



## CALNE COMMUNITY AREA PARTNERSHIP

### **Calne Area Board Update for Tuesday 28<sup>th</sup>. June 2011**

#### **General**

- A leaflet to publicise the Calne Community Area Partnership's activities and to publicise the opportunities for people to get involved in improving the quality of life in this area is to be produced in the near future.
- The Culture theme group has met again to foster a closer co-ordination and promotion of the many cultural events in Calne during the year, including the Food and Drink Festival in the autumn.
- The Calne Community Area Fairtrade Group has been set up as a separate organisation with its own constitution and bank account. The group obtained motions of support at Calne Town Council and Calne Area Board meetings in April. The group will promote the sale and stocking of Fairtrade products in the Calne Community Area. Fairtrade gives the original producer a fair price for their produce in developing countries and aids the improvement of people's lives.
- Reduce, Reuse and Recycle is also a Partnership promotion. This has led to the establishment of a collection point at SES Cycles in Wood Street in Calne for the collection of bikes that would otherwise be scrapped for their metal content. The bikes are collected by the charity Joel Rider and taken to be repaired before being shipped out to the Gambia in West Africa to be given to schools in rural areas for the use of students to enable them to get to school more easily.
- Calne Community Cycle will have taken place on June 18<sup>th</sup> based at Calne Leisure. There were fun activities for all the family and individuals and families were encouraged to "Get on their bikes". There was a cycle ride to Heddington village hall returning via Broads Green to the Leisure Centre. The event was supported by the Calne Partnership, Calne Leisure Centre, Sustrans, Calne Town Council, the John Bentley School and the Calne Area Board.
- Calne Area Transport volunteers have mapped the various routes in and around Calne to suggest more off road paths to connect footpaths for walkers, wheelchair users and cyclists. The report was presented to the Calne Area Board for action to implement safer routes and maps will be produced and displayed in public places in Calne.
- Calne Area Transport will be holding a public meeting "Don't miss the bus" on Thursday 30<sup>th</sup>. June at 6.30 to for 7.00 in Calne Town Hall to discuss the future of Public Transport provision in this area. The Wiltshire Council cabinet member for highways and transport Dick Tonge is coming together with officers from Wiltshire Council. Invitations have been circulated widely and the public is warmly invited to come with their questions and concerns about public transport provision.

#### **Calne Community Hub**

##### **1. Documents**

- A 5 year Business Plan and the 6 months Hub Progress Report have been completed (see end of report)
- A publicity leaflet and posters for the Community Hub has been printed

## 2. Funding / Sponsorship

- The total sponsorship and donations received since November is £6,999.16.
- A grant has been received for £1,000 from the Community Foundation for Wiltshire and Swindon which will be used to support the Hub running costs.
- An application to the Big Lottery for funding all Hub costs for 5 years was rejected.
- A grant application to the Tudor Trust has been submitted for all Hub costs for 3 years

## 3. Other

- Scaffolding has been placed to repair the roof for the Hub and other Phelps Parade shops because the roof been leaking and water has entered some ground-floor shop spaces. This is being funded by Wiltshire Council as landlord.
- The Hub monthly usage by individuals and organisations was 47% and 78% respectively higher than in November and 4% lower and 33% respectively than April. This may have been due to the scaffolding from 18<sup>th</sup> April for 6 weeks.
- A meeting was held with Devizes Work Club which currently uses a room in Wiltshire College, is self funded and has been in existence for 23 months. The work club concentrates on getting the 'soft' issues correct for job seekers such as self esteem etc prior to addressing other issues. Two volunteers are to attend one of the sessions with a view to holding sessions in Calne Hub.
- At the recent Calne Campus working group meeting the Hub was mentioned as one of the services that will considered as part of the Calne Campus with other services.

The Community Hub is available for voluntary and statutory organisations to use. It has a good display of "what's on" and other information. It is open on Tuesday, Wednesday, Thursday and Friday from 10.00 to 4.00 -Telephone JR Dawson 01249 813747 or [thehub2010@hotmail.co.uk](mailto:thehub2010@hotmail.co.uk)

**If you want to find out about how to be involved the Calne Community Partnership drop into the Community Hub in the High Street in Calne or the website ([www.calnecap.org](http://www.calnecap.org)).**

**David Evans  
Chairperson Calne CAP**

## **Friends of Abberd Brook** (Thanks to Francis Bosworth for this report)

### **The pond**

The Friends are currently having plans drawn up to for steps down to the pond for planning consideration and it is hoped that the steps will be completed this summer.

### **The boardwalk**

The extension to the boardwalk was erected during May.

### **The underpass**

The drawings prepared by Priestley school children are now on display in Calne Heritage Centre. The display slogan is "bringing life back into Abberd Brook together".

For more information about the **Friends of Abberd Brook** contact **Francis Bosworth** ([fbosworth1@hotmail.com](mailto:fbosworth1@hotmail.com) ).

Here follows the Calne Community Hub 6 month's progress report:



CALNE COMMUNITY  
AREA PARTNERSHIP

# Calne Community Area Hub Pilot Project

## Progress Report

1<sup>st</sup> November 2010 - 30<sup>th</sup> April 2011

### Issue 1

Author: Malcolm Gull  
Project Leader, Community Hub Project

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## **1. Executive Summary**

The Calne Community Area Partnership (CCAP) provides an opportunity for the people who live and work in the Calne Community Area to discuss issues of common concern and to influence the way in which public services are provided locally. To achieve this, CCAP, which is a not-for-profit voluntary organisation, seeks to empower communities to develop new ways of addressing local priorities in collaboration with Wiltshire's public services and individual partners within the Community Area.

There is a growing local and national impetus for local authorities to consider how public services can be decentralised, and how local people can be given the opportunity to directly influence the services offered in their community. This document recognises this by the implementation of a CCAP operated community facility.

The Community Hub project is to develop an inclusive and welcoming venue where people from all walks of life, all ages and abilities can become positively engaged in the community and enjoy informal learning opportunities, overcome isolation, develop their community group or business, and access public services locally, eliminating the need to travel.

## **2. Introduction**

In 2009, following a generous gesture from Wiltshire Council to offer the CCAP, at nil cost, the use of a vacant shop at 27, The High Street, Calne, CCAP were able to set up the community facility aptly named 'Community Hub' on a month by month basis.

In 2010, Wiltshire Council agreed to provide the facility on a more formal and financially based arrangement which allows the CCAP to pilot an exhaustive test of the viability of a vibrant town hub for a continuous period of 12 months. This report notes the on-going progress being made during this pilot phase.

## **3. Main report**

3.1. The Hub concept represents a different approach to the problems of community engagement and the delivery of local services through co-location within the Calne community area.

3.2. The key objectives of the Hub concept are to:-

- test the concept that the Community Hub can become an inclusive and welcoming environment, where people from all parts of the community area can become positively engaged in their community.
- be able to enjoy informal learning opportunities, overcome isolation, develop community group(s) and be able to access public services locally, eliminating the need for unnecessary travel beyond their community area.

## **4. Progress**

### **4.1. Management**

The project is led by a Community Hub Working Group, which is a sub-group of the CCAP Steering Committee.

#### **4.1.1. CCAP Steering Committee**

The Steering Committee, to date, has been integral to the development of the Community Hub Project. However, the responsibility for the delivery of the Community Hub has now been transferred to the Community Hub Working Group, which was formally established by the Steering Committee meeting on 1<sup>st</sup> September 2010.

#### **4.1.2. Hub Working Group**

This group has been established specifically for the delivery of the Calne Community Area Hub Project. The Community Hub is seen as fundamental to the work of the CCAP hence the development of a group specifically to support the implementation of the Community Hub. The Working Group has the remit to set-up and to deliver the Calne Community Hub in line with the Calne Community Area Hub Project Business Plan and in consultation with the CCAP.

A philosophy of continual 'review, learn and improve' is employed involving feedback forms from all the organisations and groups who have an input into the Hub's management.

The Working Group meets regularly to review the previous month's activities and then generates a report to the CCAP Steering Committee. Meetings are held with local organisations and community groups to understand how the Community Hub can meet their aspirations.

There is an open invitation for representatives of relevant community groups to join the Working Group and assist in its operation. The latest 'recruit' is an officer from CAB who will provide expert guidance with legal problems, debt and consumer issues, benefits, housing and employment. Volunteers are continually sought to assist with the management of the Community Hub and these are recruited by poster campaigns and 'word of mouth'.

### **4.2. Documentation**

#### **4.2.1. Business Plan**

The purpose of the initial issue (1) of the Business Plan was to provide a document for the Community Hub for the duration of a pilot project to determine its community and financial viability.

Subsequently, a second issue was generated to build upon the opportunities and expectations identified in the previous issue and to project forward to 2016.

#### **4.2.2. Marketing Plan**

A marketing strategy philosophy has been followed to ensure that the Hub's fundamental aims and goals are consistent with the aims and objectives identified in the Community Hub Business Plan. It is important that these aims and goals meet the needs of the Hub's stakeholders, be they donors, volunteers, members, helpers, fundraisers or special event attendees.

The Community Hub provides an important niche as there is no other building within the Calne community area that has the capacity to deliver all the community benefits from such an advantageous location. It is vital that, during this pilot phase, this niche opportunity is maximised.

A fundamental aspect of the marketing strategy is to build sustainability, reduce risk and increase accountability.

#### **4.2.3. Monitoring & Evaluation Plan**

This Monitoring and Evaluation Plan is intended to supplement the existing Community Hub Business Plan and Community Hub Marketing Plan. This Plan is used to measure the effectiveness of the advertising and thus, provide clear guidance on any corrective actions

that may be necessary. Detailed records of what was done, when, to whom, for how much, and what resulted are recorded. The first month of the pilot project, i.e., November, 2010 has been used to provide a benchmark set of data for the remaining 11 months of the Community Hub pilot project.

#### **4.2.4. Exit Strategy**

The exit strategy is essentially a plan setting out what will happen to the Community Hub once its initial funding ends. It is intended to be a detailed and thoroughly researched document, illustrating how grant holders intend to maintain their funded activities. This may be achieved by scaling back the project or closing it altogether and returning the empty building back to Wiltshire Council.

This exit strategy plan outlines the options available if the decision is taken not to move forward the pilot project into a more permanent arrangement. The exit strategy will be in accordance with the lease requirements (doc. Ref. JSM/WCS11702/Osprey Q14 209) with specific reference to section 3.5 'Delivery at End of Term'.

In addition, the strategy identifies the key steps that need to be taken to ensure that all stakeholders are informed in sufficient time to make alternative arrangements.

This plan is a working document, not a final product of the Project. Rather its purpose is to elicit further thinking, experience, ideas and suggestions.

#### **4.3. Funding**

The funding landscape is changing and there is a concern that this may have a very significant effect, not only on the way facilities such as the Community Hub receives funding, but also on the way grants are decided and managed. Understanding how the funding landscape is changing is crucial if the Community Hub is to successfully secure grants in the future.

Obviously, the impact of the Government's spending review could have a severe effect on the funding streams available to the Community Hub. This in turn could have a very negative impact on the long term sustainability of this project.

To improve the chances of obtaining this, a funding consultant, Mary Waters, has been engaged, at a very discounted rate, to direct this funding operation. Initially, a total of 30 funding bodies were identified as being applicable for the Hub. Most of these were speculative, being charitable trusts or charitable foundations, but two were identified as being major possibilities. These were the Big Lottery, which would provide total funding for 5 years and the Tudor Trust which would provide total funding for 3 years. Unfortunately the initial concerns about the economic climate and its effect on funding providers proved correct as the Lottery application failed at the first hurdle. As a consequence, the Tudor Trust application is being revised based on the feedback that was received from the Lottery application. There has been some success, namely the Community Foundation (for Wiltshire and Swindon) granted the Hub the sum of £1,000. This will be used to offset the contribution required from CCAP.

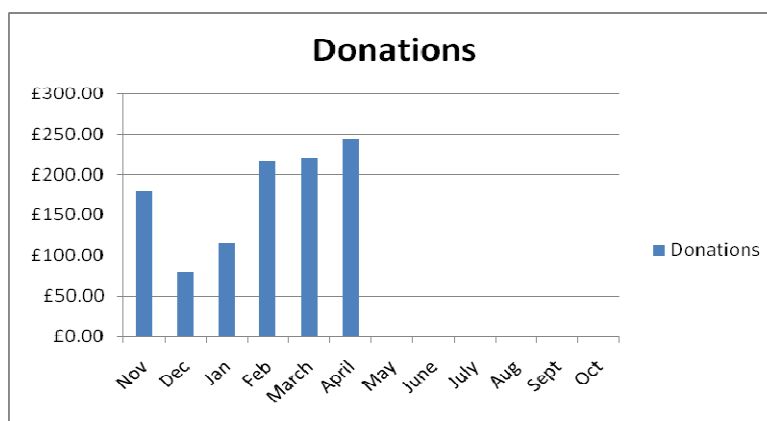
Further successes have been in the form of sponsorship and donations which have totalled £6,814 to-date. Of this amount, £5,759 has been in the form of sponsorship from both national and local companies. This sponsorship has included the pro-bono work by a local solicitors during the negotiations on the Hub lease; free design and printing of the Hub leaflet and posters and finally, the provision of 4 laptops, 2 notebooks, 2 mobile phones, 1 computer hard drive and 3 PS3 games from Samsung.

This said, the CCAP is mindful of the fact that the location of the Hub is strategically and economically of significant importance to Wiltshire Council, with regard to the income that it could generate from a commercial tenant.

The terms of the lease agreement forbid the possibility of charging for using the Hub, instead donations had to be asked for. These donation amounts have steadily grown over

the course of the initial pilot months, after an initial dip when the Hub was closed for Christmas. (see Table 1)

**Table 1 - Donations received in the Hub**



#### 4.4. Building

The building has not been designed as a community facility and is built on two floors with no passenger lift capability. As such, there is no disabled access to the upper floor area, although there is now a disabled toilet downstairs. There is no proposal for this pilot phase to install a lift to the upper floor because of cost constraints. However, if the project proves a success, then the installation of a suitable lift may be explored in the future. Equally, there are no allocated public parking facilities around the building other than 3 disabled parking bays to the front of the building.

The recent closure (for refurbishment) of Trowbridge County Hall resulted in the acquisition of much needed furniture including a conference table and chairs that can accommodate about 15 people. This has proved to be invaluable in giving the room a very professional feel that helps to attract more usage.

In order that the Community Hub might be able to participate in local E-learning type activities, the Community Hub is now equipped with a phone line and broadband. There is a desktop computer, printer / scanner / fax machine at the Community Hub Manager's desk and a number of laptop computers are available to enable computer courses to be run.

#### 4.5. Volunteers

Perhaps the most significant achievement over the past months has been the establishment of a 'volunteer Hub Manager' and a growing support team to run the Community Hub and ensure that it is open Tuesday – Friday from 10am until 4pm each day. These volunteers are also available to open up the Community Hub in the evenings for meetings etc. In the future, it is hoped to extend these opening times.

#### 4.6. Community engagement

##### 4.6.1. Consultation

Consultations within the community area have been on-going since 2003 with the most recent one taking the form of a Community Plan update in 2010. These identified the following issues which, through the Community Hub, are in progress of being addressed:-

- Lack of learning venues and opportunities to raise basic skills of local residents – Discussions are ongoing with training providers such as the Wessex Community Action (WCA) and the Workers Education Authority (WEA) to provide adult education training in the Hub. Both the WCA and WEA fully fund this training to those adults over 18 years old and in receipt of benefits. In addition, the BBC's 1<sup>st</sup>



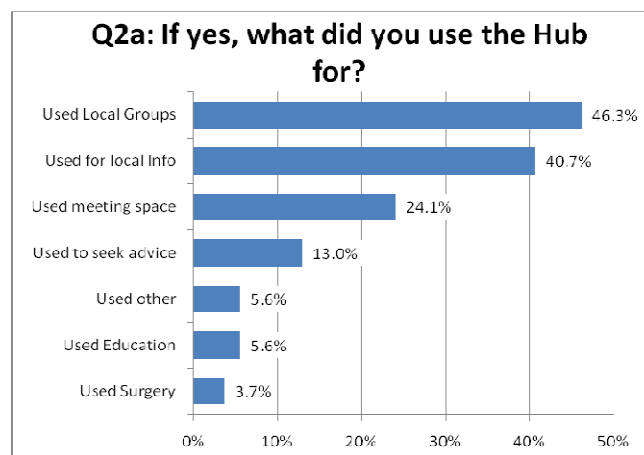
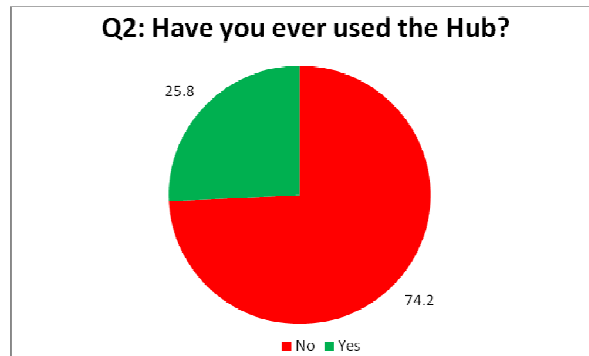
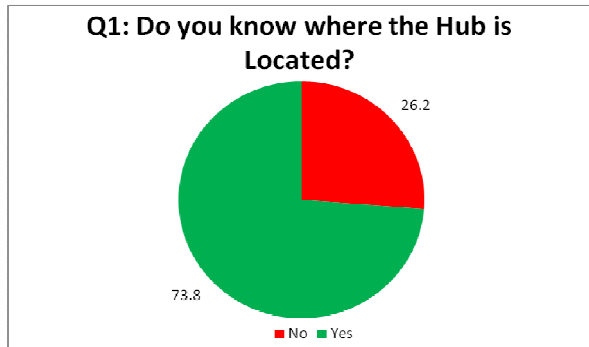
Click basic IT training course has been successfully completed, with a follow-up 2<sup>nd</sup> Click being planned.

- The Hub is being represented at a meeting of local school representatives to provide the adult training syllabus which was originally provided at Calne College prior to its closure. It is intended that the Hub will be considered as a venue for certain courses.
- In addition, discussions are on-going with SureStart and Westlea Housing about providing adult training courses in the Hub, for those who may be disadvantaged.
- Provision of activities for young people and children - A number of meetings have taken place with Barnardos about providing activities and some training for both young mums and children. A workshop was held to determine which activities/training was required, and an attempt was made to prioritise them.
  - The Hub has also hosted a number of workshops aimed at helping children to make lanterns and costumes for the summer and winter carnival parades in Calne.
- Lack of support for the unemployed – The Hub has now been appointed as a Work Club by the Chippenham branch of Job Centre Plus. This event is run every Thursday afternoon and provides a place to meet, exchange skills, share experiences and generally get support. In addition to friendly volunteers being in attendance, laptops with internet access are provided as well as local newspapers. Partnership arrangements are in place with the Calne branch of CAB to provide any 'confidential' type advice.
- Rural living - The Hub now hosts surgeries for the Police, Town and Wiltshire councillors, the Dog Warden, Calne Community Transport, and also provides information about local community activities. As mentioned earlier, it also provides local training opportunities thus saving transportation costs.
- Lack of community interaction - The Hub is used to both promote and signpost local people to current issues. This is achieved, in the first instance, by poster campaigns and as venue for meetings. Each of the CCAP Theme Groups has a large notice board to display their specific issues with contact details. In addition, the Hub provides a permanent display area for Wiltshire Council's Calne Area Board and the Community Area Manager holds a weekly surgery at the hub to meet local people face to face, discuss local issues, potential community projects and offer funding advice.

#### **4.6.2. Public survey**

In addition to the Community Plan consultations, there was a much smaller, but more focused, survey that questioned the general public walking past the Community Hub. The number of responses received during the 4 weekday survey sessions was 230 and each member of the public was asked specific questions about the Community Hub.

Analysis of the responses shows that progress has been made but there is still much scope for improvement. 73.8% of the people knew where the Hub was located but only 25.8% had ever used the Hub and this is reflected in the 75.6% who felt that it wasn't well advertised. Clearly people know where it is but are unsure of what it is for. Of those who indicated that they did use it, 86% used it as a community venue with 5.6% using it for educational purposes.



This figure for the educational usage is not surprising but at the same time encouraging. Before the Wiltshire College closed Calne College in 2010 there were nearly 1,000 Calne residents using it, with over 200 travelling in from the surrounding area. Discussions are now underway with local schools and training providers in order to fill the adult education gap. The Community Hub will, hopefully, be used to pilot the training courses prior to delivering them to the community area. This demonstrates that there is a need for adult education in the Calne area.

#### 4.6.3. Feedback

Feedback is continually sought from all users of the Community Hub and this feedback is reported to the Hub Working Group where the appropriate action is undertaken. The membership of the Working Group is continually reviewed to reflect the increased partnering with relevant community organisations.

Feedback is sought in a number of ways, firstly there is continual dialogue with as many of the Hub users as possible, feedback forms are provided to all users and workshops are organised to test any theories before they are implemented.

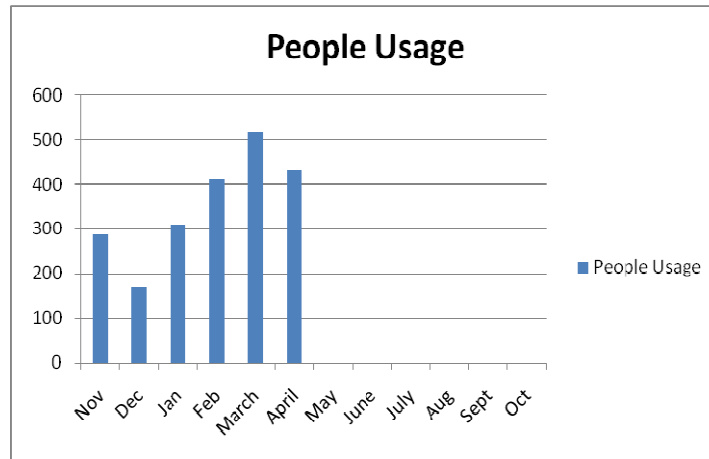
An example was a recent workshop, arranged through SureStart, involving a number of single parents and their children to identify their specific training needs as well as identifying priorities. One of the higher priority topics was personal development and, when pressed, they cited improvements in self-knowledge and identity development as well as improving employability.

#### 4.6.4. **Monitoring the Community Engagement**

In addition to the public consultations and survey, the numbers of people coming into the Community Hub has been recorded since the start of the pilot phase, i.e. November 2010. Analysis of this data shows that, to a certain extent, the Hub has proved a success with members of the public visiting for everything from a chat to offer opinions for the provision of local services and to seek help on community related issues.

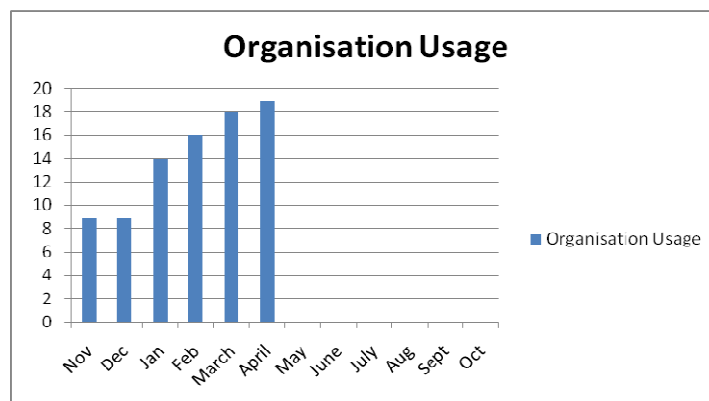
Whilst the numbers, in the strictest sense, are relatively low when compared with the number of residents in the Calne community area, they do show a steady upward trend albeit with a couple of dips for the Christmas shut-down (December) and the period when scaffolding was erected around the Hub entrance (April), (see Table 2).

**Table 2 - Numbers of People using the Hub**



This graph should also be viewed alongside the following graph showing the usage of the community organisations, (see Table 3).

**Table 3 - Number of Organisations using the Hub**



#### 4.7. Summary

The key objective of the Community Hub project has been to develop an inclusive and welcoming venue where people from all walks of life, all ages and abilities can become positively engaged in their community. They can also enjoy informal learning opportunities, overcome isolation, develop their community group and access public services locally.

In terms of who benefits from the Hub's presence, primarily, the recipients will be those excluded residents who require further education and those who are unemployed and require local support.

By partnering with 'care' organisations such as SureStart, Extended Services and Age UK (Wiltshire), we hope to both identify and work closely with the excluded parents and families in order to make a positive contribution to their economic well-being.

Equally, by partnering with 'training provider' organisations, the specific training requirements of the widest band of Calne residents will be matched with the syllabuses provided by the training providers. These organisations include the local schools as well as organisations such as Wessex Community Action and the Workers Education Authority

The Community Hub will benefit those who seek employment by providing a venue where support can be provided in the form of 'prepare for work' training, where laptops can be provided to search the Internet for vacancies, and specific advice can be given by our CAB partners.

Lastly, the Hub benefits every resident in the community area by providing a venue for meetings and further training. The Hub also allows greater community engagement through its use by organisations such as the police and councillors.

This demonstrates that the key objective is being achieved but there is more work to do.

#### **4.7.1. Testimonials**

*"Having the Community Hub as a base for the Lantern Parade worked well, somewhere warm and friendly to see Santa Claus."*

*"The Hub is a fantastic centre point for activities in Calne - to meet people and to spread the word about forthcoming events etc."*

*"The Hub is a brilliant idea for Calne - for meeting people and taking part in activities."*

*"What a lucky find to walk in here, we have recently moved to the area and it is such a quick way to find out about the community and feel at home. A great way to find new groups."*

*"I have found the Police surgery good in getting in touch with the 'Bobby Van' and for the Health Day."*

*"Fantastic resource, very welcoming, a much needed place for the people of Calne."*

*"Great facility for community events. Donation policy is correct policy as it keeps costs reasonable."*

#### **5. Recommendations**

It is recommended that Wiltshire Council and the Calne Area Board:

- a) notes the progress being made to establish the Calne Community Hub;
- b) notes the good progress being made in respect of the pilot project's aims; and,
- c) agrees to continue to support the Calne Community Hub up to November, 2011 and beyond.