

## Mid project update for the ISG - Big Local North East Hastings

### Progress of the Getting Started team – Saturday 11 May to Friday 5 July 2013

This mid project update is intended to give the ISG an idea of the progress that the Getting Started team has made since 11 May 2013.

#### Who are the Getting Started team?

From May to August 2013, the Getting Started team will raise awareness of the Big Local in the North East Hastings area, and consult with local residents.

The Getting Started team are still the same people who designed and submitted their original proposal in February – **Peter Thorpe (main contact), Steve Manwaring, Barry Cooper, Jodie Cornford and Nick Wates**.

The lead organisation is now **Hastings Voluntary Action**, together with community planning expertise of **Nick Wates Associates**, and participatory appraisal skills from **Hastings Trust**.



#### Progress

The Getting Started team submitted our proposed programme of activities, and we are broadly on track to achieve all of our plans. The team have participated in more community events than expected, and we have involved more schools than originally planned. However we participated in fewer half term activities than anticipated, and there is likely to be lower take up of the community hub bursary.

There are some minor changes to our proposed programme which we will discuss with the ISG Chair and Local Trust rep, plus some additional activities.

#### Leaflet & posters

An initial Big Local leaflet was created for the Ore Village Fair (11 May), publicising the Roadshow dates, and the Big Local website.

A second Big Local leaflet was professionally designed, which included a reply slip for people to express their views. This leaflet has now been hand-delivered to every household in the Big Local area, and copies distributed to many public locations and community hubs throughout the area. We wanted to ensure that all residents in the Big Local area received information about Big Local.

We have also created posters to promote Big Local, and we are distributing them to the community hubs and to local businesses.

***Number of households who received a Big Local leaflet = approx. 3500.  
33 leaflets returned so far (deadline 31 July)***

## Website and social media

A website [www.biglocalnortheasthastings.org.uk](http://www.biglocalnortheasthastings.org.uk) has been created, which is the first central point of information about Big Local in North East Hastings, and we are adding content and functionality to it as we progress. Recent additions to the website are:

- A pop-up survey to gather people's views
- A calendar of local events, which potentially could be used by the local community beyond Big Local
- Copies of past reports covering the Big Local area, which form part of our literature review
- Photos of the local area, which bring the website to life

We have also created a facebook and twitter account (@biglocalhasting) and we have been tweeting furiously over the past fortnight, and we are grateful to people who have retweeted our messages.

Two members of the ISG have been identified as points of contact for website and social media issues, and we welcome their observations and are addressing the points that they have made.

## Hastings Observer

We have written 2 articles for Hastings Observer, to publicise Big Local and particularly the roadshows. These were published on 14 June, 28 June. We have followed the "pre-approval protocols" within the contract prior to publication.

## Gateway event

The Gateway Event was a targeted event for key stakeholders, and differed from the roadshow which are open public events. It took place at the Bridge Community Enterprise on Thursday 13 June 6pm-9pm. At the Gateway Event we informed attendees about Big Local, set out the Getting Started proposed programme over the next few months, and encouraged attendees to promote Big Local through their networks and members and to promote the Getting Started activities.



**Over 20 people attended the Gateway Event,** and we were pleased with the range of people who were there. We have kept in touch with people on the invite list, and we are encouraging them to promote Big Local.

Useful feedback we took from the Gateway Event included having an incentive for people to return the leaflets or fill out surveys, and discussions about the boundary of the Big Local area. All the feedback is being written up and will be made available on the website.

The event was very positively received and a number of groups have suggested that the Resident Led Partnership considers a couple of networking opportunities per year, of this type, so that groups can fully explore opportunities to share knowledge and identify areas for input or collaboration.

## Local community events

We originally said that we would promote Big Local at 3 community events, but following the success of the Ore Village Fair we quickly decided that local community events were an effective way to reach local residents.

Examples of some of the events where we have promoted Big Local include:

- Ore Village Fair (11 May) – spoke to over 100 people, and almost all had not heard of Big Local.
- Adventure Playground (8 June)
- The Bridge (8 June)
- Christchurch fundraising event

Please make sure the Getting Started team are aware of any forthcoming community events where we can promote Big Local. We will also add public events to the calendar on the Big Local website.

## Roadshows

Since the Ore Village Fair in May we have been advertising the Big Local roadshows. The first took place on Saturday 29th June 2013 at Hastings Adventure Playground, Upper Broomgrove Rd 1:00pm - 6:00pm. We particularly chose this venue as we felt it would attract children and parents, and we spoke to **63 people aged between 3 and 85 years old**. We were very pleased how participants interacted with the activities, such as the map board and the timeline, and they used the tools to express a broad range of views.



**“A good opportunity to share ideas and talk about our area”** was how one resident described our first Big Local roadshow.

Several of the participants had never been to the Adventure Playground before, and intend to take their children there in the future. This fits our aim of increasing sustainability by connecting residents with local facilities and services.

The second Big Local roadshow will take place on **Thursday 11th July 2013 at The Ore Centre, Old London Rd 10:00am - 2:00pm & 6:00pm - 9:00pm. All welcome.**

## Community Hubs

We believe that “community hubs” are important as they are a focus for activities within each neighbourhood and provide a neutral space for people to get to know each other and build support structures. We have focussed on five community hubs in the Big Local area:

- Downs Farm Community Centre
- Ore Community Centre
- The Bridge Community Enterprise
- Broomgrove Community Centre
- Hastings Adventure Playground

All five community hubs agreed to host a postbox to receive Big Local communication from local residents, such as reply slips. All the hubs have also got Big Local displays promoting the initiative.

We have been holding Big Local events at the community hubs, and promoting Big Local at events that take place there.

Downs Farm Community Centre will be promoting Big Local at their Community BBQ on Friday 12 July, taking advantage of our Big Local bursary. We are also in discussions with another hub about an event they may hold.

### **School activities, half term activities, and youth activities**

Through discussions with Ron Bennett (ISG Chair), Amanda Chrisford (Hastings Academy) and Carole Dixon (Educating Futures Trust), we are developing an approach for schools in the local area, and created appropriate materials, as well as increasing the number of schools that we will be including.

All schools in the vicinity of the Big Local area are aware of Big Local. In some cases we have led Big Local activities with children, in other cases teachers have led.

#### ***37 young people have completed the 'school' project sheets so far.***

We promoted Big Local in half term activities at Halton Baptist Church, and also at the After School Club at Broomgrove.

We are acutely aware that whilst we may reach some young people through our programme activities and engaged with a number at the Adventure Playground. We wanted to go further and try and capture views from young people in the area who were not part of an existing group and were least likely to attend a roadshow event. Therefore we have commissioned a specialist agency to undertake a programme of **detached youth work** to engage with young people in areas where they “hang out”. The methodology includes the production of a video by young people which will provide a summary of their views.

### **Volunteers**

**21 people have offered to volunteer so far**, and we are connecting them with appropriate volunteering roles for them. Some volunteers have already helped to deliver leaflets, some have assisted in Big Local events, and **10 people have said that they are interested in joining the Resident Led Partnership** for Big Local.

Through a manual postcode search we have identified an additional 120 people on HVA's database who live in the Big Local area and who have offered to volunteer in the past 10 years.

We are very keen to achieve a good transition between the Getting Started phase and any subsequent work or involvement via the partnership. We would therefore like to be able to discuss with potential volunteers or partnership members the nature of any future involvement and the support available to them.

We also want to increase sustainability by embedding volunteers in existing community based organisations - please tell us about volunteering opportunities you have in the Big Local area.

### Street campaigns

We have pencilled in dates for these towards the second half of the Getting Started phase. These will target parts of the Big Local area that are under-represented such as Harkness Drive.

### Literature Review

We are gathering a collection of documents on regeneration and previous community consultations in the North East Hastings area. We are making them available on the Big Local website (Before Big Local tab). We are also looking for somewhere to hold hard copies of these documents, possibly Ore Library. The timeline has been contributed to by community members and has been a very powerful way of engendering discussion about the positive and negative aspects of the area's past and different things which have happened.

If you know of any other previous documents please let us know.

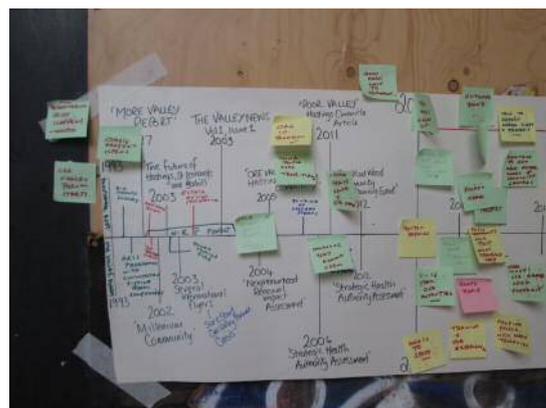
### Review of participation so far and Additional Activities

We want to ensure that we are reaching under-represented communities and seldom-heard voices.

In order to do this we will see whether we can set up focus groups of local BME residents, LGBT residents, and residents who are disabled, with the help of relevant community organisations such as Hastings & Rother Rainbow Alliance.

We also intend to frequent various venues over the next few weeks to try and engage with the typically more elusive residents – places such as:

- Malvern Way Fried Chicken Bar
- Malvern Way Post Office
- Pubs including the Old King John and the Kings Head
- Old London Road Post Office
- Bus stops
- B&Q



We are also keen to identify opportunities for residents to engage via businesses such as Ore Café, hairdressers, B&Q etc so that we are giving every opportunity for people to engage and build awareness of the programme.

### Actions for the ISG

- It would be useful to know what we can tell potential volunteers about plans beyond the Getting Started phase, and what potential volunteering roles there may be.
- Similarly, for those people that have expressed interest in joining the Resident Led Partnership, we would like to keep them informed of the next steps

- Please tell us about volunteering opportunities you have in community based organisations in the Big Local area.
- Please inform the Getting Started team about any local community events where we can promote Big Local.
- Please let us have any other documents that might be relevant for the website.
- We would like the ISG to consider how potential volunteers can be supported after the Getting Started phase
- We would also like the ISG to consider how they will keep the website and social media active.

We will also discuss the following with the ISG Chair and Local Trust rep:

- Minor changes to our original programme
- Timescales for the end of the Getting Started phase, dates for the completion of the final report and presentation to the ISG; format and quantity of final reports.

For further information about the Getting Started programme, contact:

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