

**Notice of a public
Decision Session - Executive Member for Economic Development
and Community Engagement**

To: Councillor Aspden (Executive Member)

Date: Tuesday, 5 February 2019

Time: 2.00 pm

Venue: The Thornton Room - Ground Floor, West Offices (G039)

A G E N D A

Notice to Members – Post Decision Calling In:

Members are reminded that, should they wish to call in any item* on this agenda, notice must be given to Democratic Services by:

4:00pm on Thursday 7 February 2019 if an item is called in *after* a decision has been taken.

*With the exception of matters that have been subject of a previous call in, require Full Council approval or are urgent which are not subject to the call-in provisions. Any called in items will be considered by the Customer and Corporate Services Scrutiny Management Committee.

Written representations in respect of item on this agenda should be submitted to Democratic Services by **5.00pm on Friday 1 February 2019**.

1. Declarations of Interest

At this point in the meeting, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. Minutes (Pages 1 - 4)

To approve and sign the minutes of the meeting held on 4 December 2018.

3. Public Participation

At this point in the meeting, members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Monday 4 February 2019**. Members of the public can speak on agenda items or matters within the Executive Member's remit.

To register to speak please contact the Democracy Officer for the meeting, on the details at the foot of the agenda.

Filming, Recording or Webcasting Meetings

Please note that, subject to available resources, this meeting will be filmed and webcast, or recorded, including any registered public speakers who have given their permission. The broadcast can be viewed at <http://www.york.gov.uk/webcasts> or, if recorded, this will be uploaded onto the Council's website following the meeting.

Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officers (contact details are at the foot of this agenda) in advance of the meeting.

The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at

https://www.york.gov.uk/downloads/file/11406/protocol_for_webcasting_filming_and_recording_of_council_meetings_20160809

4. 4Community Growth York (Pages 5 - 40)

This report provides an update on the delivery of the two year local area-based financial inclusion project, 4CommunityGrowthYork (4CGY) and presents a proposal to extend the delivery of the project for a further year.

5. Town Crier

(Pages 41 - 48)

This report outlines proposals to attract a volunteer to undertake the role of Town Crier for the City of York, as a result of a combined initiative involving Make it York, York BID and the Sheriff of the City of York.

6. Urgent Business

Any other business which the Executive Member considers urgent under the Local Government Act 1972.

Democracy Officer

Angela Bielby

Contact details:

- Telephone – (01904) 552599
- Email – a.bielby@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting

- Registering to speak
- Written Representations
- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details are set out above

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 (01904) 551550

City of York Council

Committee Minutes

Meeting	Decision Session - Executive Member for Economic Development and Community Engagement
Date	4 December 2018
Present	Councillor Aspden

13. Declarations of Interest

The Executive Member was asked to declare any personal interests not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests that he might have in respect of the business on the agenda. None were declared.

14. Exclusion of Press and Public

Resolved: That the press and public be excluded from the meeting should any discussion arise on Annexes A and B to agenda item 5 (Attracting new Inward Investment through Promotion of our Historic Assets and Development of Shared Vision for York) on the grounds that they contain information relating to the financial or business affairs of any particular person (including the authority holding that information). This information is classed as exempt under paragraph 3 of Schedule 12A to Section 100A of the Local Government Act 1972 (as revised by The Local Government (Access to Information) (Variation) Order 2006).

15. Minutes

Resolved: That the minutes of the last Decision Session held on 6 November 2018 be approved as a correct record and signed by the Executive Member.

16. Public Participation

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

17. Attracting new Inward Investment through Promotion of our Historic Assets and development of shared vision for York

The Executive Member considered a report which provided an update about the governance arrangements on promotional activity to support the Economic Strategy and increase inward investment and the value of the economy.

The Head of Communications outlined the report. She provided clarification on why some of the information contained in the Annexes had been exempted. In response to a question from the Executive Member it was confirmed that the tender document for the procurement of the agency to undertake the work could be made available to the public online. The Head of Communications was asked and confirmed that the City narrative partnership group and City partnership group were the same group and she went on to explain how different organisations would be selected for the steering groups and city partnership narrative group.

Resolved: That;

- i. The proposed governance structure be endorsed.

Reason: There are many stakeholders involved in shaping a shared vision for York. Examples include education/university, tourism and hospitality, arts and heritage, financial, science, commercial, etc. To build ongoing engagement it is important these stakeholders and partners have opportunity to provide comment and challenge. The proposed governance structure provides space for different sectors and target audiences to have a role in shaping the vision, whilst progressing conversations to a conclusion.

- ii. The staged process to develop the shared vision and promotional activity be endorsed.

Reason: We have successfully secured funds from the LCR business rates pilot to increase inward investment and the value of the economy through taking a joined up approach to promoting the city's strengths and assets. The project takes a staged approach to ensure we deliver activity based on evidence. It also encompasses evaluating the impact of activity throughout the duration of the project to leave a framework we can then continue to use once the project concludes.

Cllr K Aspden , Executive Member

[The meeting started at 2.00 pm and finished at 2.15 pm].

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**Decision Session – Executive Member for
Economic Development and Community
Engagement**

5 February 2019

Report of the Assistant Director (Communities and Equalities)

**Local Area-Based Financial Inclusion: Update and proposal for
extended delivery of the 4 Community Growth York Project**

Summary

1. This report provides an update on the delivery of the two year local area-based financial inclusion project, 4CommunityGrowthYork (4CGY) and presents a proposal to extend the delivery of the project for a further year.

Recommendation

2. The Executive Member is asked to:
 - Note the Mid Term Status report (at Annex A) for the project and further progress made by the project outlined in paragraphs 11 - 18
 - Approve the proposed extension of the project described in paragraph 17-22 of this report

Reason: To ensure the sustainability of the financial inclusion measures being delivered in community locations

Background

3. Over the last 21 months the 4CYG project tested approaches to increase financial resilience within communities. The project offered small steps toward financial inclusion at a hyper-local level. It was designed to be reactive to the needs identified among beneficiaries and local community organisations. The project delivery areas were based on local areas with higher levels of deprivation:
 - Westfield (all)
 - Clifton (part)
 - Guildhall (part)
 - Heworth (part)
 - Hull Road (part)

4. Multiagency community hubs have been created to deliver services to enhance financial inclusion in locations familiar to the local community. Existing financial inclusion projects and organisation have been supported to extend their community offer and increase access to their services. Local job fairs have been delivered and projects to address food poverty.
5. Community outreach has been commissioned. This is delivered by York Learning and consists of courses and taster sessions designed to meet local need and develop the skills required for individuals to enter the workforce.
6. The project has been delivered against a backdrop of local roll out of Universal Credit and an increase in food bank usage.

Evaluation

7. The Mid-Term Status Report (Annex A) provides a comprehensive evaluation of the project. The evaluation was undertaken from June to August 2018 drawing on surveys and consultation with residents, service providers and community organisations. A number of case studies were developed to illustrate the impact of the project.

Key Findings

8. In line with project principles, the project has developed its approach to meet the needs identified in communities. An increased focus has been the development of multi-agency delivery approaches, including capacity building work with financial inclusion organisations to extend their delivery in local communities. Delivery in communities has also broadened from financial inclusion to also address social inclusion and health and wellbeing. These factors are intrinsically linked, and in providing services to address social inclusion and health and wellbeing, people are then empowered to address financial inclusion issues.
9. Key successes for the project include:
 - Delivery of high impact outreach benefits advice
 - Delivery of wider support and advice at community hubs
 - Reduction of barriers to advice seeking through development of supportive community hubs
 - Facilitation of social contact and support at community hubs
10. The project has been particularly successful in improving the financial inclusion of individuals who do not traditionally access advice and support. This has been demonstrated by several project beneficiaries receiving high awards in terms of unclaimed and back dated benefits.

Project Update since the Mid Term Status Report

11. A second Acomb Jobs Fair was held on the 7th November 2018. This was delivered in partnership with York Learning and supported by local volunteers.
12. The trustees for The Red Tower (Walmgate) have been supported to open a weekly community hub in October 2018 which includes a pay as you feel food offer and shop utilising food donations from supermarkets. In addition services including Local Area Coordination, Community First Credit Union and Family Learning have provided outreach at the venue.
13. A crucial element of ensuring the sustainability of the project has been to develop the structures of the community centres which host the hubs. Work has been done to increase volunteering numbers and to develop the skills of volunteers.
14. The established hubs at Sanderson Court Community House and Foxwood Community Centre have continued to develop, attracting increase numbers of users and expanding their volunteer bases. A number of organisations have been supported to provide outreach at the hubs, including Citizens Advice York, CYC Benefits and Adult Social Care Advice, York Learning and most recently Community First Credit Union.
15. The Hubs have attracted outreach workers from other agencies such as Age UK, Older Citizens Advocacy York, Peaseholme Charity and York Carers.
16. The project manager has worked closely with Tang Hall Big Local (THBL) to maximise the local offer to support financial inclusion. Following on from very successful pay as you feel cafe and advice offers in summer 2017 and 2018 Tang Hall Big Local now intend to run such an offer in each school holiday during 2019. Community First Credit Union has been supported to run regular outreach sessions utilising the THBL office.

Proposed Extension

17. An extension to the project is proposed to ensure the sustainability of the community hubs. The final year of the delivery of the programme will be characterised by decreased direct delivery of the project and increased support provided to the host organisations of the hubs and partner organisations which deliver services at the hubs.
18. The residual funds would be used to support the community-led hubs towards sustainable operating models. This has already been

achieved at a number of the hubs, but further work is required at a number of the hubs to:

- Support the recruitment and development of volunteers
- Support the development of the host organisations for the hubs, developing their skills to manage the hubs
- Strengthen the relationships between the partner agencies delivering at community hubs and the host organisations.
- Deliver two additional local job fairs

A workplan detailing activities to support delivery of these priorities can be found at **Annex B**.

19. It is proposed that in order to deliver the proposed extension two periods of activity are undertaken. During the first six months project staff will continue to deliver the community hub activities and work to support and develop the hubs and partnerships. At the end of this period, grants will be made to support the future delivery of services from the community hubs and the development of the organisations hosting the hubs. The monitoring and evaluation of these grants will be conducted at the end of the project extension by the established staff in the Communities and Equalities team.
20. The extension will also allow for completion of an end of project evaluation, developing the mid-term evaluation report.

Options

21. The Executive Member may note and approve the recommendations at paragraph 2 or reject all or part of them.

Analysis

22. Approval of the recommendations would allow for a phased approach to ending the project. This would allow for community organisations to take responsibility for delivery of the community hubs in a supported manner, through project staff during the first six months of the extension and grants funds during the remaining six months.
23. Rejection of the proposal, on the other hand, would have an impact on the sustainability of a number of the community hubs, restrict the wider reach and impact of the project in communities and the ability to strengthen and learn from the approach.

Implications:

24. **Financial:** £250k was allocated to the project over the 2 years 2017/18 and 2018/19 from the York Financial Assistance Scheme

Earmarked Reserve. This was approved at the Executive of 27 April 2017.

£53k was spent in 2017/18 and it is estimated that a further £81k will be spent by 31 March 2019. This means there is £116k available to continue the project into 2019/20 and the proposed project extension can be achieved within this resource.

The following table shows both actual and forecast expenditure.

Budget Detail	2017/18	2018/19	2019/20	Total
Staffing Costs				
Staff Resource- Project Manager	£48,000	£49,000	£25,000	£122,000
Community Outreach		£29,000	£15,000	£44,000
Operational Costs				
Operational Activities & support for Community Hubs	£5,000	£3,000	£25,000	£33,000
Grant Funding for financial inclusion delivery organisations and Community Hub host organisations			£45,000	£45,000
External evaluation of the project			£6,000	£6,000
Total	£53,000	£81,000	£116,000	£250,000

25. **Human Resources (HR):** Both employees are employed on fixed term contracts and the proposal is to extend these for a further six months (effective from 1 April to 30 September 2019). The ending of these fixed term contract arrangements will need to be managed in line with the relevant policies and procedures. Due to the length of service one member of staff will be entitled to a redundancy payment.
26. **Equalities:** The proposed project extension would continue to employ a community development approach in order to be effective in the target communities.
27. There are no Legal, Crime and Disorder, Information Technology, Property or other implications arising from the report.

Risk Management:

28. In compliance with the Council's risk management strategy the main risks that have been identified associated with this report are those which could lead to the inability to meet the project objectives and deliver the designed activity as detailed in the project plan leading to

damage to the Councils reputation and failure to meet stakeholder's expectations. The level of risk is assessed as "Low". This is acceptable but means that regular monitoring is required of project delivery.

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Report **Date** 25/01/19
Approved

Specialist Implications Officer(s)

Financial	Human Resources (HR)
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Wards Affected:

All

For further information please contact the author of the report

Background Papers:

Project Plan for Local Area-Based Financial Inclusion 2017
<https://democracy.york.gov.uk/ielIssueDetails.aspx?IId=50398&PlanId=0&Opt=3#AI46338>

4CommunityGrowthYork Local Development Strategy
https://www.york.gov.uk/downloads/file/11731/4cgy_local_development_strategy

York Skills Plan 2017 – 2020
https://www.york.gov.uk/downloads/download/3957/york_skills_plan_2017-2020

Early Help Strategy

Together We Can Solve Poverty JRF

<https://www.jrf.org.uk/report/we-can-solve-poverty-uk>

Annexes

Annex A: Mid Term Status Report

Annex B: Proposed Project Plan for project extension

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4 Community Growth York

Mid Term Status Report

September 2018

Author: Owen Lingard



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- *SANDERSON HOUSE*
- *FOXWOOD COMMUNITY CENTRE*
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- *TANG HALL BIG PICNIC*
- *EVENTS AND PARTNERSHIPS*

RECOMMENDATIONS



FOREWORD

The 4CommunityGrowthYork (4CGY) project works across a number of communities in York to increase financial inclusion and resilience. In everything we do, we recognise the importance of networks, partnerships and the existing strengths and knowledge within communities. This has been crucial to the ability to reach deep into communities and engage with people often dealing with complex and multiple challenges. Working with community organisations and service providers has driven the development and delivery of the project. The following are some key examples:

In June 2017 - only 2 months into the project - the Chapelfields Community Hub was launched. The hub was the result of 4CGY coming together with long held ambitions within the Chapelfields Community Association. From humble beginnings, the hub currently operates weekly and offers a range of activities, support services and food, all in a warm, welcoming, cafe style environment. This hub formed the blueprint for Foxwood Community Hub which opened in March 2018, as well as work to complement existing activities at Bellfarm Social Hall. Through these hubs, many people have accessed the support that they needed with benefits, debt and housing issues - but the benefits go way beyond this and the impact on social isolation and health and wellbeing should not be underestimated. These Hubs have made a real difference to people's lives and prompted a number of new volunteers to join community organisations after being involved in the project. This resonates strongly with the People Helping

People

Strategy <https://www.yorkcvs.org.uk/people-helping-people-effective-city-led-volunteering-in-york/> and the Cities of Service model.

Taking a hyper local approach, a local job fair was delivered in Acomb November 2017 and was so successful another one has been scheduled. Over 300 people attended the event and local volunteers provided refreshments. Additionally, employer exhibitors' space was offered to organisations seeking volunteers and to the local credit union for community outreach.

The project supported the development of the Food Poverty Alliance in York which brings together many of the free and pay as you feel food projects in York and a partnership approach over the Summer made a real difference to 'Holiday Hunger' across York. The Community Hubs increased their food offer over this period and 4CGY worked with Tang Hall Big Local to deliver the Tang Hall Big Picnic which attracted over 1000 people over 12 weeks.

Participant feedback, case studies and social value reports have been brought together to take stock of the impact of the project to date and shape the priorities for delivery over the next 6 months. Key priorities will be to maximise the impact and sustainability of the existing activities, to connect more people to employment opportunities including the delivery of the next Acomb Jobs Fair and to be open to partnership opportunities to have a positive impact at a hyper local level.

Mora Scaife – 4CommunityGrowthYork Project Manager



ACKNOWLEDGEMENTS

It would not have been possible to create this report without the support and contributions of a number of people. Particular thanks go to:

City of York Council

- 4CommunityGrowthYork Project Team
- Business Intelligence
- Communities and Equalities Team
- Benefits and Adult Social Care Team
- Youth Offending Team
- Housing Management Team
- Financial Inclusion Steering Group
- University of York Interns

External Agencies

- Kat Wood (Kat Wood Creates)
- Citizens Advice York
- Fiona Benson (Healthwatch York)
- Peasholme Charity
- Neil Forster (Aspire Igen)
- St Luke's Church
- St Oswald's Church
- Chapelfields Community Association
- Bellfarm Community Association
- Foxwood Community Centre Management Committee



INTRODUCTION

The City of York Council has historically shown that ‘the commitment to prioritise financial inclusion has continued across a variety of changes to the make-up of the political administrations’¹.

In line with this commitment, in 2016 the current administration authorised work to begin on developing 4CommunityGrowthYork (4CGY) - an area based financial inclusion project with the aim of improving financial resilience in York’s communities.

Commissioned in its current form in April 2017 with a budget of £250,000, 4CGY has been running for approximately 17 months and has a projected end date of April 2019.

This report is the product of a mid-term evaluation of the project, a task that has been undertaken in order to assess the impacts – financial and otherwise - of the project so far. Throughout the document, distinct areas of the project are considered in isolation as well as from the

perspective of the project as a whole, allowing a more detailed view of the benefits or areas for improvement of the different activities of the project.

The aims of this Status Report were to examine:

1. How 4CGY operates
2. The extent to which key targets outlined in application documents have been met
3. The Social Value of the return generated
4. What impact there has been on the lives of participants and professionals involved
5. How sustainable 4CGY is

Financial Inclusion is ‘ensuring that everyone has access to appropriate financial services, enabling them to maximise their income, manage their money on a day-to-day basis, plan for the future and deal effectively with financial distress’ **Annex A: City of York Council: Financial Inclusion Policy (Nov 2012)**



Pictures of project participant’s work are featured throughout this report

¹ Just Fair, *Tackling Socio-Economic Inequalities Locally*, pg 25, June 2018

Project Background

In order to accurately evaluate the 4CommunityGrowthYork project, it is necessary to first consider how and why the project outline, aims and strategies have developed over time.

CLLD (Community Led Local Development) – European Funding Bid



As part of the City of York's application for the status of a UNESCO City, the 4CGY Local Development Strategy (LDS) was developed in partnership with Tang Hall Big Local and the 4CGY Local Action Group (LAG).

Published in 2016, the LDS outlines the rationale behind the development of the 4CGY project, describing the strategy for tackling key issues within the project area as well as specifying that the main objectives of the project are to:

- 'Contribute to reducing the 17% productivity gap between the UK and other G7 countries
- Improve disposable household income
- Address discrimination and marginalised communities in York

- Reduce carbon footprint through developing relevant amenities with carbon reducing technology
- Reduce in work poverty through up-skilling and better paid employment
- Reduce educational attainment gap'²

Further to this, it sets out that it will achieve these aims by taking a 'hyper local', 'small steps'³ approach.

The full document is available to download here: <https://www.york.gov.uk/4CGYLocalDevelopmentStrategy>

Hyper Local - 'To get to parts of the community not reached by previous funding programs'

Small Steps - 'Breakdown work into doable and achievable targets that build confidence and trust' **4CommunityGrowthYork: Local Development Strategy (August 2016)**

Kingsway West Area Action Project (KWAAP)

The development of the Local Development Strategy took inspiration from the Kingsway West Project.

In particular, it aimed to address recommendation four of the evaluation of the project, which stated that having a "bottom up" approach to community development should help to ensure desired initiatives are put in place and increase the visibility of the project from day one'⁴.

² City of York Council, *4CommunityGrowthYork: Local Development Strategy*, pg 25-27, 2016

³ *4CommunityGrowthYork: Local Development Strategy*, pg 27

⁴ Atkinson, T. Evaluation of the Kingsway West Area Action Project (KWAAP), pg 5, 2010

Project Launch

In October 2016, the funding bid was confirmed by the European Union to have been unsuccessful. Given the large amount of time and resources that had been devoted to developing a feasible project in the York area, work began to adapt the 4CGY LDS to function with reduced resources.

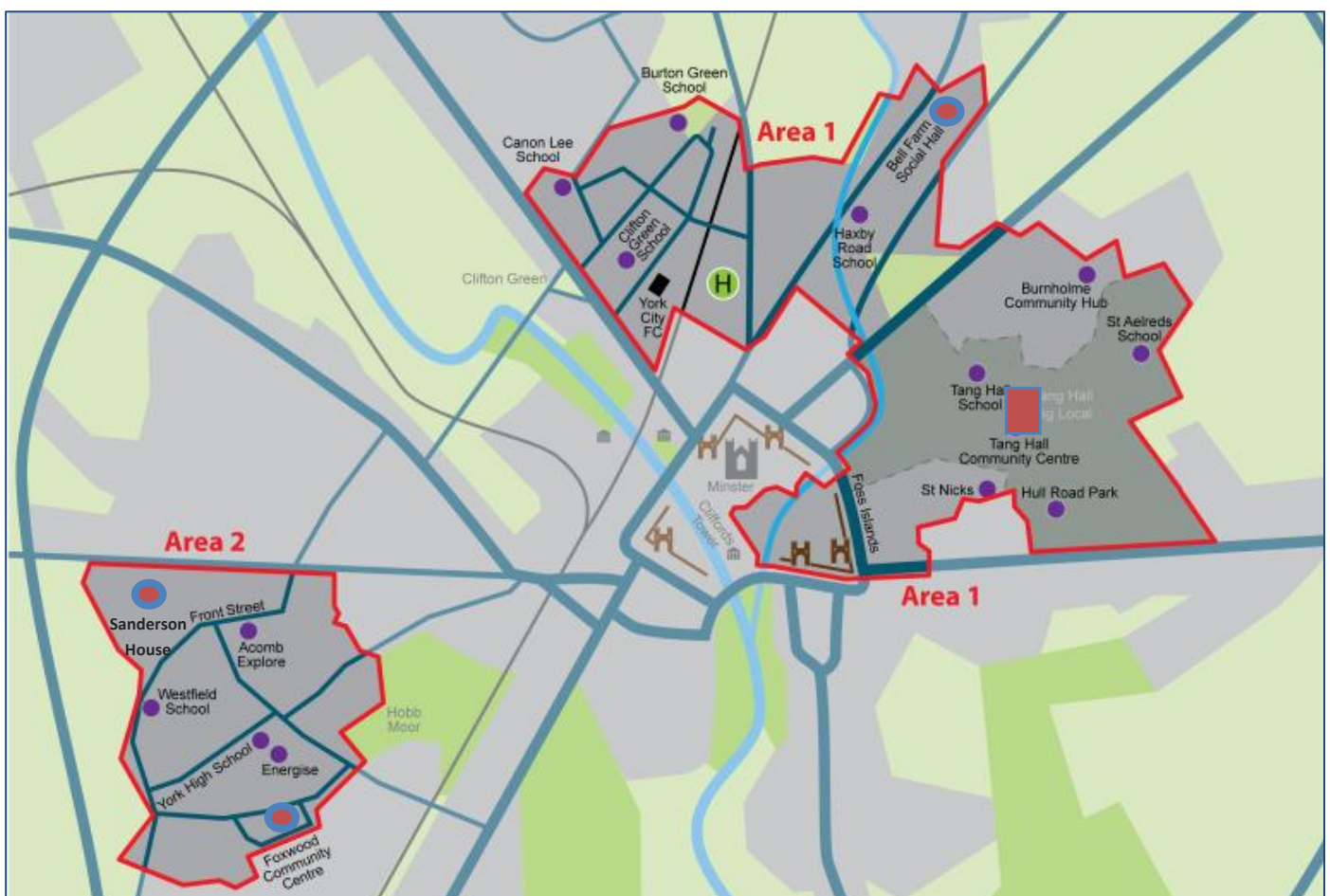
In April 2017, with a budget of £250,000 over two years, the revised 4CommunityGrowthYork Project was launched.

Maintaining the project area (seen below) initially proposed as part of the European Bid, the project revised its aims to better fit with

its new capacity. In an April 2017 report to the Executive Member for Economic Development and

Community Engagement, the revised project was defined as 'a grant giving and commissioning project delivered through a multi-agency Local Action Group'⁵, with potential activities such as:

- 'Benefit take-up campaigns
- Debt and financial planning advice, support and guidance
- Personal development and Wellbeing support
- Employability workshops
- Volunteering and work experience opportunities
- Community engagement and capacity building events
- Campaigns to raise the profile of area and its assets
- Aspiration raising and confidence building'⁶




⁵ Scaife & Croft, *Local-area based financial inclusion*, Report of the Director of Children, Education and Communities, pg 4, April 2017

⁶ *Local-area based financial inclusion*, pg 3

Having been in effect for 18 months, the project is currently involved in the operation of 3 'Community Hubs', the Tang Hall Big Picnic, 2 Family Learning Classes and the commissioning of Jobs Fairs.

Community Hubs

Community hubs, marked on the above map as a red dot with blue outline () , operate differently in each area in order to respond to the differing needs of communities. However, they could broadly be described as venues in which community members come to socialise, obtain refreshments and seek out advice.

Community Hubs often share the following features:

- 'Pay as you feel' style food
- Part council-part grant funded
- Offer of Crafts
- Access to services (Citizens Advice York, CYC Benefits and Adult Social Care, Local Area Teams/Coordinators, Healthwatch, Peasholme Charity)
- Inclusive Environment



One community member described one hub in the following way:

'I'd say it's a friendly place, they're (Professional contributors and participants) willing to talk, if you want a help, they're willing to show you'

'You meet all different kinds of people, some council people, some ordinary people. You learn to talk - that's what it's like, it's like learning to talk again, and laughing!'

Community Hub Participant

4CGY and Partners' current Community Hubs are:

- Chapelfields Community Hub - Sanderson Court Community House
- Foxwood Community Hub – Foxwood Community Centre
- Bellfarm Community Hub – Bellfarm Social Hall


A professional contributor described one hub as:

'It's just a nice, easy place to come into, to chat, to feel welcome and to find out about getting some support or doing a bit of volunteering if you want to - if you fancy doing a bit of washing up we'll find a job for you.'

City of York Council Staff Member

Tang Hall Big Picnic

In mid-2017, through 4CommunityGrowthYork's partnership work with Tang Hall Big Local, a need to provide low-income families with affordable food over the summer holidays – thus combating 'holiday hunger' - was identified.

For 5 weeks in the summer holidays of 2017, the 'Big Picnic' initiative was launched (marked as  on the map).



Designed by 4CGY and carried out by THBL and 4CGY in partnership, the project provided 'pay as you feel', healthy food for residents of Tang Hall, as well as access to Citizens Advice York, who already had an established duty at that time.



In Summer 2018, the Big Picnic ran for 12 weeks, again providing pay as you feel, healthy food for residents of Tang Hall. This year, the project has benefited from innovative ideas from THBL and was able to offer creative art and play sessions from TAPTY, benefits advice from City of York Council Benefits Advisors, pay as you feel stalls from Tang Hall Activity Base and input from the Local Area Team.

Family Learning

As part of the 'small steps' methodology adopted by the project, two family learning courses run each week. These are carried out by a 4CGY commissioned outreach worker, who has been working on the project since April 2018.

Based at Bellfarm Social Hall and Sanderson House, the courses were commissioned after residents '*identified the need in the community for a cooking class, focusing on quick and easy recipes for people to make for their families. They also identified a need to further skills and education and decided*

*that running a food hygiene course alongside the cooking course would be helpful for those in attendance.*⁷



Currently, a combined Food Hygiene and Cooking class run each week, but other family learning style drop ins have run over the course of the project, such as CV Workshops. In addition to teaching participants to cook healthily, the family learning courses have aimed to 'get the attendees used to engaging in the courses with view to completing accredited courses in the future'.

Events and Partnerships

Throughout the project, several one-time events or temporary partnerships have been created in response to specific needs. More details about each of these can be obtained in the 'findings' section.

- Acomb Jobs Fair – November 2017
- York Food Poverty Alliance (YFPA)
- Financial Inclusion Steering Group (FISG)



⁷ Bentham, *Quick Easy Cooking and Food Hygiene Level 1*, pg 1, 2018

Methodology

In order to conduct an in-depth evaluation of the 4CommunityGrowthYork Project, several different research methods were used.

Planning

In the first instance, informal consultations were held with a number of individuals from the local and professional community, informing the scope of the research and allowing a holistic evaluation to be designed. These consultations highlighted that:

Community Members wanted:

- Recognition of the social benefits of community hubs
- Investors to understand how improved confidence through crafts and forming friendships made it easier to access help with financial issues

In response to this, questions on quality of life, confidence and level of independence were included in the survey.

Professionals wanted:

- An independent, thorough examination of how the project is performing against the criteria set out in its application
- Recognition of the unintended impacts of the project on participants lives
- Feedback to be heard and realistic recommendations made

A 'Professional Contributor' survey was created in order to capture the perceptions of those involved in the project in a professional capacity – creating a clear channel for feedback to be communicated.

In Practice

To explore the ways in which the project has impacted upon participants and staff alike, two surveys – asking respondents a variety of questions - were made available both in person and online.



Complementing these were in depth case studies sourced from the Local Area Coordinator (LAC) for the Westfield ward and directly from 4CGY project staff, as well as the aforementioned in-depth interviews with project participants. Quotes from these interviews are described as 'in-depth case studies' throughout this report. The spelling and grammar of these interviews have not been altered out of respect for those participating in the evaluation process.

Quantitative data forms a large part of this report in order to better evidence any social value calculations, however this is complemented by qualitative data where appropriate.

Participant Survey

With a sample size of 69, where 33 respondents had some involvement with the project, the participant survey has informed many of the findings in this report. Whilst the type of questions asked on the survey were varied, in one section respondents were asked to think about their life before they became involved with the project and then to rate themselves from 'Very High' to 'Very Low' in seven different areas - Quality of Life; Level of Income; Confidence; Level of Independence; Sense of Community; Opinion of the Council; Ability to Access Independent/Council Services. This self-rating was then repeated on the following page, this time in relation to the respondent's life now.

A paired sample t-test was then conducted to determine if there was a significant difference between the mean 'Pre-Project' and 'Current' self-ratings of participants of the above 7 factors. The significance level for this test was set at $p < 0.05$, where the p value was obtained from a two-tailed t-distribution table.

Professional Contributor Survey

There were 11 responses to the professional contributor survey, which asked respondents questions about three different aspects of the project: project performance, participant impacts and professional contributor impacts.

Limitations

This research was conducted over a period of three months, from July to September 2018. This period did not allow for the tracking of 'individual stories, which would have better demonstrated the effect that 4CGY has had on residents of York.

Due to the nature of the questions asked in the surveys – for example asking respondents to rate their opinion of the council – it must be recognised

that responses to some questions are highly dependent on individual circumstances at the time of a respondent taking the survey.

Further to this, due to the sensitive nature of some questions (for example asking respondents why they attend a hub), some respondents may not have felt comfortable giving their 'true' answer as they did not want to be seen to be accessing assistance. Another consideration is that, whilst a respondent may have initially accessed a community hub to speak to Citizens Advice, at the time of taking the survey their purpose of attending the hub was to socialise.

The actual number of responses considered for statistical testing varies for each question based on the level of responses. Statistics must be considered in context with the associated sample size.



A selection of fruit from the Tang Hall Big Picnic

The menu at THBP featured healthy, local produce and changed each week



Findings

The findings section contains the results from two surveys taken by project participants and professional contributors, excerpts from in-depth case studies, and calculations of the social value of the impacts of the project on its participants. Where possible, each set of findings has been tailored to an individual project activity.

An analysis of the findings can be found at the end of each subsection.

'It does make a difference, you know I'm not sat at home bored and feeling sorry for myself, feeling a little bit depressed - I know that I've got two or three things to look forward to.'

'I've got something to do which makes a difference'

Project Participant

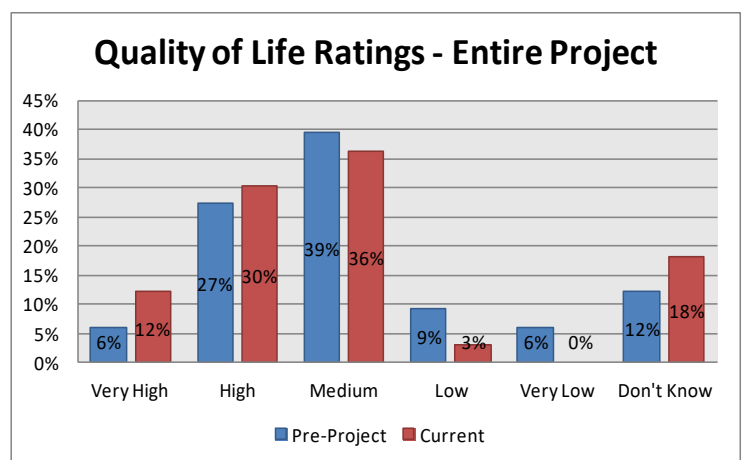
4Community GrowthYork

For the project as a whole, the survey has shown there to be a positive impact on individuals in six out of seven of the areas measured – although only four of these impacts are statistically significant.

Further, 50% of respondents saw a net positive increase of at least +1 point overall, with 58% recording a positive impact of +1 point or more in at least one category. However, 23% of respondents saw no change across any of the categories, a figure that increases to 31% for the percentage of respondents seeing no overall net change.

Quality of Life

25 participants from across the project area answered questions on quality of life, with a significant difference between the 'pre-project' and 'current' mean ratings being recognised. (n=25, t=2.56, p<0.05).



The changes in ratings seen in the graph above are a result of 31% of respondents recording an increase of at least one point, with only 4% noting a decrease in their quality of life since they attended the project.

The mean difference between the pre-project and current rating is +0.42 – the third largest increase across all factors - with participants on average assessing themselves as now having a 'medium' quality of life (3.63).

In-depth Case Studies:

- *'What do I think of it here? I enjoy it! I look forward to (day the hub is on). Because there's people, people are not just in your dreams, you come out into the world and there's people and they'll talk to you. When*

I come here and people talk to me, I feel great. I feel like a person again.'

4CGY Case Study

➤ *'It's like a little family, I feel like I've been welcomed into a little family and it's nice. My family's not over here so it's really nice you know.'*

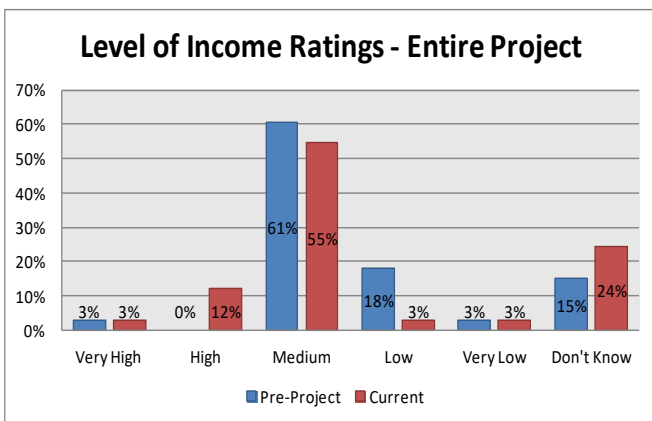
4CGY Case Study

➤ *'It's made a lot of financial help as well because obviously we don't have to pay for any food today do we really, just a donation, so it's helped a real lot'*

4CGY Case Study

Level of Income

A significant difference between the pre-project and current mean ratings was also recognised in respect of 'Level of Income' (n=24, t=2.28, p<0.05), with 29% of respondents indicating an increase of one point or more.



Most notably, there has been an increase of ~12% (4 people) now identifying as having a high level of income, and a reduction of ~15% (5 people) identifying as having a low level of income. On average, each respondent saw an increase of +0.29 points and now considers themselves to have a 'medium' level of income (3.12).


In-depth Case Studies:

➤ *'It's quite 'poverty line' at the moment, I am struggling to make finances meet and things like that and pay bills... I've seen the citizens advice here... and I'm in the process of getting things sorted out (financially) so that's really good'.* **4CGY Case Study**

Income Gain and Debt Recovery:

A July 2018 report by Citizens Advice York to the Financial Inclusion Steering Group (FISG) declared that there had been **£58,032.00** generated for 27 unique clients from Chapelfields and Bellfarm Community Hubs. An additional **£9,607.01** worth of debts have been settled for 5 clients.

The above figures are confirmed outcomes and are expected to increase as the results of other clients' applications are verified. Currently, outcomes are awaited for a number of clients – however the first 3 months of the work t Chapelfields was not recorded using the same system as is used now, so a significant amount of outcomes are missing for this period.



Citizens Advice Drop In Rates:
4 people per advisor = 4 people per advisor
 CYC West Offices : Chapelfields Hub

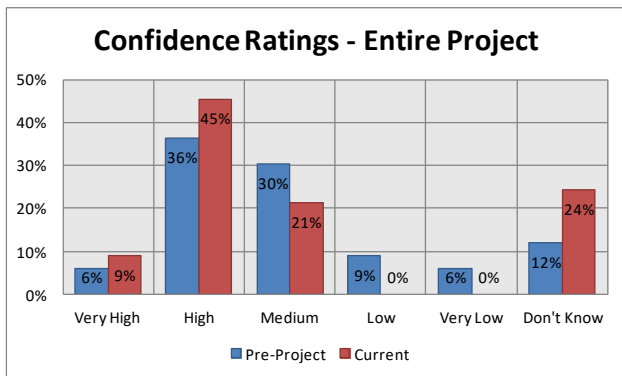
At Foxwood Community Hub, work by City of York Council Benefits and Contributions Advisors has resulted in an estimated total yearly increase for 22 unique clients of **£51,358.50**. Figures for CYC work at the THBP and Bellfarm Community Hub are currently unknown, but will likely become available over the course of the coming months.

Total Income Generated
=£118,997.51

Confidence

Ratings of confidence have seen the biggest increase of all the factors, with each participant’s rating increasing by +0.63 points on average – now sitting at ‘medium’ (3.84).

46% of respondents reported an increase in confidence by at least one point, with a significant difference between the pre-project and current mean ratings being established (n=24, t=3.34, p<0.01).



One respondent reported a decrease in confidence by one point. There was an increase of 9% and 3% in ratings for high and very high confidence respectively, with no respondents currently rating themselves as having ‘very low’ or ‘low’ confidence.

In-depth Case Studies:

➤ *‘Jane now has an established social life, of which the hubs play a significant part. The free craft activities have built her confidence and brought her pleasure.’*

LAC Case Study

➤ *‘The little me here was becoming more of a shadow. Coming here has helped me realise I do actually exist!’*

4CGY Case Study

‘I think the number one (benefit) would be confidence.’

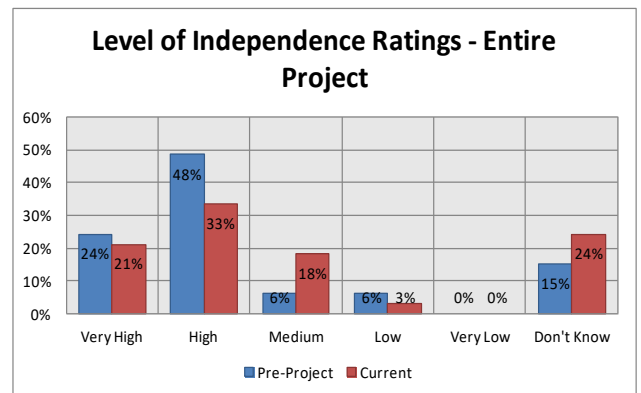
‘People who initially weren’t involved with their community and perhaps had serious problems... through the hub... have walked in holding their heads a bit higher’

City of York Council Staff Member

Level of Independence

Whilst the mean rating for level of independence does decrease after involvement in the project (-0.11), it does not do so significantly (n=23, t=-0.34, p<0.05).

As can be seen in the graph below, there have been some positive steps in relation to level of independence. For example, the percentage of respondents reporting to have a ‘low’ level of independence has reduced by half, whilst 13% of



respondents saw an increase of at least one point.

However, 17% of respondents reduced their level of independence rating by at least one point – the largest rating decrease across all seven variables.

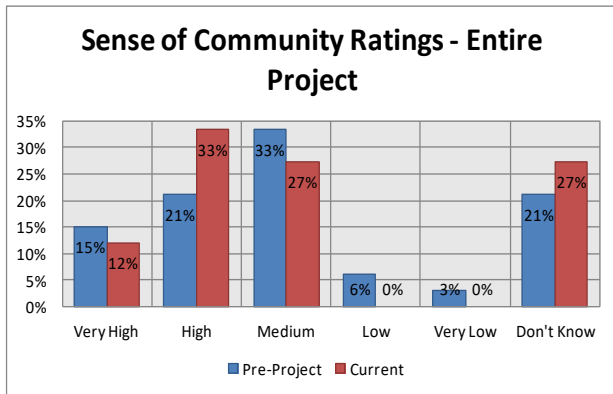
In-depth Case Studies:

➤ *‘Their increased independence has made it possible for their father, who was their main carer, to resume some of his own social activities’*

LAC Case Study

Sense of Community

The second largest increase in mean rating across the project was seen in the ‘Sense of Community’ category at +0.43. Furthermore, a significant difference between the pre-project and current mean ratings was recognised (n=21, t=3.30, p<0.01).



No participants recorded a decrease in their sense of community in the time since participating in the project, but 38% reported an increase of at least one point.

The mean of the ‘Current Sense of Community’ rating is 3.80.

In-depth Case Studies:

➤ *‘Since I started coming here, I even think the area's more friendly because sometimes you see people out there that's been here, or on the bus. And longtimes you wouldn't speak to them because you don't know them, but now you've seen them you know, I think it gives you chance to communicate outside these walls’*

4CGY Case Study

➤ *‘You can sit here and have a cup of tea and have a chat with one of the neighbours, well I wouldn't class them as neighbours now, I've got friends with them. I mean I'm walking round and, you know, people are*

saying to me 'hi, hi', people that I wouldn't have known and you know, it's nice.’

4CGY Case Study

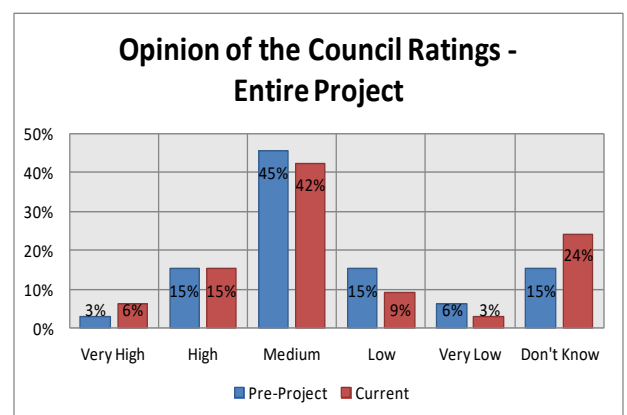
➤ *‘It's community, it's community. It's very tight knitted and it's lovely. You come in here, the first time that I come I didn't feel unwelcome or anything, they make you feel really welcome. If it wasn't here, I would miss it. I've got so used to coming now and seeing the friendliness and everybody just joins in - **that's a sense of community, that's a sense of community.**’*

4CGY Case Study



Opinion of the Council

Whilst the data shows there to be an average increase of +0.17 in the mean rating of the opinion of the council, this increase is not statistically significant (n=24, t=1.12, p<0.05).



Only one respondent stated that their opinion of the council had reduced in the time since becoming involved with the project, although this had done so by -2 points.

75% of respondents registered no difference between their pre-project and current ratings for this category.

In-Depth Case Studies:

- *'This (4CGY) is a good little thing for them (the elderly) to be able to come because if they can't do it, there's always somebody here that will say 'I'll do it for you, **come here and I'll show you how do it** or do you want me to do it for you'. It's quite good that way. **You don't always get that help down at the office; they'll put you onto the computer and leave you.'***

4CGY Case Study

- *'**Abby was surprised how many different agencies there are out there that give their help and advice, as Abby tends to live in her own little bubble. She is just realising that there are so many things going on in York, and maybe quite soon she will have the motivation and confidence to look for a part time job which is our next goal'***

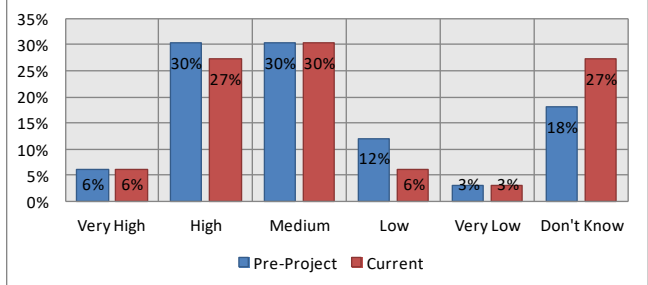
LAC Case Study

Ability to access independent/council services

A non-statistically significant difference of +0.09 points was established between the pre-project and current mean ratings for this category. (n=23, t=0.64, p<0.05).

22% of respondents said that their ability to access services had increased by +1 point, whereas 13% said it had decreased by -1 point.

Ability to Access Services Ratings - Entire Project



Analysis

Overall, there are some recognisable positive changes in the participants involved in the 4CommunityGrowthYork project. In order, these are:

1. Confidence
2. Sense of Community
3. Quality of Life
4. Level of Income

If we again consider the definition of financial inclusion, *'ensuring that everyone has access to appropriate financial services, enabling them to maximise their income, manage their money on a day-to-day basis, plan for the future and deal effectively with financial distress'*, it is clear from the above rankings that the 4CGY project has had the most impact in preparing participants to deal effectively with financial distress.

It has also provided the majority of participants access to Citizens Advice York and CYC Benefits Advisors, presenting the opportunity for some participants to maximise their income by accessing the relevant services. However, only limited work has been done to ensure that residents are equipped with the skills to manage their increased income – a key factor if long term, sustainable, real change is to be realised.

Financially, the project (as of September 2018) has spent, or committed to spend, £140,000. This leaves £110,000 to be spent by March 2019.

Of this amount, £100,000 has been provisionally allocated to community grants, however, potential alternatives for this money currently being considered by the project are:

- Additional Jobs Fairs and Events
- Extended Project Operation

The overall estimated return to date is **£192,821.81**. This figure combines confirmed and expected financial outcomes as well as the calculated social value return. The craft sessions return approximately £3 for every £1 invested.

PROFESSIONAL COMMUNITY

In addition to the impacts that 4CommunityGrowthYork has had on project participants, there have also been several noteworthy effects on ‘professional contributors’ to the project.

By professional contributor, we mean any individual that attends a project activity in a professional capacity, as opposed to a personal capacity. This term does not include the community organisations involved in running project activities (e.g. Community Associations).

Survey

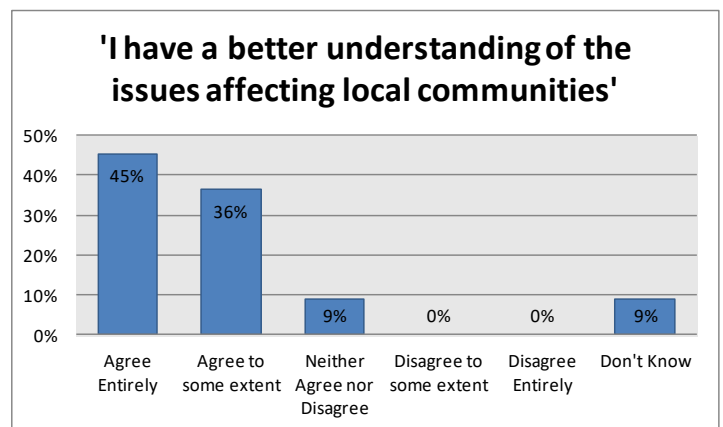
One of the most significant findings of the professional contributor survey was that 54% of respondents agree that, at least to some extent, their professional practice has improved by working on 4CGY – as shown in the graph below.

This figure increased to 81% when respondents were asked if they thought that their understanding of the issues affecting local communities had improved, although not all

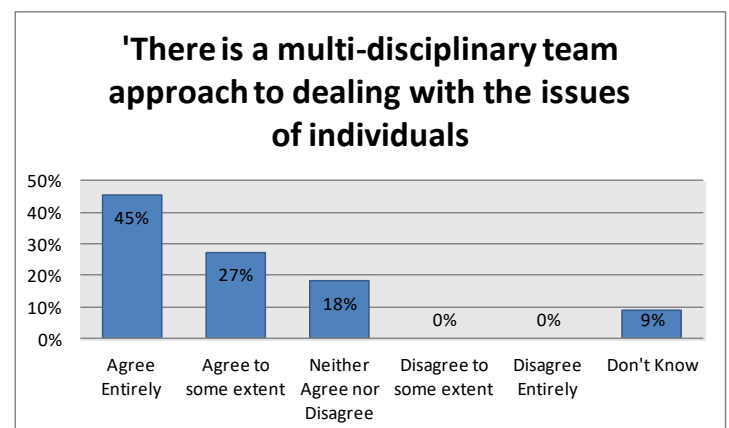


respondents recognised this as having a positive effect on their professional practice.

Whilst there were no respondents that disagreed with the statement in the graph below, 27% did



disagree, at least to some extent, that their time/resources were being used effectively. Given that 27% of respondents also noted that they disagreed, at least to some extent, that community members knew they were there, a potential link between awareness and utilisation of services has been identified.



The data shows that where professional contributors attend an activity with the aim of being ‘productive whilst there... building relationships, building trust’⁸, not only are they viewed more positively by participants, they achieve more outcomes and feel more positively about their time spent working on the project. In practice, this has often manifested as professional contributors engaging in conversations with participants whilst they were creating artwork or eating a meal - a time at which participants felt more relaxed and subsequently disclosed situations they were struggling with.



A further benefit identified by case studies, and supported by the results of this survey, is ‘the scope for networking and liaising with people’⁹ whilst working on the project. One professional contributor described this in the following case study:

‘Having everybody there together has been absolutely invaluable... (There is a) good scope for joint working.... (and other professional contributors have) been able to introduce people to me’. ‘I’d just emphasise that the idea of having all that help and support in one place makes so much sense.’

⁸ Professional Contributor Case Study, 2018

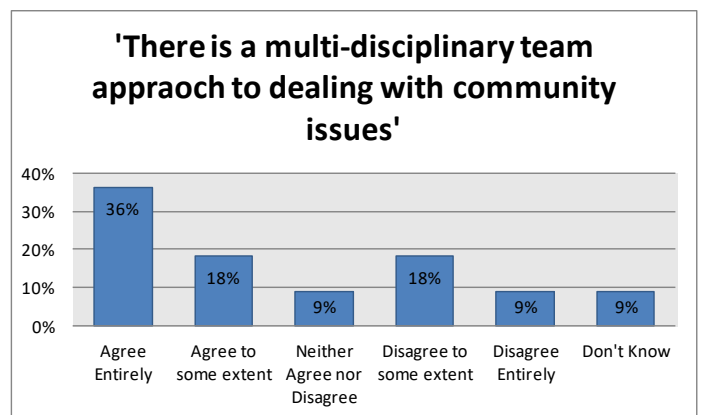
⁹ Professional Contributor Case Study, 2018

¹⁰ Hartgerink, J. Cramm, J. Bakker, T. van Eijnsden, A. Mackenbach, T. Nieboer, A. *The importance of*

This is likely to have had a positive impact on individuals involved in the project¹⁰, as 72% of respondents agreed, at least to some extent, with the following statement:

In practice, this has led to 4CGY community hubs being referenced as ‘critical elements’ in 6 of the monthly Local Area Coordinator case studies since September 2017. The availability of the LAC at the hub, having a number of other professional contributors in attendance, and the unique skills of community members have all been recognised as complimenting the LAC initiative in Westfield.

However, only 54% of respondents agreed, at least to some extent, that a multi-disciplinary model of working had been adopted when attempting to tackle the issues of communities as a whole.



Analysis

Inputting these benefits into the social value engine has led to an estimated value of **£63,474.30** being generated from improvements in the knowledge, practice and level of teamwork of 17 professional contributors over an 18-month period. Whilst many of the effects noticed by professional contributors are positive, the areas for

multidisciplinary teamwork and team climate for relational coordination among teams delivering care to older patients. Journal of Advanced Nursing. 70(4):791-799. 2014



improvement highlighted must be recognised and acted upon.

SANDERSON HOUSE

Chapelfields Community Association (CCA) and 4CommunityGrowthYork work in partnership to run Family Learning courses each Tuesday and a Community Hub each Thursday at Sanderson Court Community House.

Community Hub

In June 2017, in response to a growing demand from the Chapelfields community to have a better utilised community space, the Chapelfields Community Hub was established by CCA and 4CGY.

Each week, the hub is attended by approximately 20 community members in addition to an Advisor from Citizens Advice York, an area-based Housing Management Officer, the Westfield Local Area Coordinator, a Textile Artist, CYC Benefits Advisor, 4CGY Community Outreach Worker, Healthwatch Volunteer and the 4CGY Project Manager.

It is also visited on a less frequent basis by Health and Wellbeing Officers, representatives from the local policing team and ward councillors. As the graph below shows, the majority of respondents

from Chapelfields Hub indicated that one of their reasons for attending the hub was ‘to socialise’, with the next largest reasons being ‘to try out the activity’ and ‘to speak to my LAC’

Typical Day

Currently, the venue is attended by the 4CGY Project Manager and a CCA representative at 08:45 each Thursday, who open the building and prepare it for community members.

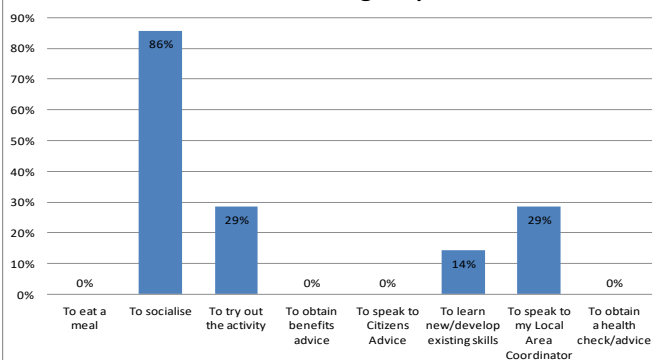
Citizens Advice York and the Westfield LAC attend at 09:00, with a grant funded textile artist arriving at 10:00. It is not uncommon for community members to be waiting outside Sanderson House to speak to the Citizens Advice Advisor before the 09:00 opening of the hub, although most attendees arrive between 10:00-10:30.

A light, pay-as-you-feel breakfast offering (funded by 4CGY) is prepared by the 4CGY project manager each Thursday in partnership with two volunteers at the hub, whilst several other volunteers take responsibility for providing refreshments.

Between 09:00-12:00, residents engage with each other as well as services provided by the council and independent bodies, leading to a productive, inclusive atmosphere for all. One professional contributor describes the benefit of the Chapelfields Community Hub model through a case study:

‘I turn up on a Thursday morning, I have no idea what might be happening in the course of a morning, who might come in, what the needs might be whatever it is you'll be able deal with it with the support of the community, because in (Specific Example) we sort of pooled the knowledge that was there in the community and it was just a chat in the kitchen and different people providing different information about who could help and we found a solution within about 3/4 of an hour’

Percentage of respondents selecting the following as a reason for attending Chapelfields Hub



Another key element of the hub's success is the crafts:

'a lot of the people who sit round the table have been through traumas or have got mental health problems and just to be able to experience that therapeutic value of being able to build something beautiful, or to build their confidence - so women that have experienced domestic violence and been told for years that they're rubbish and to be able to come in, make something beautiful, be told that they're good at something and just walk out a bit taller'

Participants have worked to create numerous pieces of art, some of which have gone on to be presented as awards at the York Dementia Action Awards.



Courtesy of Kat Wood Creates

Family Learning

At the combined food hygiene and cooking course on Tuesdays, there are 5 regular attendees – all of whom have recently obtained their Level 1 Food Hygiene qualification. This family learning course was set up in response to attendees of the community hub saying that:

'they wanted to learn some new recipes to try out at home alongside using ingredients they haven't tried before. They also identified that there was a need for updating knowledge on current food

hygiene legislation as many of the people in attendance of the hub help in the kitchen preparing basic foods and teas and coffee'.¹¹

Residents have successfully learnt how to cook healthily on a budget, and more fresh fruit and vegetables have been introduced into their diets.

Analysis

Chapelfields Community Hub is often referred to as a 'model' hub, considered by many to be the most successful activity of the 4CommunityGrowthYork Project.

The benefits of the hub are clear to anyone viewing the statistics, reading the case studies or visiting on a Thursday morning - however the largest concern regards the sustainability of the hub.

At present, if you were to remove the 4CGY Project Manager, it is unlikely that Chapelfields Hub would continue to run in the same format. Due to the nature of their role, the Westfield LAC would be unable to replace the project manager in opening up the building and setting it up for community members, meaning there would be no way for Citizens Advice and other community members to access the building until a representative from CCA arrived. This would undoubtedly have an impact on community members' opinions of the hub, potentially leading to reduced attendance.

Whilst 5 Chapelfields residents have recently completed their Level 1 Food Hygiene Certification, this has not put them in the position to cater for 20 people each week:

'If we took (Project Manager) out, we would definitely have to (consider the future of the hub), because the food is quite key actually, it would be quite different if you were just buying packets of sausage rolls from the supermarket and so I think the food is a really significant part of it - that it's

¹¹ Bentham, Case Study – Chapelfields Community Hub, pg 1, 2018

freshly cooked and different every week and always something that people can talk about - 'Oh what've we got?'. Take that away and I think it would feel as if you'd taken the heart and soul out actually. So, that's a very big part of it. I think you would have to work very, very hard to figure out how you were going to fill that gap'

Professional Contributor

Furthermore, currently the success of funding bids made by Chapelfields Community Association relies on assistance from 4CGY project staff. After the project ends in March 2019, it is not certain how successful future funding bids - necessary to ensure the future of the community hub – would be. This is of particular concern given CCA's intentions to expand current provision to include a dedicated 'wellbeing hub'.

There is some evidence that indicates the 4CGY project is working to address these issues of sustainability, such as by inviting representatives from CCA to funding workshops and by equipping residents with the skills needed to prepare food. Furthermore, CCA has gained 3 new committee members in the past 12 months and has begun to lease out parts of Sanderson House, resulting in greater utilisation of the community space. This work must intensify if the community hub is to have a future post-March 2019.



FOXWOOD COMMUNITY CENTRE

4CommunityGrowthYork is currently considered a 'user group' of Foxwood Community Centre. It runs a Community Hub each Friday which, over the last several months, members of the Foxwood Community Centre Management Committee have become more involved in operating.

Community Hub

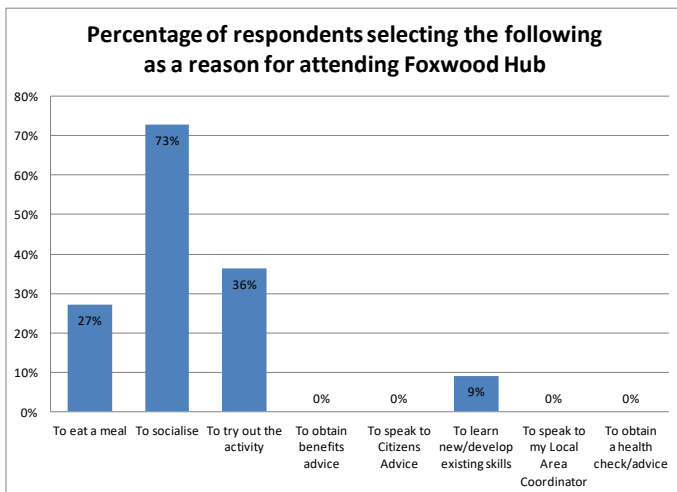
Set up by 4CGY in March 2018 in partnership with the Westfield Local Area Coordinator, Foxwood Community Hub is regularly attended by an average of 24 individuals.

Professional Contributors in regular attendance are: CYC Benefits Advisor; Westfield LAC; Textile Artist; 4CGY Outreach Worker; Healthwatch Volunteer; 4CGY Project Manager.

An advisor from the Peasholme Charity visits once a month to deliver financial capability learning, with less frequent drop-ins from the local policing team and ward councillors.

The graph below illustrates well the need for community hubs to be flexible, able to adapt to the needs of the community. The distribution of responses for reasons that residents attend Foxwood Community Hub is noticeably different from that seen previously for Chapelfields Hub.

It is advisable to refer to the 'Methodology' section of this report when viewing this graph, where potential reasons for the results obtained are explained.



Typical Day

Professional Contributors, community volunteers and members of the community centre management committee set up the community hub at 11:45.

A pay-as-you-feel lunch is prepared by the 4CGY Project Manager and Outreach Worker in partnership with community volunteers, whilst another volunteer washes up. Members of the community centre management committee have also begun to bring baked goods to the hub for community members.

The hub receives more each week in donations than is spent on food, and so the food offering is financially self-sustaining – there is no real expenditure from 4CGY. The surplus from this goes directly back into Foxwood hub in the form of contributions to project activities. 4CGY pays £10 per week to compensate the Community Centre for heat and lighting costs.

The craft activities are also a key element of Foxwood Community Hub, outlined by one professional contributor as follows:

'the role of the crafts has been fantastic, because it makes it feel like non-stigmatising. Some people might feel like 'Oh I don't want to be seen to be going in there because that's where you go for

benefits', or 'that's where you go for CAB', but equally it's where you go to make something beautiful, to learn a new skill, so the fact that we've got a table of fun stuff happening - it's a great extra dimension, we're not just here for the tough stuff, we're here for the fun stuff as well'.

Peasholme Charity described the impact of their work as:

'People have felt more confident in making financial and budgeting decisions, such as which benefit to be on or what changes to make to working hours, being confident that they are able to pay their bills and make good decisions for the future. From a non-financial point of view I have seen the impact that people are more confident and less anxious about their circumstances as their finances are under control.'

Analysis

Although the 4CGY Community Hub is currently considered a 'user group' by the Foxwood Community Centre Management Committee, discussions have begun to consider how this might change in the future.

The committee had been planning an activity similar to the hub for several years, but lacked the resources to set up and sustain it. Now that the hub has been set up, they would be willing to support it financially in the future in terms of covering the costs of food and rent and assisting with funding bids.

Whilst they are doubtful that they could provide the volunteers to manage the day-to-day running of the hub and therefore would not be prepared to take 'ownership' of it, 4CGY and Foxwood Community Centre are currently pursuing funding to employ a coordinator for the community hub, who would oversee the recruitment of volunteers and the day-to-day operation of the hub (including food).

The Financial Capability training delivered by the Peasholme Charity is a key step to ensure that residents are able to make the best use of any increase in income - current funding has allowed for a total of 8 clients to be assisted across both Foxwood and Bellfarm Community Hubs.

Foxwood Community Hub has the potential to be a sustainable activity, particularly due to the recent recruitment of a committee member to deal specifically with funding bids. However, this can only be achieved if an individual or group is identified to manage the hub's core activities post-March 2019.

BELLFARM SOCIAL HALL

Bellfarm Community Hub - part of the 4CGY project - runs alongside Bellfarm Community Club, organised by Bellfarm Community Association (BCA) each Tuesday. A 4CGY family learning course and Benefits advice session also run each Thursday.

Community Hub

In January 2018, Bellfarm Community Hub began, complementing the already established Bellfarm Community Club. An average of 8 people attends per week, with a Citizens Advice Advisor in attendance also.

Two Housing Management Officers (HMOs) had a duty established at Bellfarm Social Hall prior to the

hub being set up, and their work has continued. A representative from Peasholme Charity also visits the hub once per month to deliver financial capability training.

Due to the number of people attending Bellfarm Hub, it has not been possible to gather enough data to present any meaningful statistics in this report. Furthermore, because 4CommunityGrowthYork has provided 'add on services'¹² to Bellfarm Community Club, it would not be relevant to describe a 'typical day' at the hub, as most of the activities are organised by Bellfarm Community Association.

Family Learning and Benefits Advice

With 6 regular attendees, the combined food hygiene and cooking course at Bellfarm Social Hall is one of the most successful family learning courses run in the area for several years.

Furthermore, in addition to learning how to utilise healthy food into their diet whilst working on a budget, a recent review of the 4CGY family learning class at Bellfarm revealed that the participants are now 'interested in furthering their education'¹³.

The benefits advice offered at Bellfarm Social Hall has not been as effective as it has elsewhere in the 4CGY project area. According to staff feedback, in approximately 30 hours of attendance at Bellfarm Social Hall, only 40 minutes was spent dealing with clients.

Analysis

There is no doubt that Bellfarm Community Club's provision to the residents of Bellfarm has been enhanced by the partnership work with 4CGY's Community Hub.

The main benefit comes from the introduction and initial payment of the Citizens Advice Advisor by

¹² Bellfarm Community Association Written Testimony (2018)

¹³ Bentham, *Case Study – Bellfarm Social Hall*, pg 1, 2018

4CGY and the Financial Inclusion Steering Group. Clients have been assisted with a number of issues over the course of 9 months.

Bellfarm Community Association recognised the benefits of having the Citizens Advice Advisor, causing them to seek their own funding to continue the provision – a key step towards equipping community groups with the skills they need to ensure the sustainability of their projects.

The future of the Thursday benefits advice sessions requires serious consideration given the feedback from BCA, residents and CYC staff. It is worth noting that this is the only Benefits Advice session that takes place on a different day to the community hub – particularly important given that the majority of people list ‘to socialise’ as one of their main reasons for attending other hubs, where work by the same team has been effective.

TANG HALL BIG PICNIC

Further to the partnership work described earlier in this report, 4CommunityGrowthYork also sits on the Tang Hall Big Local (THBL) partnership board and contributes to decision making for the wider project.

This relationship led to the successful Big Picnic scheme, in which approximately 1,027 meals were delivered to residents over the duration of the 12-week scheme in 2018.

Most notably, it has seen residents attend that have never accessed the community centre before. Some of these attendees have gone on to volunteer with the scheme, or attend other THBL events such as the 2018 Family Festival.

EVENTS AND PARTNERSHIPS

York Food Poverty Alliance (YFPA)

In early 2017, the York Food Poverty Alliance was formed with the aim of gaining a better understanding of food poverty in York, and then devising ways in which to combat it.

4CommunityGrowthYork has been part of the alliance since its formation and regularly contributes to discussions with feedback from the communities that it works with.

In the Summer Holidays of 2018, YFPA created a leaflet in an attempt to combat ‘holiday hunger’, a title that describes the difficult situation in which some families find themselves over summer, as they have to pay for more meals for their child.

In addition to raising awareness of the pay-as-you-feel food offerings over summer, 4CGY hubs took part in the initiative, providing food 3 days a week for anyone that visited.

Acomb Jobs Fair – November 2017

In late 2017, 4CGY funded a jobs fair to be held in Acomb. A total of 334 individuals attended, as well as 29 companies.

Although it has not been possible to ascertain how many people entered paid employment, or changed jobs, as a result of this event, feedback strongly indicated how positive attendees had found the event. This is further strengthened by the fact that this was the best attended jobs fair outside of the city centre in a number of years.

Connectivity

4CommunityGrowthYork connects into the City of York Council 'Creating Resilient Communities Working Group' and 'Financial Inclusion Steering Group'. It also works in partnership with Tang Hall Big Local, Chapelfields Community Association, Foxwood Community Centre Management Committee and Bellfarm Community Association.

Community First – Savings and Loans Credit Union

A partnership with Community First is currently being explored by the 4CGY project. Whilst limited work has already taken place, the rebranding of the Credit Union has made it difficult for this to happen reliably.

Over the coming weeks, outreach work by the Credit Union will commence at 4CGY hubs with the aim of encouraging residents to save money. This would be a key step forward for the 4CommunityGrowthYork project, particularly with regards to the sustainability of the impacts seen on project participants.

RECOMMENDATIONS

- **Over the next 6 months, the project should focus on ensuring its activities are sustainable**
- **Future events should have a greater focus on equipping participants with the skills to make the most of their income – particularly where individuals have seen an increase in their disposable income**
- **Robust data collection tools should be developed to allow for the use of the social value engine in the final project evaluation**



This information can be provided in your own language.

Informacje te mogą być przekazywane w języku ojczystym.

Polish

Bu bilgi kendi dilinizde almanız mümkündür.

Turkish

此信息可以在您自己的语言。

Chinese (Simplified)

此資訊可以提供您自己的語言。

Chinese (Traditional)

 01904 551550

		2019/2020															
Ref	Project Plan	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	Comments
	Proposed Project Extension																
	Workstream 1 - Project Sign off/Agreed																
1.1	Executive Member Decision Session		■														
	Workstream 2 - Ward Member Engagement																
2.2	Ward Team meetings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
2.3	Ward Committee meetings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	Workstream 3 - Direct Activities																
	Chapelfields Community Hub																
	Volunteer recruitment campaign				■	■											
	Volunteer training and development						■	■	■	■	■	■	■				
	Media Campaign - Hub Promotion			■					■								
	Partner Services				■	■											
	Social Value Assessment				■	■											
	Sustainable Model Milestone														■		
	Red Tower Community Hub																
	Volunteer recruitment campaign				■	■											
	Volunteer training and development						■	■	■	■							
	Media Campaign - Hub Promotion			■					■								
	Partner Services				■	■											
	Social Value Assessment		■			■									■		
	Sustainable Model Milestone									■							
	Foxwood Community Hub																
	Volunteer recruitment campaign				■	■											
	Volunteer training and development						■	■	■	■							
	Media Campaign - Hub Promotion			■					■								
	Partner Services				■	■											
	Social Value Assessment	■													■		
	Sustainable Model Milestone									■							
	Tang Hall - Credit Union and Food Offer																
	Holiday Food	■	■		■		■	■	■	■	■	■	■	■	■	■	
	Credit Union	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
	Monthly Operations Group meetings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	



**Decision Session – Executive Member for
Economic Development & Community
Engagement**

5 February 2019

Report of the Director of Customer and Corporate Services

Town Crier

Summary

1. This report outlines proposals to attract a volunteer to undertake the role of Town Crier for the City of York, as a result of a combined initiative involving Make it York, York BID and the Sheriff of the City of York.

Recommendation

2. The Executive Member is asked to:
 - i. acknowledge the role of the Town Crier on behalf of CYC
 - ii. approve the process for attracting a volunteer to undertake the role, as detailed in this report

Reason: In order that the individual recruited is eligible to join both the Ancient & Honourable Guild of Town Criers and Loyal Company of Town Criers, therefore attracting public liability insurance.

Background

3. There are around 200 Town Criers in the Country. Chester has a professionally paid Town Crier who makes daily proclamations at the City Cross. The last Town Crier in York was appointed by York Visitor Conference Bureau in 1990 and retired in 2007.
4. The current Sheriff identified a need for a Town Crier after attending several events in the City Centre where they went unannounced. They felt it was befitting that a historic City, with an active Civic Party and a

Lord Mayor of 'Right Honourable' status, have a Town Crier for special events.

5. A Task Group formed of the Sheriff of York, Councillor Ashley Mason, and representatives from Make it York and York BID held meetings in August 2018 to discuss recruiting a Town Crier for York.
6. Make it York and York BID were supportive of the idea and felt that the role would have a positive impact on tourism and promoting the City.
7. A further meeting was held and, in addition to the Task Group, was attended by Councillor Keith Aspden (Executive Member for Economic Development and Community Engagement), the Council's Monitoring Officer and the Civic Office. Group Leaders were also consulted. The following proposal was agreed:

Proposed Agreement

Income:

- York BID have proposed a one-off payment of £2000
- York Civic Trust have proposed a one-off payment of £400
- Any income generated by the role will fund ongoing costs associated with the role (set out below). This money will be held by York Civic Trust.

Initial Costs:

- £1600 – Livery
- £150 – Clothing, scroll, bell etc.

Ongoing Costs:

- Cleaning and maintaining Livery - £120 p.a
- Fees payable to the Ancient & Honourable Guild of Town Criers and Loyal Company of Town Criers - £70p.a (appx)
- Reasonable travel costs to be reimbursed

Attracting a Volunteer

The standard process for attracting a volunteer to perform the role of 'Town Crier' involves providing a role specification, an Application Form and a Trial Cry (or audition).

- A role specification has been produced by the Task Group with advice from a current Town Crier. This is attached at Annex A.
- Make it York will create an application form for the role.
- The role will be advertised in the York Press and by Minster FM and Radio York.
- Interviews will be held on a suitable date
- Auditions (Trial Cry) will be held on the steps of the Mansion House.
- A panel comprised of representatives from Make it York, York BID and the Civic Party will appoint a Town Crier following this process.

The Role

8. The Town Crier will play an important role in the Civic life of the City, as well as actively promoting tourism. A volunteer is considered suitable for role and would manage their own engagements liaising with both the City of York Council Civic Office and Make it York.
9. The Civic Office will provide dates of appropriate Civic Events to the Town Crier.
10. Make it York will liaise with the Town Crier on all other events. The Town Crier may attend openings and events but businesses will not be able to approach the Town Crier directly, all requests will be dealt with by Make it York.

Consultation

Consultation has taken place across the City in relation to the value of York having a 'Town Crier' once again. There is clearly support for this tradition to be re-introduced within this historic city, given the interest expressed by Make It York, the BID and the Civic Trust.

Options

1. Option 1 – That the Executive Member acknowledges the role of the Town Crier on behalf of CYC, and approves the process for attracting a volunteer, allowing the individual to join both the Ancient & Honourable Guild of Town Criers and Loyal Company of Town Criers and attract the associated public liability insurance.
2. Option 2 – That the Executive Member chooses not to formally recognise the role, which would mean that any voluntary Town Crier undertaking the role in the future would not be acting in any officially recognised capacity and would not therefore attract the associated public liability insurance referred to above.

Analysis

11. The Executive Member will need to consider whether he wishes to formally acknowledge the role of Town Crier, given that there is some collective city wide interest in restoring the role in York bearing in mind its historical and civic roots. In order to join the Ancient & Honourable Guild of Town Criers and Loyal Company of Town Criers the individual recruited to the role needs to have been formally recognised by at least a Parish or Town Council. This membership includes public liability insurance.

If York is to move forward with the role, it is important to consider whether there are benefits to having it formally recognised and therefore properly insured. It would seem appropriate to adopt this way forward, not only for public liability insurance and the privilege of becoming a Guild Member but in order to establish proper connections with the city in terms of what engagements a Town Crier could usefully and appropriately cover. .

Council Plan

12. This proposal contributes to the economic development strategy by promoting tourism in the City.

Implications

- **Financial** Funding for the role will initially be provided by York BID and York Civic Trust. Income generated by the role will be held by York Civic Trust and used to cover ongoing costs.
- **Human Resources (HR)** Attracting a volunteer to the role of Town Crier will be handled by Make it York in accordance with appropriate arrangements for volunteers
- **Equalities** none
- **Legal** none
- **Crime and Disorder** none
- **Information Technology (IT)** none
- **Property** none
- **Other** none

Risk Management

Whilst there are no risks associated directly with the recommendations in this report, it is worth noting that there could potentially be risks associated with public liability insurance for individuals undertaking the role if the Executive Member decides not to formally recognise the role of Town Crier for the City of York.

Contact Details

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Chief Officer Responsible for the report:

Ian Floyd
Corporate Director of Customer & Corporate
Services

Report **Date** 28 Jan 2019
Approved

Specialist Implications Officer(s) List information for all

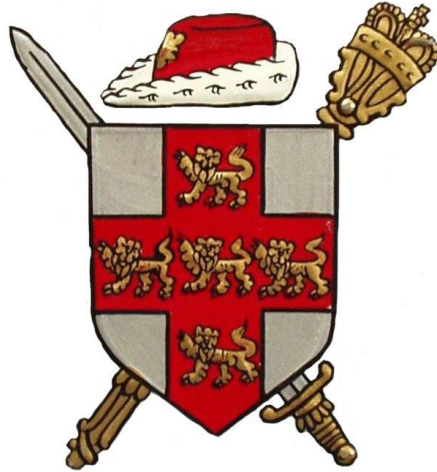
Wards Affected: List wards or tick box to indicate all **All**

For further information please contact the author of the report

Background Papers: None

Annexes

Annex A – Role Specification



City of York Town Crier

Role Specification

Main Duties

- To act as an ambassador for the City of York
- To produce appropriately worded proclamations for a range of events
- To undertake independent research and be reactive in order to produce proclamations at short notice, for example on the arrival of a royal baby
- To cry about a range of events and newsworthy happenings, both in the city centre and other popular districts such as Acomb and Haxby shopping precincts
- To support the Lord Mayor and Civic Party at key events
- To provide general advice, directions and information on the history of the City to tourists and residents

Person Specification

Area	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • A working knowledge of the city centre geography and tourist attractions/restaurants/public houses 	<ul style="list-style-type: none"> • Knowledge of York's history • An understanding of the Mayoralty and Guilds of York
Skills	<ul style="list-style-type: none"> • Able to write appropriately worded proclamations based on brief details • Computer literate • Able to speak confidently in front of large groups 	<ul style="list-style-type: none"> • Previous work as a Town Crier or similar post
Personal attributes	<ul style="list-style-type: none"> • Clear, loud voice • Confident • Approachable • Polite • Diligent • Trustworthy • Resourceful • Flexible • Ability to stand for long periods of time in all weather conditions 	