooking group.
- ✿ Work in partnership with Kilwinning Library to support the development of a First Aid course delivered by the British Red Cross in the community.
- ✿ Follow up on early discussions with the Kilwinning Library to build on the success of the 'chair exercise' sessions delivered last September in-conjunction with the North Ayrshire wide DrEAM programme.
- ✿ Continue to support 'Warrior Mum'.
- ✿ Continue to support the Pupil Council and Parent Council.
- ✿ Continue to support the parent and toddler group in relation to group dynamics, working together and volunteer recruitment.
- ✿ Take forward future planning of Picnic in the Park in partnership with Kilwinning Community Events and North Ayrshire Council's Family Learning Team.

Co-ordinator Contact Details

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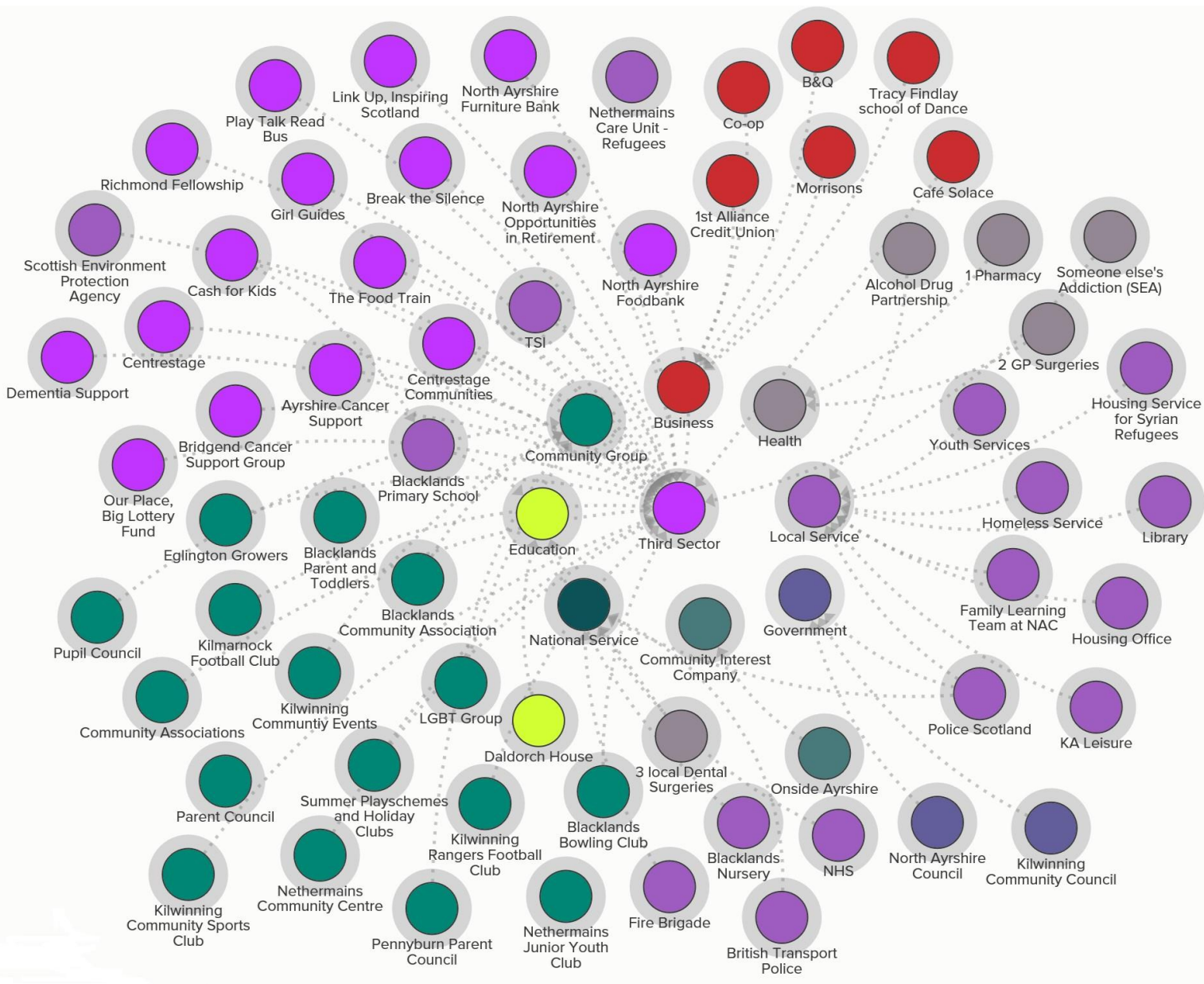
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Connections Mapping

➤ Visual snapshot of the connections being made



Legend

- Connection
- Third Sector
- Community Group
- Health
- Business
- National Service
- Government
- Local Service
- Community Interest Company
- Education

Summary of the People in Place Programme

Corra Foundation (previously Lloyds TSB Foundation for Scotland) launched the place-based programme “People in Place” in 2014 after a strategic review which highlighted that traditional grantmaking was not reaching many of Scotland’s communities, and yet these communities are among those facing the greatest daily challenges. Corra Foundation believes that by supporting communities and increasing participation, individuals and therefore communities will become more confident, more able to challenge the structural barriers that impact on everyday life and in this way the programme will achieve systems change.

People in Place has an overarching theory of change for this work. The key indicators of this are:

- ✿ To reach places in Scotland where Corra Foundation and other grant-makers struggle to reach.
- ✿ To work in partnership with the community to identify assets and encourage participation, engagement and action.
- ✿ To create a network of connections that help to increase resilience and facilitate access to sustainable resourcing for the long term.
- ✿ To increase awareness of the importance of place and how this affects life chances and opportunities, through learning and sharing.

Culminating in creating long term social change.

In 2014 we set out to establish a programme, working alongside communities in nine local authority areas that were in receipt of proportionately less independent grant funding. We are now working alongside eight communities in seven of the original nine local authority areas with the remaining two due to begin in 2018.

Sharing Lessons and Learning at Programme Level

➤ Emerging programme level learning

- ✿ Early insight shows us that by focussing on engaging and listening in small communities we are reaching people who are often seldom heard, working to provide a platform for them to be heard.
- ✿ There is an increased understanding as to why communities do not access independent grant funding. Reasons include:
 - The formal process of having to be a registered charity or fully constituted group.
 - The skills and capacity needed to complete the process.
 - The fear and time it takes to complete applications.
 - The fact that groups need to alter their idea to fit criteria.
 - Worry about what will happen if the funding runs out and the impact this could have.
 - For many groups, the idea is short lived or a one off so the formal process of accessing funding is too daunting.
 - There is still a big reliance on the council doing things and a belief it is their job. This, coupled with the lack of belief within the communities where the

programme is working, means that the great ideas people have never come to fruition as there is a perception that there are too many barriers and they are unsurmountable.

- ❁ Early indicators are that to really foster resilience in place, different financing models need to be developed to fit with the communities' ambitions; this will be a focus for the coming year as the programme grows.
- ❁ Effective engagement takes time, developing trusting relationships to allow participation to increase organically.
- ❁ Community, agenda-free space is vital to foster relationships.

➤ Support groups

- ❁ The People in Place programme continues to benefit from strong commitment from the co-investors who provide ongoing support as well as investment, members of the Place-based Advisory Group (P-bAG), who meet three times a year to challenge and support on the operational aspects of the delivery, and the Observers group, who meet twice a year to focus on the macro impact emerging from working across multiple areas.

➤ Development of the learning framework

- ❁ People in Place has developed a framework through which to capture learning both as individuals and as a team.
- ❁ This framework involves weekly capture of reflections on what is happening in each community using qualitative and quantitative data, and bi-monthly meetings to discuss the learning coming out of these weekly reflections.
- ❁ The evolving evidence base is capturing what works and what doesn't for engaging with people in different communities, and particularly with the people who are identified as being seldom heard in those communities.

➤ Looking forward

- ❁ In the longer term, it is envisaged that this framework will help us to better understand what enables positive change.
- ❁ Support will continue to be given to develop community co-ordinators in their ability to gather evidence and listen to the stories, experiences and aspirations of the people they are working alongside.
- ❁ Our work has led to the Scottish Government funding Corra Foundation to undertake a short-term project to convene a cross-sector group to explore what makes place-based approaches effective and make recommendations for change.

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