



staffordshire
HOUSING ASSOCIATION

Community regeneration activity

Volume 2, 2010





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Community regeneration

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KEY

Projects in this document link to our strategic vision. Our vision is:



-  Links to 'wellbeing and independence'
-  Links to 'great homes and customer centred services'
-  Links to 'great neighbourhoods'
-  Links to all

1. Community safety and community cohesion

Projects and aims

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Street party



Area:	Fegg Hayes and Chell Heath
National indicator:	5: Overall satisfaction with the local area
SHA contribution:	£500
Match funding:	£500 (AIT)

Activity:

We funded a street party to bring greater community cohesion to an area which is highly segmented. One hundred and fifty people attended. The event included inflatable rides, food made by the local residents' association, street entertainers and a hanging basket competition.

Outcomes:

- Greater community cohesion - residents commented that they had never seen all the villagers coming together in such a way in decades, and as a result residents are working together on events for the local area which is helping to create a sustainable community.
- Overall greater pride in the local area.
- Capacity building residents to take a more active role in community life, which has led to the establishment of a neighbourhood watch group that meets monthly to try and tackle the high crime problem in the area.



Summer holidays activities



Area: Fegg Hayes and Chell Heath
 National indicator: 110: Young people participate in positive activities
 88: % of schools providing access to extended services
 SHA contribution: £800
 Match funding: £1000 (Area Implementation Team)

Activity:

Over 300 young people got involved in positive activities during the school summer holidays. The activities were designed to prevent increases in anti-social behaviour during school holidays.

Outcomes:

- Young people are now starting to take pride in their local environment.
- A safer, happier community.
- Anti-social behaviour rates dropped by 10% in 12 months.

Gym equipment



Area:
 Chell Heath
 National indicator:
 7: Environment for a thriving third sector
 8: Adult participation in sport/physical activity
 SHA contribution:
 £3,000
 Match funding:
 NA Local resident providing free gym support

Activity:

We paid for new mobility-friendly equipment for the gym at Bradley Village. The equipment will allow residents at the village to remain fit and independent, in a safe and comfortable environment.



Outcomes:

- Helped to maintain health and wellbeing of older people.
- Support the development of the Bradley Village Company to increase the activities they manage.

Neighbourhood watch



Area: Fegg Hayes and Chell Heath
 National indicator: 5: Overall satisfaction with the local area
 SHA contribution: £300 for room hire signs and magnets with police contact numbers on for all residents in the village
 Match funding: Staff time from Neighbourhood Management Team

Activity:

We helped residents introduce a Neighbourhood Watch to encourage more crime reporting and address fear of crime.

Outcomes:

- Over 10 arrests made following information that came directly from the group.
- Residents feel safer in their homes and their neighbourhood.
- Fear of crime is reduced, which is helping to make Fegg Hayes a desirable neighbourhood.
- All of this helps to create a stronger sense of community which will benefit the area in the long term.



Residents' association development



Area: Stoke
 National indicator: 7: Environment for a thriving third sector
 SHA contribution: £500
 Match funding: NA

Activity:

We purchased equipment for events for a local residents association.

Fifty residents are now involved in running their own community event for the benefit of the wider community.

Outcomes:

- The group are going from strength to strength, and are working on a number of other projects following the community event, and there is greater community cohesion.
- Supporting this group has also enabled SHA to establish strong links with the wider community in Stoke Town AMI. This will enable more beneficial consultation as part of the forthcoming masterplanning process.

Consultation DVD



Area: City-wide
National indicator: 5: Overall satisfaction with the local area
SHA contribution: £2,500
Match funding: NA

Activity:

We paid for the production of a DVD which will be used to help promote Alhambra Court to a multicultural community with English as a second language. The DVD will also be used to promote other older people's schemes.

Outcomes:

- Older people from ME communities are aware of a new scheme specifically designed to meet their cultural needs.
- Raised profile of scheme and the regeneration taking place in Normacot.
- the DVD has enabled SHA to create a media with which to create greater links with wider, more diverse communities.
- Greater awareness of how to access different types of accommodation in minority communities.



Support for Boother residents' club



Area: Stoke
 National indicator: 7: Environment for a thriving third sector
 125: Achieving independence for older people through intermediate care
 SHA Contribution: £500
 Match funding: £800 (Boother Club and local company)

Activity:
 We helped fund the club's five year anniversary dinner and seaside trip, benefiting over 60 older residents.

Outcomes:

- Greater wellbeing and stronger community for older people in Stoke AMI.
- A forum created to engage with local residents about the West End Village extra care housing scheme.

Gardening scheme at Rowan Village



Area: Rowan Village
 National indicator: 7: Environment for a thriving third sector
 Value: £100
 Match funding: NA

Activity:
 We funded health and safety training for Rowan Village resident Mr Woolley (right), so that he could lead a workshop club in the garden for other residents.

Outcomes:

- More residents now taking an active role in the gardening club
- Resident remaining active
- This scheme has enabled residents at Rowan Village to take an active role in managing the garden, which directly links to the ethos of extra care about retaining independence and wellbeing. One resident in particular has notably changed since taking part.



2. Education and skills

Projects and aims

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Media production course



Area:

Fegg Hayes and Chell Heath

National indicator:

91: Participation of 17 year olds in education or training

110: Participation of young people in positive activities.

SHA contribution: £1,500

Match funding: NA

Activity:

Twenty young people attended a media production course run by a local social enterprise. They produced their own musical film, and two ten year olds gained a GCSE in media.

Outcomes:

- Young people's confidence, skills and aspirations were raised.
- This activity complements the other package of diversionary activities we have funded and has helped to bring down anti-social behaviour by 10% in the last 12 months.
- At least two members of the group were so inspired by the course that they have gone back to gain further qualifications.



Supporting social enterprise



Area: Longton
 National indicator: 171: New business registration rate
 SHA contribution: £720
 Match funding: NA

Activity:

We helped a Staffordshire Housing Association resident to start their own crèche. They now have seven regular child placements and have been passed by OFSTED.

Outcomes:

- A new business start up, which is helping to support the local economy and reduce benefit dependency.
- Resident has increased confidence following a period of unemployment.

Support for cooking club



Area: Stoke
 National indicator: 110: Young people participate in positive activities
 SHA contribution: £250
 Match funding: NA

Activity:

Over 15 young people engaged in a regular cooking class and gained basic hygiene and cooking skills.

Outcomes:

- Young people gained skills.
- Young people's confidence and aspirations increased.
- Through this scheme we were also able to gain links and engage with a number of young people who were causing some problems at SHA head office. We were then able to work with them on a planting scheme to upgrade the area outside SHA offices which is encouraging them to take greater pride in the local area.



Homework club



Area:	Cheadle
National indicator:	2: % of people who feel that they belong to their neighbourhood
SHA contribution:	£2,000
Match funding:	NA

Activity:

We provided funding to develop creative learning support for a homework club for young people living in a domestic violence complex.

The club provides the children with additional educational support to enable them to keep up at school during an emotional and stressful time.

It also provides a forum for them to get to know the other children at the complex to build a social network.

Outcomes:

- Greater emotional wellbeing of young people facing emotional stress.
- Educational attainment developed in young people who may be vulnerable to falling behind at school.
- The scheme is fully occupied. There are 28 young people taking part in the scheme, all of which are using the facilities of the homework club.



Football academy



Area:	Fegg Hayes and Chell Heath
National indicators:	110: Young people participating in positive activities 91: Participation of 17 year olds in education or training
SHA contribution:	£1750
Match funding:	NA

Activity:

We funded a 15-week football academy with two former Port Vale players to put people from Chell Heath youth club through a boot-camp-style course which aimed to improve their football skills as well as their knowledge of health and wellbeing.

Originally the project was designed to support 12 young people, and this has almost doubled because of the success of the course. Two of the older people in the group are now looking for employment as the intensive investment has helped to motivate them to want to improve their lives.

Outcomes:

- Emotional health and wellbeing increased.
- Greater capacity and increased skills and aspirations.
- Fitter, healthier young people (all of the group lost weight and their resting heart rates improved).
- Two of the group are now seeking employment, having dropped out of the school with very few qualifications.



Dance academy



Area:	Fegg Hayes and Chell Heath
National indicator:	110: Young people participating in positive activities 91: Participation of 17 year olds in education or training 50: Emotional health of children
SHA contribution:	£2,500
Match funding:	NA

Activity:

A 15 week course with a professional choreographer for people from Chell Heath youth club, which aimed to improve dancing skills as well as knowledge about health and wellbeing. The group are entering local and regional competitions and have appeared at a football game at Port Vale.

Outcomes:

- Emotional health and wellbeing increased.
- Greater capacity and increased skills and aspirations.
- Fitter healthier young people (all of the group lost fat and their resting heart rates improved).

Resident capacity building



Area:	Fegg Hayes
National indicator:	7: Environment for a thriving third sector
SHA contribution:	£1,130
Match funding:	Support from local JET to find administrative support.

Activity:

SHA funded a package of support for the Fegg Hayes Residents' Association to promote their activities and help build their capacity

Outcomes:

- Greater capacity within the group, allowing them to initiate more projects including a sport relief event.
- Promotion of the group has helped encourage new members to join.
- The group is working more effectively and efficiently, and increasing the range of activities it gets involved in.
- Having an independent, well-run residents' association provides a platform for which to engage with local residents about new schemes and local regeneration.

Supporting a minority ethnic group



Area:	City-wide
National indicator:	7: Environment for a thriving third sector
SHA contribution:	£500
Match funding:	NA

Activity:

We provided funding towards an event developed and organised by Sanja, a local minority ethnic community group. Sanja is committed to creating greater community cohesion in the city and has already had significant success encouraging minority communities to take up training and increase their skills.

Outcomes:

- Greater community cohesion.
- Raised profile of the group encouraging more people to get involved in their work.

Transitional youth project



Area:	City-wide
National indicator:	110: Young people participation in positive activities
SHA Contribution:	£5,375
Match funding:	£150,000 (various other companies)

Activity:

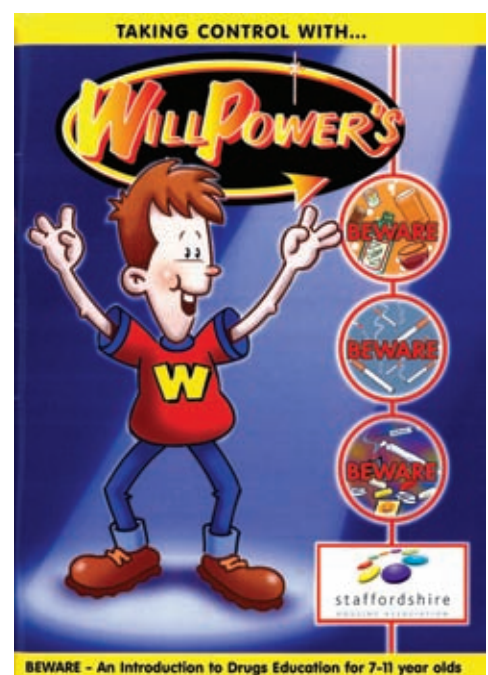
We funded booklets to be distributed to schools. The books tackle issues affecting children aged 9-16.

Subjects covered include peer pressure, crime prevention, alcohol awareness, drugs and solvent misuse, car crime, bullying, racial harassment, personal safety and anti-social behaviour.

We have funded these booklets previously and received very positive feedback from schools about their usefulness.

Outcomes:

- Children more aware, and schools say the booklets have made them think about their actions.
- Although it cannot be directly related, it directly contributed to the reduction of anti-social behaviour, particularly in the Chell Heath and Fegg Hayes area.



Community website



Area:	Fegg Hayes and Chell Heath
National indicator:	7: Environment for a thriving third sector
SHA contribution:	£1,500
Match funding:	£1,500 (Neighbourhood Renewal Team)

Activity:

Training for residents to create and manage their own community website.

Outcomes:

- Improved sense of community and greater community cohesion.
- Residents increasing their skills and taking ownership.
- The website also allows SHA to consult and engage with local residents about future regeneration schemes in their area.



Health and wellbeing course



Area:	Cheadle
National indicator:	50: Emotional health
SHA contribution:	£500
Match funding:	NA

Activity:

We funded a health and wellbeing course for residents at a domestic violence scheme. It specifically addressed their previous traumatic experiences with relaxation and anger management sessions.

Outcomes:

- Residents emotional health and wellbeing increased.
- Greater capacity of residents to move on and rebuild their lives following trauma and stress.

3. Environmental liveability

Projects and aims

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Wolstanton community pride



Area: Wolstanton (SHA property cluster area)
 National indicator: 5: Overall satisfaction with the local area
 Value: £500
 Match funding: £1,000 (in-kind - time)

Activity:

We contributed to Community Pride week by funding and helping with a healthy eating club, a tidy garden scheme, and planting with children. A number of SHA residents and members of the gardening team also took part.

April 2010: St Margaret's Church, Wolstanton, phoned to say 'thank you' as all the bulbs are now in flower.

Outcomes:

- Greater community spirit, leading to greater community cohesion.
- Cleaner local environment, leading to a more desirable neighbourhood.



Stoke allotment scheme



Area:	Stoke
National indicator:	110: Young people participation in positive activities
SHA contribution:	£1,000
Match funding:	£4,000 from local contractor and AIT.

Activity:

We leased and renovated an allotment for a local primary school to enable them to create and manage their own allotment. Volunteers from the teaching staff and the parents association help manage the allotment. The children chose all the plants and vegetables that are being grown and visit the allotment to maintain and harvest the crops. The Allotments Association also helped to grow seedlings for the allotment to help get the school started.

Outcomes:

- Young people have developed their numeric skills and planning skills by choosing which plants they could afford and how long they will take to grow.
- Young people taking pride in their environment.
- Scheme has helped raise the profile of SHA as an organisation committed to local regeneration.



Burslem allotment scheme



Area:	North of the City including Fegg Hayes
National indicator:	110: Young people participate in positive activities
SHA contribution:	£500
Match funding:	£500 (local school)

Activity:

As part of the 'Grow It Eat It' campaign, we helped provide materials and infrastructure for an allotment so that people could grow, eat and potentially sell their own food. Pupils from a local school worked on the allotment.

Outcomes:

- Young people gained skills.
- Families gained access to organic vegetables at a subsidised rate.
- Greater wellbeing of families in a deprived urban area.

Website and arts projects



Area:	Stoke AMI
National indicator:	5: Overall satisfaction with the local area
SHA contribution:	£2,000
Match funding:	NA

Activity:

We helped to develop a community hub website for local businesses and people to access. The website details all the activities and events taking place in the area, to try and encourage greater community cohesion.

The ultimate aim is to help encourage people to live work and visit Stoke Town as part of the regeneration of Stoke Town AMI.

Outcomes:

- Local businesses benefit from increased publicity.
- Residents create wider networks in the community.
- Local derelict buildings have been utilised as a forum to display the art, which is helping to improve the local environment as well as showcase local talent.

Residents' centre mural



Area:	Chell Heath
National indicator:	110: Young people participation in positive activities
SHA Contribution:	£1,100
Match funding:	£1,500 (Neighbourhood Renewal Team)

Activity:

We helped fund a mural on the side of the residents' centre at Chell Heath.

The mural depicts the history of the area and aims to encourage local people to take pride in their history and environment.

The mural was created by the community with the help of a local artist.

Outcomes:

- Improved environment. The mural has been placed outside the Chell Heath Residents' Centre and has greatly improved the street scene and become a talking point for residents.
- Community pride and community learning.



Street improvements



Area:	Sun Street, Cheadle
National indicator:	5: Overall satisfaction with the local area
SHA contribution:	£2,242
Match funding:	NA

Activity:

Sun Street, which was transferred to SHA in 2009, had a poor reputation which was not helped by its poor general condition and lack of maintenance.

We funded a improvements to an area at the end of the street, removing rubbish and overgrowth and creating an attractive space.

Since then, the street has been further improved by a local supermarket and by Staffordshire Housing Association through a facelift scheme .

Outcomes:

- Improved environment.
- Community pride.



Wild space garden



Area:	Normacot
National indicator:	2: % of people who feel that they belong to their neighbourhood
SHA contribution:	£1600
Match funding:	NA

Activity:

We provided materials and gardeners to establish a wild space garden at a school in Normacot. The garden provided colour and interest in the school grounds and a learning tool for science and geography lessons for Year 2 pupils. We also arranged a visit to a local nursery so that the children could learn about the plants they were choosing for the garden.

Outcomes:

- The students take greater pride in their local environment.
- More interactive lessons.
- Encouraged financial management in the students who helped to choose and purchase the plants.

“Thank you for sending the tall gardeners to chop the tall weeds down”

Ashleigh, aged 7

“Thank you for buying us the beautiful plants and paying the bus driver to drive the bus to the garden centre”

Taban, aged 7

“Thank you for killing the weeds”

Ayman, aged 7

“Thank you for improving our environment and making our school much cleaner”

Falak, aged 7





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