

Community Outreach Development to Support 4CommunityGrowthYork (4CGY)

Introduction

4CommunityGrowthYork is the name of a two-year Area Based Financial Inclusion project running April 2017 to March 2019. The project aims to support people in the identified communities to realise their potential and encourage financial stability and self reliance.

The project is a multi-agency financial inclusion project in targeted areas within the following wards:

- Westfield (all)
- Clifton (part)
- Guildhall (part)
- Heworth (part)
- Hull Road (part)

The project concentrates on the communities in York currently or recently in the bottom 20% nationally as ranked against the Indices of Multiple Deprivation (IMD). In 2010 York had 9 Lower Super Output Areas (LSOA's) in the bottom 20% IMD nationally. This figure was updated in 2015 to 5 LSOAs in the bottom 20% IMD nationally. These LSOAs in the bottom 20% IMD are pepper potted across the authority area and in many cases our most deprived households are adjacent to some of the most affluent which in itself polarises the issue for residents.

Capacity and Next Steps

Review of the effectiveness of the early stages of the project has clearly shown the value of face to face work, building trust and relationships within the communities in the project area and taking a multiagency area based approach.

In order to build on early successes and to ensure that the project has the best reach within communities additional community outreach capacity would be required to:

- Build and maintain effective multiagency networks and knowledge of local offers

- Bringing together professionals to ensure that networks are effective and best use if made of the resources invested
- Identifying key individuals within the local community who can influence and support community development
- Seeking out volunteers to support particular projects
- Design and deliver community engagement and capacity building events
- Contribute to campaigns to raise the profile of area and its assets
- Support individuals to explore aspirations and build confidence identifying participants through skills workshops and drop ins
- Capture and maintain progress information to contribute to a social value assessment of the project including case studies
- Developing new provision to support local communities
- Identifying and developing new projects for local people to develop skills
- Referring appropriate individuals to programmes to support their development e.g.
 - Learning and training opportunities
 - Benefit take-up campaigns
 - Debt and financial planning advice, support and guidance
 - Personal development and Wellbeing support
 - Employability programmes and events
 - Volunteering and work experience opportunities
 - Business and social Enterprise development opportunities

There is a particular requirement to support the newly established Chapelfields Community Hub and work with Citizens Advice York around their budgeting and information cafe initiatives in Chapelfields, Tang Hall and Clifton.

Success Indicators

What does Success look like for the 4CGY Project?

- Fewer people using unlicensed/unregulated money lenders or accessing high cost loans
- Fewer people in rent arrears
- Fewer people in fuel poverty

- More people saving regularly
- More people accessing personal and professional development opportunities
- More people volunteering and more local volunteering opportunities
- An increased sense of belonging/community
- An increase in participants confidence
- An increase in local enterprise

Monitoring and Evaluation

The Community Outreach support would be commissioned for 12 months initially and reviewed after 6 months and 9 months of operation in order to assess the effectiveness of the approach and return on investment. There is the potential to extend the project subject to funding availability.

There are to be monthly monitoring meetings between the manager of the commissioned service and the Area Based Financial Inclusion Project Manager who in turn will report back progress to the CYC Financial Inclusion Steering Group.

Information expected at the monthly monitoring meetings would include:

- Number of contacts made
- Number of participants progressed
- Number of network contacts developed
- Number of activities delivered

In addition a minimum of 6 case studies capturing the impact of the project should be supplied over the lifetime of the commissioned project.

Staff resources delivering the project should be supported in terms of their own professional development e.g. if not already holding IAG level 2 then they should supported to achieve this and offered opportunities to shadow current Community Outreach staff.