

Report for Salisbury Area Board

New Extension to Bemerton Heath Centre Project 2012

Background

1. In May 2010 the Bemerton Heath Centre submitted a bid for grant funding of £129,035 to build an extension to the existing building at 58-60 Pinewood Way, Bemerton Heath, a facility belonging to Salisbury City Council. The bid was prepared for the Performance Reward Grant Scheme (PRGS) administered by Wiltshire Council and partners. Before the bid could be considered by the Performance Reward Grant Panel it had to receive the approval of the Salisbury Area Board which gave its support for the project in December 2010.
2. The rationale behind the bid was that the Bemerton Heath Centre, which had already been recognised as a successful project in one of the most socially deprived areas in Wiltshire, was limited in the scope and scale of activities that it provided for the community. The existing facility was unable to meet the demands placed upon it; some of the regular activities were difficult to provide, for example; a weekly youth club for 50 children aged 7-12 years. It was considered that a suitable extension of 100 square metres would provide the space required to enable the paid and volunteer staff of the Centre to deliver existing activities on a larger scale, introduce many new activities and services and encourage external agencies to use the Centre for the benefit of the community.



The Centre laid out for a meeting



Youth Club Ages 7-12

3. Building work commenced in May 2011 using a local architect and a local builder and was completed 5 days ahead of schedule in September 2011. The new enhanced Bemerton Heath Centre was officially opened by the Mayor of Salisbury, Councillor John Abbott JP in the presence of the Leader of Wiltshire Council; Councillor Jane Scott OBE, on 10 October 2011 – which coincidentally was the eleventh anniversary of the official opening of the original Bemerton Heath Neighbourhood Centre.



May 2011



September 2011

Outcomes

4. The intended outcome of the project was to;

- Increase the use of the Centre
- Increase partnership working
- Increase use of the Centre by external organisations

with targets of a **25% increase** in the number of people using the Centre and a **20% increase** in the number of groups and agencies delivering regular drop-in services from the Centre.

5. As at the date of this report and with another 2 months to run before the end of the reporting year, the number of people who were recorded as using the Centre is 5,965.

This already represents a **15.24% increase** on the previous whole year 2011/12 and the projected total at the end of March 2013 indicates an overall increase of **38.31%** (target 25%) on the year 2011/12.

6. Partnership working has increased substantially and, in particular, we are now working with Wiltshire Council and other partners on several projects including the Anti Social Behaviour Reduction panel and Youth Provision panel. Our partnership working with Sarum Academy has increased with joint activities planned for summer 2013 and the Academy providing pupils from year 7 to assist our volunteers to deliver the senior citizens' Luncheon Club.

7. A significant increase in usage has come from the number of external agencies who have used the Centre since April 2012. Not only has there been an increase in the number of agencies who provide regular drop-in services, but many organisations have come forward to use the new extension for; delivering services and activities to the community, training, meetings, consultations with the community and private commercial bookings. Currently the Centre has 10 agencies and organisations delivering regular drop in services for the community, an **increase of 233%** (target 20%) on the previous year. Some of the organisations who have taken advantage of the new space are listed at Annex A to this report.



Wiltshire Money



Salisbury City Council Civic Day

8. One of the most gratifying aspects of increased usage has been the emergence of the community using the Centre for their own purposes. In particular, children's birthday parties at weekends are becoming increasingly popular. A typical party will see approximately 10 adults and up to 30 children using the Centre for 3 hours. Once a child attends a party in the new extension they want "their party" here too! Since March 2012, 24 families held their children's birthday parties in the Centre.
9. **Salisbury City Council Civic Day**- The outstanding event for this year was undoubtedly the Civic Day hosted by our Mayor, Councillor John Collier. The event saw approximately 70 Mayors and other civic dignitaries seated in an informal setting in the new extension for a presentation on Bemerton Heath followed by afternoon tea. It was the first time that the Centre could host an event of this magnitude and the feedback from the civic party was unanimous in its praise of the Centre.

Financial Income

10. The Bemerton Heath Centre has a variable hire pricing policy. It was the intention to raise the usage of the Centre in the first year of the new extension and our charges reflected this. Charges range from £nil for community and voluntary groups using the Centre to deliver free services to the community, to £150 per 4 hour session for bookings by commercial organisations. The Centre is therefore very competitively priced and the hire charges will be reviewed in March 2013. The pricing policy is shown on our website at www.bemertonheathnc.org.uk. Although we have intentionally kept the charges at a very competitive rate, the gross income from hire this financial year is currently in excess of £6,200, an **increase of 452%** on the previous year.
11. The income raised by the hire of the centre goes back into providing activities and events within the centre.

Customer Satisfaction

12. The Centre encourages users to evaluate the service and facilities offered by the Centre and used by them. Evaluating 7 aspects of the Centre and grading from 'poor' to 'very good', 73% of users graded the Centre as 'very good' with 27%

grading 'good'. There were no 'poor' or 'satisfactory' gradings. There is obviously room for improvement which we will strive to attain in the coming year!

Summary

13. In summary, the Bemerton Heath Centre has had a good year, seeing increases in just about all aspects of its services. Increased usage, delivery of services and income from hire have seen dramatic rises, which is exactly what the Centre set out to achieve when submitting the bid for the grant funding through the Salisbury Area Board. The community of Bemerton Heath, Salisbury parish and beyond are the beneficiaries and the Centre would like to extend its gratitude to Salisbury Area Board and the Performance Reward Grant Panel, administered by Wiltshire Council, for supporting and approving the funding that was crucial to the success of this project.

Edward Callaghan

Bemerton Heath Centre Manager

Feb 2013



ANNEX A TO BEMERTON HEATH CENTRE REPORT FOR SALISBURY AREA BOARD
DATED 31 JANUARY 2013

Agencies Operating Regular Drop-In Sessions at BHC:

National Careers Service	Advice for age 19yrs+ on training and work opportunities
Learning Curve Work Clubs	Advice and practical assistance to get people into work
Community 4	Advice on housing matters
Wiltshire Police	Community drop in surgery
SPLITZ	Support for families, lone parents, individuals and children
NHS	Stop smoking campaign
South Wilts Credit Union	Financial services to the community
Wilts Race Equality Council	Ethnic minorities advisory service
Cranstoun DIP	Drug intervention programme
Salisbury Trust for The Homeless	Advice and assistance for homeless and potentially homeless

Agencies and Organisations Providing Services To The Community:

Wilts Council Family Learning	Learning activities for families with young children
Wilts Council Housing	Participation consultation with tenants
Salisbury Museum	Holiday times Arts and Crafts sessions for families
Community Health Awareness Team (CHAT)	Monthly health awareness meetings for the community
Salisbury Playhouse	Arts and Crafts and Dance activities for older people
Daybreak	Charity funded by Wilts Council to provide family group conferences (FGC). Several FGCs held.
NHS Stoptober	National targeted no smoking campaign
Plain Fit	Christian charity providing keep fit classes for the Community
SPICE	Community consultation and information on Time Credits for volunteers
Wiltshire College	One to One tuition for young students having difficulties at school

Other Major Agencies and Organisations:

Wiltshire Money	Presentation to agencies on Welfare Reforms
Homes Caring for Autism	Meetings for staff/recruiting
Wilts Council Young People's Provision	Community consultation and meetings
Wilts Council Planners	Meeting for Planning department
Radian Disability Forum	Housing association meetings
Wilts Citizens Advice Bureau	Meetings for county wide delegates
Pegasus/Persimmon	Public consultation on Fugglestone Red development
Taylor Wimpey	Public consultation on Pembroke Park development

BBC Crimewatch	Programme on Street Watch
Students' Disco	Hosted disco for 70 French students aged 13-16 years
ASK (Advice and Services for Kids)	Charity meeting
Carers' Day	Multi agency presentation/drop in for carers
Playhouse/Alzheimer's Society/ Salisbury Festival/Wilts Council	Partnership activities for Senior Citizens
Sunfish	Commercial copywriters
Access Training	Training for the education sector
South Wilts Credit Union	Training and AGM
Wilts Council Democratic Services	Police and Crime Commissioner election polling station