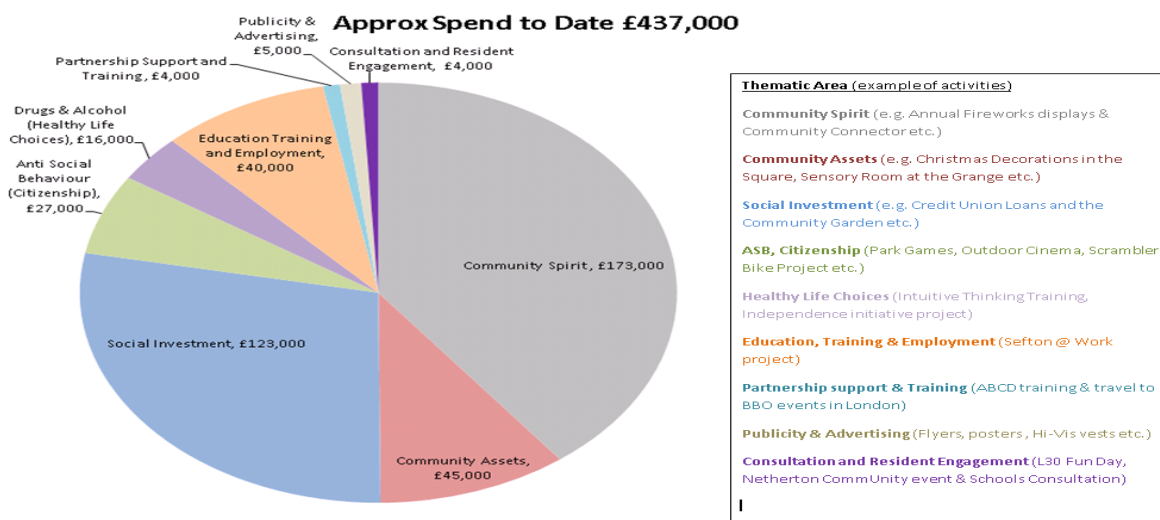


L30's Millions Big Local Plan 2020-2023

Introduction

This Big Local Plan builds on the previous work we have done in our area. In 2014 our area was given £1million to spend. We consulted with our residents to identify what was important and what we should spend the money on. So far we have spent nearly £450,000.



Within these categories these were some of our successful events:

Community Spirit:

- Annual fireworks - <https://vimeo.com/383535042>
- Holiday club
- Community journalists (video/case study)
- Community bike ride
- Community fun day

Community Assets:

- Christmas tree/decorations
- School sensory room
- St Mark's car park

Social Investment:

Credit Union
Community garden

Citizenship:

Park games
Outdoor cinema
Scrambler bike project
Sports club
Summer holiday activities

Healthy Life Choices:

Intuitive Thinking
Independent Initiatives (drugs/alcohol project)

Legal high school workshops

Employment/Education/Training:

Sefton @ Work

Partnership Support/Training:

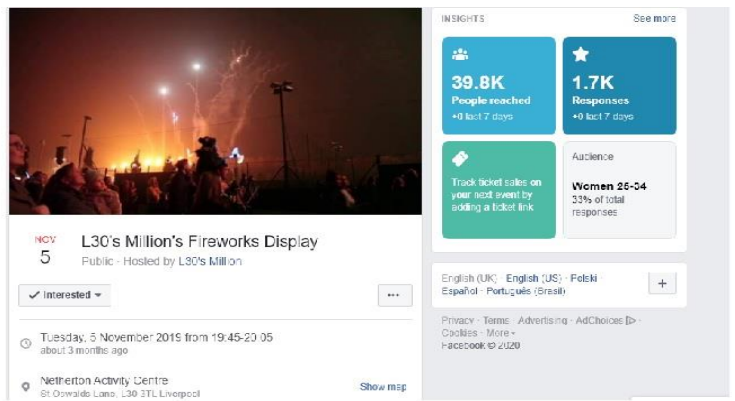
ABCD Training
Awaydays
Local Trust event in London

Publicity/Advertising:

High vis vests

Consultation and Resident Engagement:

Community meetings
L30 Centre’s Funday
Schools consultation event
Park games consultation



Our original plan ran from 2014 – 2016; we then produced another plan which ran from 2016 – 2019. This new plan will run from July 2020 – June 2023. We have chosen to do this so that we can review the work being done and ensure

leaving our legacy for the community is on the right track. It will also mean any 'winding up' costs can be budgeted for in our final plan post-2023.

About The Partnership

Our partnership is made up of 8 members who live or work in the community. Many of these members have been involved for many years:

Ian Doddridge – Has been the Managing Director of an electrical contracting company for 18 Years. He has also been a part of the leadership team at a local church for 15 years and volunteered within the church/local community for last 25 years. This has brought a lot of local knowledge and leadership skills to the partnership.

Andy Coulson - Has over 10 years of experience working in project management and community development for charities and housing associations. He grew up in Huyton but has lived in Netherton since 2012 with his wife and four kids who are the fourth generation of her family to grow up in the area.

Allan Finnegan -Was a resident from a young age, who moved away for a while when he got married, but returned 10 years ago. He has been attending his local Baptist church for 37 years and has served the community in many different ways over that time with youth clubs, debt advice, and job advice amongst other things. He has been the minister of the church for 14 years.

Tom Grant – Is the Associate Minister at a local Baptist church and has lived in the area for the last 6 years. He has been involved with youth and community work for the last 15 years and has facilitated many projects during his time as a member of the partnership. As well as serving on the partnership he is also a governor at a local primary school.

Debbie Stephens – Has been the CEO of local charity Fun 4 Kidz for over 18 years with her role also involving running the local L30 Community Centre. This has helped to ensure that the voice of the wider community is fed in to the Partnership and decision making. Not only does Debbie bring her knowledge of the area to the partnership but also brings her skills of managing various funding streams, developing community projects and, as we move in to the next plan, an understanding of Asset Based Community Development.

More recently new members have joined the Partnership which has brought fresh ideas and a wider range of skills and knowledge:

Ann Cookson - Moved to Netherton in 2018 and wanted to get involved in the community. She has been a foster carer and youth worker and currently manages a neighbourhood centre and family support team in West Lancs.

Chris Kelly – Has worked in crime, rehabilitation, employment and drug/alcohol treatment for over ten years. He took the opportunity to be part of the L30s Million group and use his experience to help build a better future for the area, which is something he really enjoys as he is proud to live in the area.

Janet Hoogwerf – Moved to Netherton in 2007 and joined the partnership as a link to St. Oswald’s Church. She has always worked in the service industry and took early retirement due to ill health. As a people person she wanted a new challenge where she could help people and Big Local seemed the best place to start.

Members of the Partnership are active in the community on a daily basis. They update each other via email with any information, events, comments, funding requests or feedback from the community. The Partnership then meets every month for 2-3 hours to work through their agenda, making decisions, evaluating how things are going and planning future work.

Update On Our Area

As part of our plan review we went back to the profile of the area from 2014, to look at what had changed. Some aspects have improved, and some have got worse. We compiled figures from Big Local Insights and Sefton Council’s Ward Profile.

Worklessness

The number of working-age people in the Netherton Big Local area in 2014 claiming benefits was 1,405. This has now risen and was reported to be 1,940 in 2019. In 2014 Employment Support (ESA) and Incapacity Benefit made up nearly 60% of all working age claimants. At 30.1%, the number of claimants was not only higher than the Sefton rate of 18.6%, but considerably higher

than the regional rate of 17.1%; double the national rate of 14.1%. In 2019 this has decreased to 25.2% of residents claiming incapacity benefits. We have now been able to identify that 225 residents are claiming mental health-related benefits. The amount of working age claimants has also decreased to 35% from 60%.

Poverty

The average child poverty percentage in the L30's Million area was nearly twice that of the Sefton average and saw an increase (30.9% to 33.8%) from 2006 to 2010. As of 2010, there were approximately 439 children in the area living in deprivation, compared to 401 in 2006. At 2019 this has lowered to 395.

Child poverty rates in the area were running at twice that of the Sefton Average and there has been only a slight reduction in numbers since 2010.

In 2019, on average 48% of our children are living in a deprived area (categories are crime, education, health and environment).

5,696 people out of the population of 7,400 live in an area of multiple deprivation, which at 77% is significantly higher than the north-west average of 34.7% (*Indices of Deprivation 2019).

Education

In 2012 educational attainment in the Big Local Netherton Primary schools was 69.3% and attainment levels were lower than the borough average at the time. However, the results were increasing. In 2019 the results were still 10% lower than the borough average.

In 2014 numbers of pupils for whom English is not their first language in the area, is significantly lower than both the borough and national rates and this has stayed the same in 2019.

Health

In 2014 the smoking mortality rate of 332.7 per 100,000 residents in St Oswald's, was far higher than both the Sefton rate of 227.2 and England's rate of 216. In 2019 Living Well Sefton, who which runs the stop smoking service within our area, advised the smoking mortality rate had increased; however, they were still finalising figures at the time of producing the plan.

Living Well Sefton also advised that the obesity rates in our area had increased so rapidly that it was one of the worst in the borough, and is focusing on our area to help this. We will work with them to encourage engagement within the community.

In 2014 the life expectancy in St Oswald's for both males and females was below both the borough and national averages, with male life expectancy more than two years lower than life expectancy across the borough. The gap for female life expectancy is even wider. In 2019 this had increased and men now have a life expectancy 3 years lower, and women have 4 years lower life expectancy than the borough average.

Building On Our Strengths

Our new plan, while looking to tackle these challenges, will build on the strengths we know exist in our area. We will achieve this by using the New Economics Foundation's Five Ways of Wellbeing. We will be mindful of what works when we plan events, workshops, inform residents and encourage them to engage. The five Ways to Wellbeing are:

Connect

Connect with the people around you: your family, friends, colleagues and neighbours. Spend time developing these relationships.

Be active

You don't have to go to the gym. Take a walk, go cycling or play a game of football. Find an activity that you enjoy and make it a part of your life.

Keep learning

Learning new skills can give you a sense of achievement and a new confidence. So why not sign up for that cooking course, start learning to play a musical instrument, or figure out how to fix your bike?

Give to others

Even the smallest act can count, whether it's a smile, a thank you or a kind word.

Be mindful

Be more aware of the present moment, including your thoughts and feelings, your body and the world around you. Some people call this awareness 'mindfulness'. It can positively change the way you feel about life and how you approach challenges

We will also use the Asset-Based Community Development (ABCD) approach to enable residents to use the strengths they have to improve the area's profile for the better (see below 'Priorities for the Plan').

Our LTO and Worker

Sefton Borough Council has served as our LTO from the outset. Sefton Council is the governing body for the Metropolitan Borough of Sefton in Merseyside, north-western England, and St Oswald's is a ward of Sefton. The LTO receive a 5% fee to cover the cost of administering the fund, but Sefton Council has kindly agreed to reinvest its 5% into the L30's Million pot.

The Netherton Feelgood Factory employs our Community Connector on our behalf. Lauren works full-time and within the agreement, Feelgood Factory helps support Lauren in her role. The Feelgood Factory is based in our boundary area and supports local residents on a range of issues already. This has enabled Lauren to actively engage with residents and has set her up at a central location to ensure residents can communicate their ideas face-to-face in a relaxed setting. It's also another way they can receive up-to-date information on what is happening in their area.

Community Involvement In Producing The Plan


When we started to think about making a new plan, we created surveys for the community to fill in to give their feedback. We received 65 responses to this survey. It was handed out at events and advertised on our Facebook page. We also held discussions on the survey during events around Halloween and Christmas and fed the comments back during Partnership meetings.

Our Community Connector has been actively involved in the community, speaking to people directly, and has attended forums, leisure groups, meetings and events. She has also held drop-in sessions to gather residents' views and what they would like to see included in the plan. This has then been fed back to the Partnership.

We held a Facebook competition around Christmas with a chance to win a £100 Voucher. The challenge was for residents to come up with a 'tag line' in six words or less on what Netherton means to them, or what their ideal Netherton would look like. We chose to do this as it was different from the usual surveys, which some people find off-putting, and it helped condense


feedback to a few words identifying what was important in Netherton. From the words we created a Wordcloud:

Happy New Year! All responses to the postcard competition were collected to create this wordcloud on the most popular words used. Community seems to be the most important to people, and hopefully 2020 can be the year we really get the community together ❤️



We want you to tell us what your vision for Netherton is! 'Like' and 'Comment' below with your caption for this picture that sums up, in six words or less, what kind of place you would like Netherton to be. We will pick five entrants at random who will each receive a £100 gift voucher to use just in time for Christmas!

Winners will be chosen on Friday the 13th of December.



The Future In Your Hands
Netherton - Have your say

We want to see a place where people can support each other, and develop all our ideas for Netherton together:

1. How good is Netherton as a place to live? (Give it a score between 1-10). 1 is awful 10 is excellent

2. Why did you give it that score, and what would need to happen to score higher (unless you scored it a 10)?

3. If you had the power to make changes in Netherton what would you do to make life better for the whole community?

4. Where is your favourite place in Netherton and why?

5. What is your biggest worry about the community of Netherton?

6. What are YOU willing to do with others to make Netherton a better place for everyone?

7. What would you like to see OTHERS doing to make Netherton a better place for everyone? (eg council, police, housing, L30's Million etc)?

8. In six words or less can you say what kind of place you would like Netherton to be?

9. Are you?

A child who attends a primary school
 A young person who attends a secondary school
 A young adult (16-24)
 An adult
 One of our wise community elders
 Other (please specify)

10. First 3 letters of your postcode?

Thank you for your time!

If you would like to discuss anything further following on from this survey there are several ways to do that:

- L30's Million Facebook Page
- Netherton Consultation Facebook Page

We now have a Community Builder based in the **Eastwood** Factory (opposite Marian Square) who you can speak to about developing your ideas for Netherton.

Friday the 13th might be unlucky for some...but not for our competition winners!! The lucky 5 chosen at random this morning were:

- Kerry Place - The Place Where Happy Families Live
- Debbie Beard - The Heart Of The Community
- Helen Martin - Happy Place, Happy People, Happy Future
- Rachael Chadwick - The Community With A Big Heart
- Michaelah Keren Foy- Where Neighbours Are Family

Congratulations you will all be contacted this morning.

We had an amazing response to this competition, and some brilliant suggestions. Thank you to everyone who took part! Watch this space in the new year for more events, competitions and community projects



We held a young person's forum at our local primary and high schools, which involved the children taking the lead, allocating members to a committee who would collate the feedback on how they would improve the area around crime, education and other priorities they had and turn it into action to feedback to the Partnership and be involved in. This was very well attended and contributed to the direction of our plan. – <https://vimeo.com/378941837> - Password: litterland

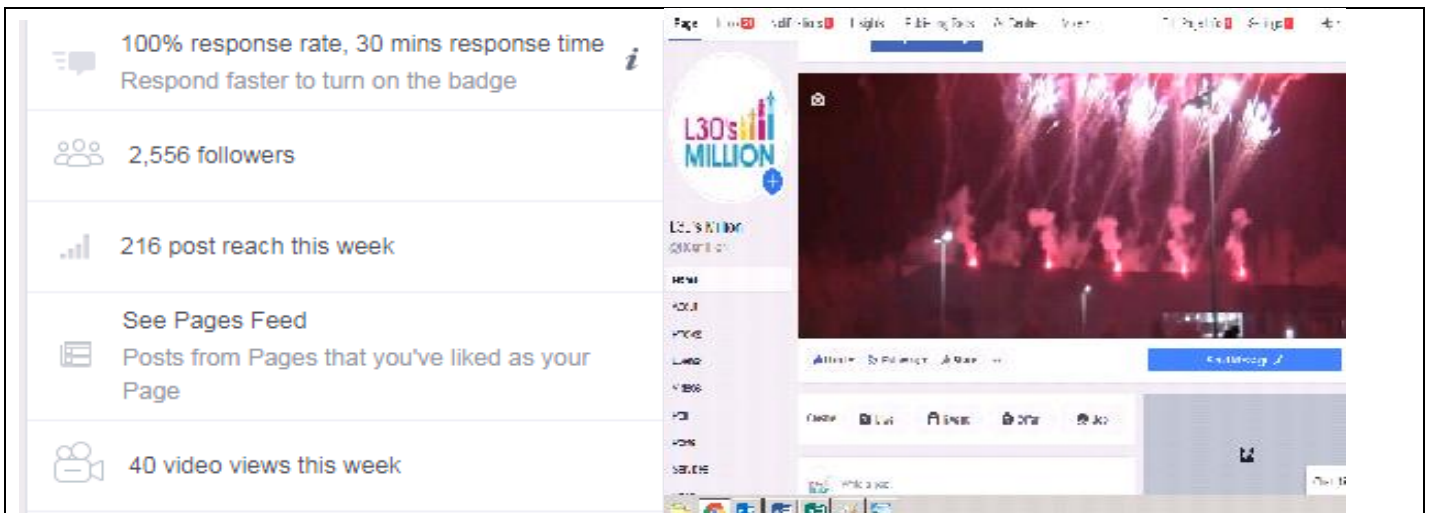
Communication

We communicate with our community in a number of different ways. We have a direct link for residents to keep in contact via our Facebook page; they can telephone or pop in face-to-face and speak to our Community Connector. The Partnership members are also local residents and they always have a chat, or signpost residents.

Our Facebook page currently has 2,556 followers and since the Community Connector has been in post we have increased our response time to 30 minutes instead of a few days and have a 100% response rate from the previous 70%.

Messages from residents are generally about what is happening in the area, so we are going to set up a website, which will list 'What's On', explain what Big Local is and who sits on the Partnership, what they have been doing and what they are hoping to achieve and full information about the plan for residents to review.

It will be managed by our Community Connector and the information will be replicated in the Big Local Lounge for people who don't have access to the internet. We decided this was important as reviewing the up-to-date area profile for St Oswald's, 35% of our residents don't have access to the internet. From this information we have decided to do a community newsletter (supported by a local business) for residents who don't have access to the internet and/or have mobility issues.



There are also community meetings which are organised by Chris Kelly, who set up Netherton CommUnity Facebook and who serves on the Partnership. This enables residents to identify areas of improvement and what they can do to improve it themselves. Our Community Connector will also attend these meetings and the feedback will be given to the Partnership.

In our new plan we have decided to rebrand the project. We identified that there was some confusion around the name L30's Million because the area also has the L30 Community Centre. We have had some negative responses from residents who reside in the L30 postcode but are not included in the boundary area. The Partnership also wanted the name to be more about the strengths and what is good within our area, which fits in with our ABCD approach to the plan.

Priorities For The Plan

Our main aim is to affect the perceptions people living in Netherton have about their area. People have told us many good things about it, such as its sense of community and its people. But they have also identified on-going challenges that in many residents create a poor perception both of the area and their ability to make change. We want people to see the strength they have in themselves and their community and to believe that they can make a real difference to their own lives and that of their families, friends and neighbours.

Asset-Based Community Development - ABCD

From their time within the community and engaging with residents, the Partnership made the decision to adopt a new way of working; Asset Based Community Development, or ABCD. ABCD has 3 main 'truths', 1) everyone has gifts, 2) everyone has something to contribute, and 3) everyone cares about something and that passion is his or her motivation to act.

Strong, safe, and healthy neighbourhoods and communities are built on the strengths and capacities of their residents and associations that call the community home. We cannot build strong caring neighbourhoods without unlocking the potential of residents.

The traditional approach to community development is focused on providing services to address the community's and its residents' needs and deficits. The ABCD approach starts with discovering the assets and gifts already present in the community. This is followed by asking residents to share their gifts and connecting people with the same passions to act collectively and provide care. The most successful community efforts include resident engagement and action (no-cost/low-cost solutions) working together with existing institutions and programmes. To be truly effective, residents must join the effort as co-producers/co-creators of their own and their community's well-being.

As we started to work in line with the ABCD approach it became clear that having someone the residents could speak to directly on a daily basis would be beneficial for the community. From researching the ABCD framework we realised how important it was to have a Community Connector; someone to help weave the fabric of the neighbourhood together through hundreds of 'conversations' with individuals, groups, informal clubs and other social networks.

These conversations focus on exchanges of 'positivity' and on uncovering people's strengths, stories, ideas, hopes, skills, passions and resources. This new found source of wealth enables our Connector to begin to understand exactly what it is that local people care enough about to work together to change. Using the ABCD approach people form themselves into action groups,

making sure that between them they have the commitment and all the skills they need to succeed. The Community Connector shows them how best to exercise their collective power and the Connector cultivates these small action groups to bring about the changes that people want to see. Slowly, broader community building themes emerge that form both a vision and a plan of action for the future. Gradually, levels of competence, mutual trust and self-confidence improve. This, in turn, leads to more optimism, higher expectations and a shared sense of 'can do'.

At this stage, closer connections are cemented with the wider community - council departments, schools, other public sector bodies, faith groups, businesses, informal clubs, self-help, community and voluntary groups. This approach follows the Six Stepping Stones ABCD methodology and we believe is the best way to leave a lasting legacy in our community.

Putting the ABCD theory of the Connector into practice, The Partnership's vision for the Community Connector is:

The Connector will work to identify what local people are passionate about, and what skills and knowledge they have which could benefit the community.

The Connector will support and empower local people to undertake activities that will improve the area and the sense of community, they will 'connect' local people to others who have shared interests and passions.

The Connector will signpost and support local residents to access L30 millions and other funding so they are able to bring their ideas to fruition.

The Connector will record and report on the activities that the community undertake so the Partnership can invest in activities that have the greatest impact.

If we hope to empower local people to utilise their own skills and passions to improve the local environment and community, and the Partnership believe that the community connector is the main way we will achieve this.

We intend to develop the room at the Feelgood Factory so it becomes a place where the community can meet and share ideas.

ABCD and our priorities

Using the ABCD approach, (which will shape all future Big Local activities), and listening to feedback from the community on what they would like to see over

the next 3 years, we have formulated 3 priorities for our new plan, which can be summarised as:

People -

Connecting and investing in the local community so that *they* will be the legacy of L30's Million.

Local people will have improved their own opportunities.

Community-led initiatives will bring people together and build a stronger community.

Investing in opportunity's for residents so they will have increased skills and confidence and will continue to identify and respond to needs in the future.

When we redesign our grant applications, we will look into building volunteer and training opportunities into our requirements, when appropriate. L30's Millions will link in with adult learning providers to offer safeguarding, food hygiene and first aid courses to volunteers. This will enable the areas of need to be addressed and also skills, training and experience gained. This will help people to make steps towards employability or expand their knowledge and skill set, and be given the tools to find their own solutions when L30's Million is no longer there.

Environment -

Connecting and investing in cleaner, safer places that residents can be proud of.

Maintaining parks and green spaces for people to come together.

Public spaces that look, and are, better for residents.

Community Assets -

Connecting and investing in our local partners and other assets so that organisations and community places are of long-term benefit to local people and sustainable in the long-term.

Work with existing assets such as the Boxing Club and Community Garden, to identify how they can help Big Local meet its priorities, while applying the principles of ABCD

Invest in local assets to support them being community owned and/or run so they can be sustainable without relying on constant grant funding.

We are confident that taking the ABCD approach will contribute to meeting the 4 Big Local Outcomes, which are:

- Communities will be better able to identify local needs and take action in response to them.

- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

COVID-19

This plan has been finalised in May 2020, during the COVID-19 pandemic. We have been supporting community partners to respond in a number of creative ways to the needs of our community and believe this support has made a vital contribution. The support we have provided has been geared towards supporting organisations and activities that we know will be vital in post-COVID-19 Netherton and that we can build on through our new plan.

We are aware that our community faces potentially devastating consequences of the crisis and we are determined that our new plan will help to address the conditions this creates for local people. We believe the priorities we have set in our plan will enable us to support individuals, families and community groups to identify their own needs and come up with solutions.

All our priorities will contribute towards building on community spirit, re-establishing community activities, supporting local venues and helping address the inevitable economic downturn through skills-building and supporting local business.

Costed Vision

So far we have spent approximately £437,000 of the £1million we have been given. We have received approximately £100k in interest from the original £1million.

We have received additional funding of around £30,000 in contributions to some of the activities we have delivered and nearly £20,000 donated by Sefton Council from their LTO fee. This means there is still approx. £697,000 left to spend. During the three years of this plan, we will look to spend £647,000, and keep £50,000 once the plan has ended to wrap up any projects that may need it. We have created a separate Action Plan for 2020-2021 that gives more detail on the ideas and spending, once this is finished we will do the same for the remaining time of the overall plan.

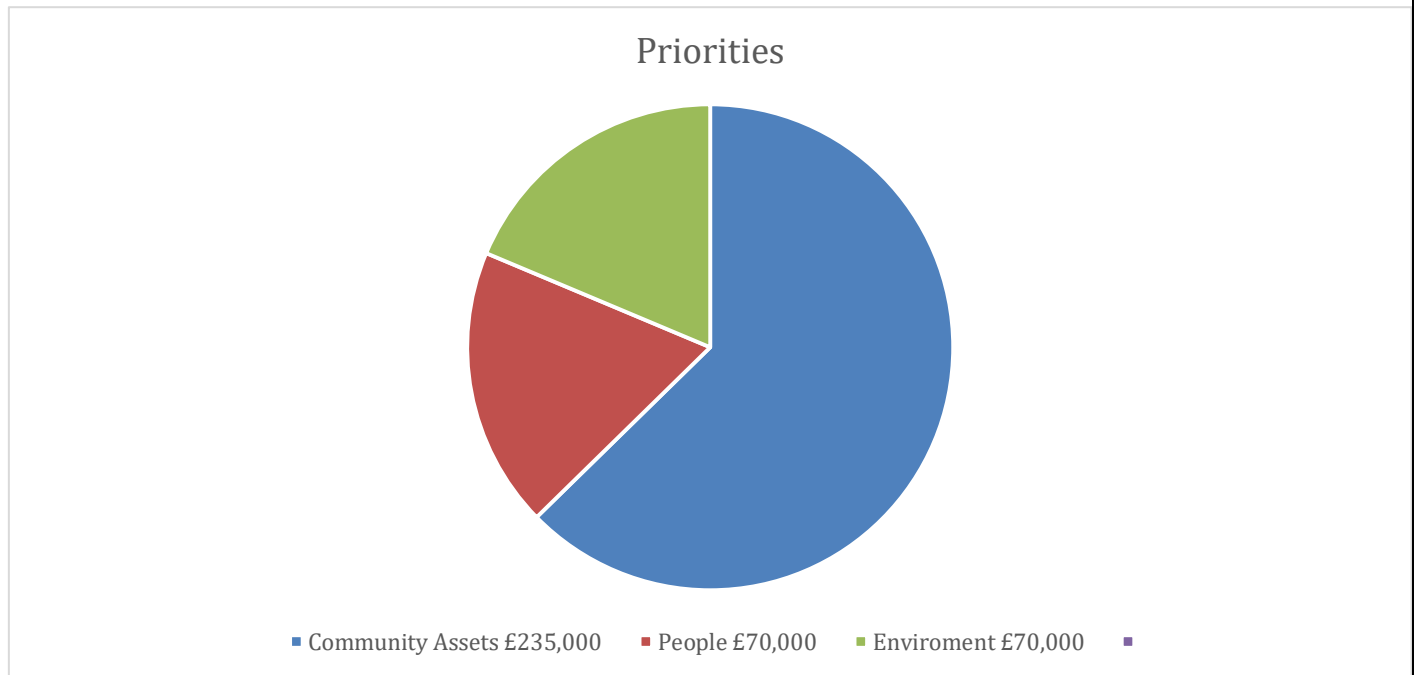
We intend to invest £647,000 of our original £1million and interest in the following ways:

PRIORITIES:

PEOPLE: £70,000

ENVIRONMENT: £70,000

COMMUNITY ASSETS: £235,000



PRACTICALITIES: (approx. figures)

Resident Engagement: £92,000

Video documentary-making - £25,000

Community events - £40,000

Training and study visits - £3,000

Prizes for engagement - £5,000

Room Hire £16,500

Contingency £2,300

Partnership Support And Training: £5,000

Community Connector: £145,000

Salary - £91,000

Contingency £6,000

Small Grants Pot £30,000
Training and travel - £5,000

Community Health & Well Being Connector role £20,000

16 hours per week £16,640

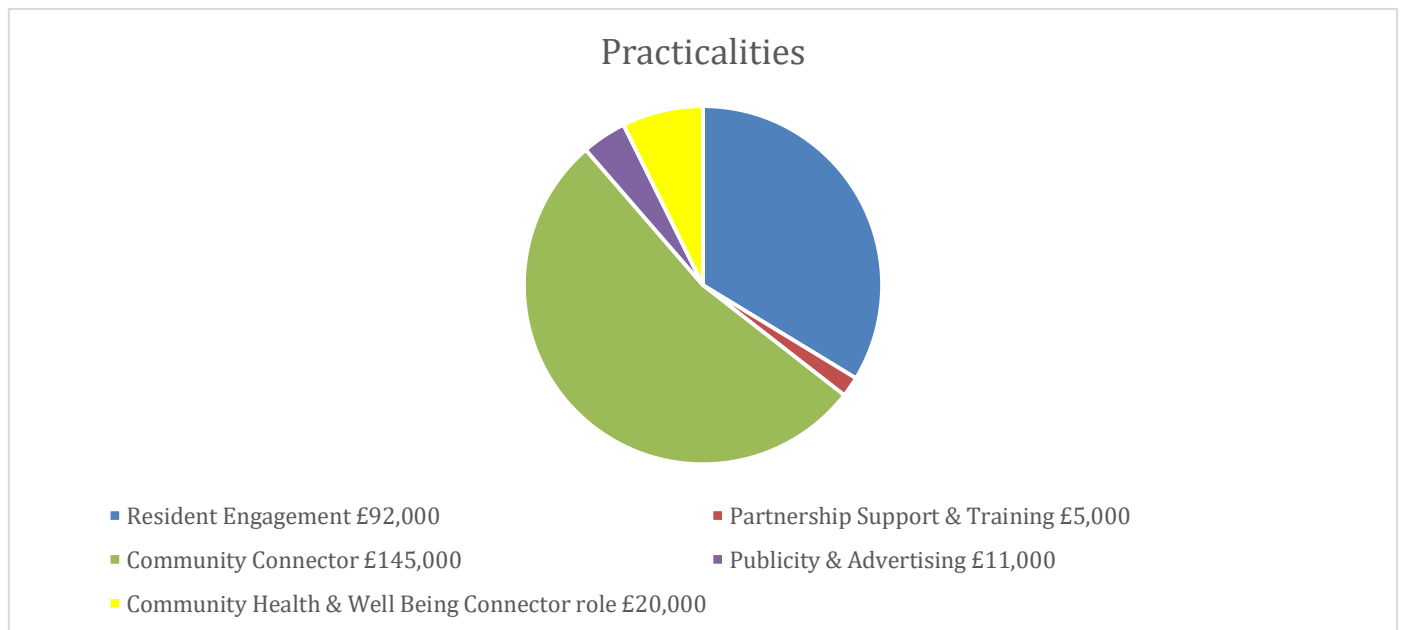
Initial contribution towards venue hire and resources £3,360

Publicity And Advertising: £11,000

Re-branding costs - £5,000 (we may seek the support of Media Trust on this)

Newsletters and leaflets - £5,000

Branded clothing - £1,000



Any additional income we secure will contribute to the specific activity for which it has been raised.

The majority of the costs are going to the funding and investments of our local assets. The Partnership believes that the people in the community are its assets, and we are just helping the infrastructure around them. We want existing assets thriving to be our lasting legacy.

Legacy Statement

Our overall legacy will be:

A safe, clean environment, with community being connected

People

Local people have improved their opportunities

Community-led initiatives bring people together and continue to build a strong community

Environment -

People come together in our parks and green spaces

Public spaces look, and are, better

Community Assets -

Organisations and community places are of long-term benefit to local people and sustainable in the long-term

Measuring Change

"Not everything that can be measured is important and not everything important can be measured". - Albert Einstein

How will we know whether we have made a difference, in line with the legacy we want to create?

We will support residents to produce a series of videos with the community that will chart changes in local peoples' perceptions of their area, as our plan unfolds

We will measure physical changes by observing the community, the residents and the environment to see any changes, whether positive or negative and we can use that to engage with the community to continue or change.

We will regularly ask: are we seeing neighbours whose gifts were not previously received participating more? Are we seeing associations driving change and feeling more powerful? Are associations in the neighbourhood sometimes coming together to talk about what they can do together, that they can't do alone?

We will ensure that the impacts that are being measured are what people in the community say they want to measure and enable them to do that in a way that is fun and useful to them.

Because we are measuring the impact of our community building efforts by learning more about how relationships deepen between neighbours, how the culture of community is nurtured, how the environment and the local economy are effectively stewarded, the learning needs to be in the hands of the community, not consultants, evaluators or outside donors.