

A photograph of two young women with dark hair, wearing maroon and black hoodies, leaning over a metal railing and laughing joyfully. The background is a blurred wall of colorful graffiti in shades of blue, red, and purple.

Well Doncaster Annual Report 2017/18

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EXECUTIVE SUMMARY

Well North and Pathfinders continue to embrace a set of principles which, at their heart, seek to empower local people. Trusting communities to shape their futures through creating a culture of enterprise and creativity and building strong connections, especially with the private sector and social businesses.

Continued conversations with the community have identified local priorities and strengths and have lead to co-produced solutions. Many priorities for Denaby from conversations in 2015 have been met and there has been significant progress against subsequent plans. June 2017 saw the programme undertake further conversations across the community to ensure the work remains grounded in the community voice.

2017/18 has seen progress in a range of social opportunities in Denaby and in the collaboration between new and existing groups. The volunteer run Community Library is sustainable, the programme is supporting a calendar of community organised events and there here has been an increased focus on enterprise and links with the business sector to support people into employment and self-employment. Community space has been developed through art and community activity has been supported through the final year of the Community Micro Grant.

Work has begun to support fundamental skills such as literacy as 2017 saw a focus on adult literacy framed around the family, linking with early year's provisions, schools and adult and family learning.

The Craggs Site Management Plan sets out a long term timeline and plans are in place for 2018/19 to see tree clearing and planting, initiate wild life groups and develop links with local schools.

In 2018/19 Well Doncaster is moving to link with wider programmes across the borough that are drawing partners together to create holistic, preventative, social models of support. More can be done to support people to manage their own health and Well Doncaster will continue work with partners to develop self-management in the areas of focus.

In 2018/19, as well as continuing to work in Denaby Well Doncaster will enter a new phase as it expands its reach into four other wards in the borough; Edlington, Balby, Bentley and Stainforth. Work in 2018/19 will focus on scoping and understanding these communities, working with local partners to identify each communities priorities and understand where and how to apply the learning from Denaby.

The programme will continue its commitment to robust and innovative approaches to evaluation and will be working to raise the profile of the learning it has gathered through publishing and sharing its findings.

This Annual Report makes a number of recommendations for 2018/19.



BACKGROUND

Well North is a collaboration between local areas, Public Health England and The University of Manchester which focuses on people and communities. It recognises that everyone wants a comfortable home, a good job and a healthy life to enjoy with family and friends. But life isn't always equal or fair and people who get a raw deal often lose health, happiness and hope.

Well North believes that people and places can change for the better and that local people are the solution. Creating better health and wellbeing is about being part of a vibrant and connected community and living in a pleasant environment and is more than if we smoke, take exercise or eat healthier. Health means tackling debt, lack of jobs, missed educational opportunities, poor housing and loneliness.

Well North follows an asset-based approach to develop communities along these lines, building on the positives in life that create wellbeing and protect health. Denaby Main, in the West of Doncaster, was the initial area of focus.

OUTCOMES

The objectives of Well Doncaster are to;

- Address inequalities, improving the health of the poorest, fastest
- Increase resilience at individual, household and community levels
- Reduce worklessness, a cause and consequence of poor health
- Evaluate, replicate and scale-up Well Doncaster in other suitable areas

By adhering to the principles and focusing on the determinants of health and wellbeing, Well Doncaster can contribute to the complex outcomes relevant to many people and services;

- Reducing demand on unplanned healthcare (reducing the number of A&E attendances and emergency admissions)
- Reduced demand on social care (reducing the number of long term residential placements and increasing the number of people with direct payments)
- Reducing the number of people receiving out-of-work benefits (reducing the numbers claiming Job Seekers Allowance, Employment Support Allowance and Incapacity Benefit).

THE STORY THIS YEAR



Work in Denaby has moved forward, a review of the community conversations of 2015 was followed by sense check in 2017 at a community event to celebrate the first year of the community micro grant. Many of the original Community Explorers returned to continue the conversations in Denaby and get a sense of impact.

The review showed that many of the community priorities have been met. The development of 'Destination Denaby' has been advanced through the development of public spaces through a 33m mural in the shopping precinct, the installation of green gym equipment on Flower Park, a 10 year plan for the Craggs and the development of the community allotments.

The community micro grants supported residents to create new and support existing community groups offering a host of social opportunities to Denaby.

2017/18 saw an increased focus on building a culture of enterprise in Denaby, through the commissioning of 'Get Denaby Enterprising' and supporting residents into self-employment.

Denaby Community Library continues to grow with a strong group of volunteers delivering activities, support and information to Denaby residents. Denaby Reads has been working in the community focusing on innovative approaches to developing literacy skills. Fundamental skills such as cooking were address through a series of cook and eat session in partnership with Denaby Family Hub.

In 2016 Doncaster's health and care organisations produce a five year forward Place Plan, Well Doncaster actively incorporates the Place Plan vision that care and support will be tailored to community strengths to help Doncaster residents maximise their independence, health and wellbeing.



Well Doncaster offers opportunity for all partners to deliver a more collaborative community system focused on improving health outcomes for residents.



THE STORY THIS YEAR

Well Doncaster is supported by Team Doncaster and is working to influence ways of working and embed our approaches and learning into core services as examples of good practice.

Well Doncaster's community insight and health priorities offers a validated methodology to address the health inequalities within our communities. We are working closely with strategic partners and communities to ensure co-produced and joint commissioned services are tailored to meet the communities needs and reduce duplication.



As the work in Denaby continues the programme had begun to look to share and apply the learning from Denaby into other communities in the borough.

Referring back to our original analysis four new wards were selected; Edlington, Balby, Bentley and Stainforth. Each community has their own strengths and challenges. Initial work has started to understand these strengths and challenges by working closely with local people and organisations.

We continue to use a variety of evaluation approaches to understand what works for who and in what circumstances.

We want to be able to use the learning from the work in Denaby in other areas and be able to be responsive and thoughtful to the needs of communities. We used a grounded theory approach to help us understand data and co-produce interventions and approaches.

To strengthen the evaluation, Well Doncaster is incorporating a Realist approach which helps us recognise and begin to account for wider influences. Communities and individuals are complex and it is not enough to simply ask 'does it work?' We also need to understand 'what works, for whom, how, to what extent and in what contexts?' This means we are developing theories about how something works and then testing it through interviews, observations and other data.



KEY ACTIVITY

DESTINATION DENABY

To support 'Destination Denaby' Grays Court was identified as an area that needed brightening up and residents liked the idea of a mural which highlighted Denaby's history. With this in mind Well Doncaster commissioned Doncaster artist Mandy Keating to design a bespoke piece of art along a 33 metre wall that runs the length of the precinct.

A series of workshops were arranged across the community and primary schools to understand how the community saw Denaby and what was important to them and inform the design.

From August-November 2017 Mandy and volunteers, including the Well Doncaster Team, worked to transform the wall with images representing Denaby's past, present and future which included silhouettes of real Denaby residents into the design. Mandy said of the process "Some images of people were very recognisable, such as Deacon riding a scooter and probably helped to secure support from some of the younger residents. Whilst the images of Jim, the older gentleman with his walking stick, was claimed to be several other older gentlemen in Denaby! I liked that people claimed ownership of a character on the wall. To me it meant acceptance of the design and ownership of it too".

To celebrate its completion a event was held at local social Café The Hot Chocolate Lounge located on Grays Court. Residents shared their appreciation for the mural and that it had transformed Grays Court into somewhere you want to spend time and be proud of.

Well Doncaster worked with Denaby's Craganour TARA, Doncaster Council's Communities Team and Ward Members to respond to the needs of the community and installed outdoor gym equipment in Flower Park. The equipment was launched with fitness sessions and is well used by the young people of Denaby.

The Crags continue to be a priority for the community and a 10 year Site Management Plan has been developed which included plans for planting, clearing, increasing footfall and creating a feeling of safety. A number of community events have been held on the crags and businesses have been onsite volunteering their time to painting and clearing entrances to create a more inviting atmosphere.



GET DENABY ENTERPRISING

In August 2017 Well Doncaster commissioned local social enterprise Aspiring2 to deliver 'Get Denaby Enterprising', an approach which offers tailored, one to one business start-up and enterprise support. To help people start thinking about enterprise Aspiring2 initiated the £10 Challenge where residents received £10 to raise as much money as they could for a good cause of their choice. 34 participants raised a total profit of £1385.64 through handmade crafts, baking and holding community events for 15 good causes, leading to a 407% return of investment.

Building on this momentum Aspiring2 rolled out a series of workshops supporting budding entrepreneurs to develop their business ideas, access support around marketing, HMRC and bookkeeping leading to a business plan and an opportunity to apply for a Well Doncaster funded Start-up Micro Grant. The grants are for up to £500 to remove the barrier of start-up costs and applications are reviewed by a panel of local business owners. In the first 8 months 45 people have engaged with this approach, 13 have completed the series of workshops, 9 successful start-up grants and 10 new businesses are registered and trading.

An important part of 'Get Denaby Enterprising' has been the establishment of Denaby Business Club which has gone from strength to strength as new and established business owners meet once a month to support each and network.

Aspiring2 have also been working with local secondary School De Warrene Academy to cultivate an entrepreneurial spirit and 11 pupils created their own events company and will deliver a community event for local residents celebrating the Royal Wedding.

Get Denaby Enterprising will be extended for another year and will become Get Doncaster Enterprising as it widens its focus to the other areas of Well Doncaster.

COMMUNITY MICRO GRANTS

August 2017 saw the first anniversary of Denaby Micro Grant. The grant offers local community groups to apply for up to £500 to support initiatives, projects and events. The Micro Grants applications are reviewed monthly by a panel of local residents. The grant is due to end in the June 2018 and to date there have been 30 successful applications ranging from gardening supplies to create community hanging baskets, sports equipment for local football and cricket clubs and art supplies. To celebrate all that the community have been achieving through the Micro Grant, Well Doncaster hosted a celebration event in August 2017 and invited all the successful Micro Grant applicants to showcase and promote their work to the wider community.

COMMUNITY SPACE

A key part of 2016/17 activity was establishing Denaby Community Library and Hub as a key asset for the community. The space has gone from strength to strength with the library open four days a week and being supported by 6 volunteers, steps are now being made to create a service level agreement with local social enterprise ReRead to manage the library completely. Library staff and volunteers run activities for children and young people throughout the year and local community groups use the space to meet with b:Friend using the space every Thursday morning for older residents to come together with befrienders, Wednesday Denaby Bumping Space meet offering peer support to all ages and Citizens Advice Bureau deliver generalist advice one day a week. The community have come to see the Community Library and Hub as much more than just a library.

DENABY READS

In May 2017 Denaby Reads began to work with the community using innovative approaches to engage residents in developing a love of reading and improve literacy skills. The team have embedded themselves in the community and have linked with local primary schools to initiate reading and homework clubs at the library and provide opportunities for families to read and learn together. The approach is flexible to the needs of the community and seeks to develop reading skills by trying different techniques and removing barriers to learning.

NORTH CLIFF ALLOTMENTS

2017 saw the establishment of Friends of North Cliff Allotments and the group successfully applied for funding to develop the plots and hold events to engage with the community. A Healthwatch Micro Grant was used to support the opening launch event and purchase a Pizza oven, Seed Funding was used to purchase more equipment and Tesco Bags for Life funding funded the incredibly successful Winter Wonderland event in December 2017.

Winter Wonderland saw the community allotments transformed by dozens of Christmas trees, elves and Santa's workshops, Santa's grotto and 3 live reindeer. The event was a huge success with nearly 500 people attending and 360 of whom were children from local schools and nursery's. It was a an excellent example of what can be achieved through partnership working as the Friend of North Cliff, Denaby Family Hub, Well Doncaster, Doncaster Council and community members worked together.

The site continues to develop through ground works and clear ups. Community volunteers have also finished building a chicken shed ready for a family of chickens to live on site. Two local schools visit the site as part of their curriculum and produce grown on site has been donated to community groups where it is cooked and provides hot meal to residents. Future plans are to have a small orchard on the site with fruit trees donated by Landscape Partnership and planted with the support of volunteers.

CONCLUSION

Many of the priorities raised in the community conversations over the years have been met and there has been significant progress against the plans developed by community partners. The themes from the conversations are still relevant and have been expanded through more recent conversations. These themes will broadly define the work of Well Doncaster in Denaby for the next 12 months.

Community involvement continues to be a key strength of the project as Well Doncaster continues to accumulate community insight to drive the work in Denaby. The Micro Grant has provided an opportunity for community groups to spring up and develop as local people are stepping forward to lead the change they want to see, and there is real potential to further identify and develop leadership in the community. 2017/18, has seen an increased focus on work and enterprise, to support people into employment and self-employment and fundamental skills such as literacy as literacy underpins social mobility, civic participation, parenting and employability.

A secondment from the Starting Well Service has been key in strengthening links between Well Doncaster, the community and local services. This has provided a permanent, proactive and responsive presence in Denaby which has aided the development of relationships of trust through the community.

Well Doncaster continues to act as a 'lightning rod' for action and to help coordinate services so that support is there for people when they need it. This will continue in 18/19 and have a wider focus in the new areas of the borough the programme is beginning to work with. Well Doncaster will continue to contribute to wider programmes and services in the Borough, drawing partners together to create holistic, preventative ways of working and develop a thriving third sector which can respond to the needs to the community.



RECOMMENDATIONS

Recommendation	Detail
Strengthen co-production and co-design with the local community	<p>The community conversations have given a deep insight into Denaby and aided the design of the community offer. A sense check undertaken would help to understand any gaps and aid the development of a 3-year forward plan.</p> <p>This will</p> <ul style="list-style-type: none"> • Capture a community perception of impact • Reflect on progress and achievements across the themes • Provide an opportunity for the community to shape the plans within the themes
Co-produce an operational plan incorporating the 5 geographical areas.	Working with people to develop an operation plan for the 5 Well Doncaster areas. We will work together to ensure community health priorities are identified and addressed.
Create a strategic plan to maximise impact on 1,001 days and the links with schools	The greatest way to narrow health inequalities is to ensure that all children have the best start in life. In Denaby Main, good relationships are in place with the Hub Children Centre and the local Primary Schools. A local plan for the 5 Well Doncaster communities will map out the vision, activities, gaps and outcomes to make the most of these important assets.
Strengthen the culture of enterprise in the 5 Well Doncaster Communities and draw on expertise and assets in the business sector	Raising levels of employment will be the key to a sustainable, long-term change (raising aspirations, generating household income and drawing more disposable income to the area). Services will need extending to offer employment and self-employment and links will need strengthening with local and larger businesses across the Borough.
Raise the profile of Well Doncaster.	<p>Well Doncaster is an extremely successful example of Community Asset Based Development and needs to be communicated across partners, stakeholders and dissemination into the public domain.</p> <ul style="list-style-type: none"> • Write a dissemination plan • Write up Appreciative Inquiry for publication
Collaborate with other projects in Doncaster that share the ethos and principles of Well North	Well Doncaster is one of a number of examples using a community and asset-based approach to achieve health, social and/or economic improvements in Doncaster. There are opportunities to collaborate with these other projects and add mutual value.
Align with other Doncaster Council programmes	Well Doncaster is one of a number of locality/place-based approaches in Doncaster; continue to work closely with Team Doncaster and to ensure alignment with Communities, Community Led Support and Commissioning.

THE WELL DONCASTER TEAM



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Well Doncaster