

2015

Think Family Neighbourhoods- Selsey Pilot Evaluation



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Selsey Think Family Neighbourhood working Evaluation

1. Introduction

- 1.1 In March 2012 Chichester in Partnership and Chichester District Council agreed to a fact finding pilot be carried out in Selsey to establish the issues and the roles of the agencies and partners in delivering solutions to the issues identified. This report looks at the whole of the project from consultation to delivery to perceived outcomes.

2. Background to Selsey

- 2.1 Selsey is a seaside / fishing / holiday village with stunning views of the Isle of Wight and the Solent. Selsey is home to the Bunn Leisure Enterprise and salad producer Nature's Way and has many thriving clubs and societies to cater for all residents. The area has a large number of part-time residents, who own second homes or caravans in the area, as well as one-off stay visitors. These visitors and part-time residents are considered a valuable part of the community, bringing in money and helping to support local shops and services.
- 2.2 Selsey has the second largest caravan park in Europe, attracting large numbers of holidaymakers during the summer season. This park is also of benefit to the local community in terms of the access to the swimming pool and facilities on site in the summer season for the local residents. Many teenagers in particular use these facilities. It is said that the population of the area more than doubles each year during the summer season. Over the years the resident population has increased steadily due to further housing developments and past holidaymakers relocating to the area seeking a better quality of life.
- 2.3 The Place Survey in 2008 looked at resident perception on a number of issues. Results from this survey revealed that Selsey North was rated as having the second highest level of dissatisfaction in the District in terms of the local area as a place to live and was in the top three for people most likely to say that they cannot influence decisions affecting their local area. Only 78.3% of respondents from Selsey North ward were satisfied with their local area, which is significantly lower than the District average of 90.6% and among the lowest results in the District. This was lower than the figures for West Sussex, the South East and England. Residents from the survey indicated that the factors most in need of improvement were: activities for teenagers; the level of traffic congestion; road and pavement repairs; health services and job prospects. Visual inspection shows a good level of maintenance of properties, although as an eclectic seaside resort, it has its own charms.
- 2.4 Research was undertaken from a range of data from which key issues in the area were identified.
- 1) Concerns about underperforming educational achievement at KS4
 - 2) The lack of local employment opportunities
 - 3) Transport and access to local services
 - 4) Access to Health provision
 - 5) Limitation of youth activities and provision
 - 6) Large amount of low income families

3. Consulting with the Community

- 3.1 The residents of Selsey were consulted a number of times over the years. The Town council completed their own survey with residents. This found the local priorities to be as followed:
1. Sea defences
 2. Roads

3. Community facilities
4. Youth Facilities
5. Waste Disposal / Recycling
6. Shopping
7. Housing
8. Allotments

3.2 It was agreed that a limited Community Engagement exercise should take place in order to test the perceptions of the local community against the statistical findings (appendix 1). A method of structured interviews was adopted, to be conducted at public events where a range of people representative of the local demography could be engaged. Taking the result of this and combining it with the result of previous consultations the following priorities were agreed upon and an action plan developed (full action plan can be found in Appendix 2) :

- Educational Achievement
- Employment opportunities
- Transport and access
- Health provision
- Youth activities and provision

From the action plan a number of projects have developed and evolved, below we set out an overview of these:

4. Selsey Think Family Neighbourhood Benchmarks and Action Plan Outcomes

Set out below is a table of our original benchmark figures and where possible new up to date data that shows differences. However it should be noted that where census data was used this was 2001 and 2011 so progress made here will not be because of this project but of other work done in the area in that time, but set context and travel over time.

	Benchmark data as of March 2012	Most Recent Figure
Number of JSA claimants	189 (Selsey North and South March 2012)	38 (Selsey North and South December 2014)
people stated that they had no qualifications	37.6% (Census 2001)	45.8% (no: 2918) Census 2011
students achieved 5 GCSE A+ - C	Selsey North 31.1% 2009-10 Selsey South 46.2% (Learning Data 2009-2010)	Selsey North 39.7% Selsey South 42.2% (West Sussex Education research 2012)
The rate of theft from a vehicle (5 year rate per 1000 population),	Selsey North 11.5 Selsey South 13.0 (Sussex Police 2006-2010)	Selsey North 11.7 Selsey south 14.7 (Sussex Police 2008-2013)
The rate of domestic violence over five years per 100 population	Selsey North 15.0 Selsey South 12.6	Selsey North 19.4 Selsey South 13.1
Anti Social Behaviour (5 year rate per 1000)	Selsey North 176.1 Selsey South 111.9	Selsey North 161.9 Selsey South 109.5
ASB: Youth marked ASB	Selsey North 60.1 Selsey South 32.7	Selsey North 54.8 Selsey South 37.2
Children under 16 have a Limiting Long-term illness,	4.2%	3.1% - Daily activities limited a lot and a little (Census 2011)

People aged 16-64 have a Limiting Long-term illness	15.6%	10.1% - Daily activities limited a lot and a little (Census 2011)
People aged 65-84 have a Limiting Long-term illness	45.2%	42.1% - Daily activities limited a lot and a little (Census 2011)
Life Expectancy at Birth	78.4 years (Selsey North)	78.4 Years (Selsey North) Source has not changed)
The Under 18 Conception Rate (per 1000 15-17 year olds)	62.2	Only county “hotspots” recorded. None are in our district
Respondents from Selsey North Ward were satisfied with their local area	78.3%	Place Survey 2008 – this was scrapped by the coalition
Children in low income households/ out of work benefits	Selsey North 180 Selsey South 80 (IMD 2010)	Selsey North 170 (18.7%) Selsey South 110 (17.6%) (DWP May 2011, Child poverty HMRC 2013)
KS2 –Percentage achieving level 4 or above in reading, writing and maths. (Medmerry)	84%	94%
KS2 –Percentage achieving level 4 or above in reading, writing and maths. (Seal Primary Academy)	NA	72%

The full action plan and outcomes is set out in Appendix 2. From the action plan a number of projects have developed and evolved, below we set out an overview of these:

- 4.1 **Educational Achievement** -A meeting was held at the Selsey Academy at which local councillors, the headmistress and the chief executive of Kemnall Trust which runs the academy were present. The concerns about the academic achievement record and the Ofsted inspection reports were discussed. The head and Kemnall Trust shared their improvement plans and pointed attention to the progress made in Key Stage 3 which they felt would translate into improved GCSE results when that cohort of children reached that stage, however the current Key Stage 4 cohort had not benefitted from the changes at the school through their earlier years and so the improvements would take some time to show in the overall results. There has since been a change in headmistress. As a result of this work local councillors undertook to encourage members of the community to engage with the school and a councillor is now governor at the school.
- 4.2 In 2013 Selsey Academy saw a 10% increase on the previous year in pupils getting five A* to C grades including English and Maths – which is now 51%, just above the nationally expected level of 50%. In light of the national level falling, and a steady year on year increase for the academy this is a great success. 90% of students received five A* to C without English or Maths. Results in 2014 showed a decline from that level which is disappointing, variation in other schools results is noted and changes to exam marking have been cited.

- 4.3 Meetings were also held with Seal (run by Kemnall Trust) and Medmerry (an independent academy) Primary Schools. Both had plans in place for maintaining and improving results. In response to issues around the readiness for school of some new starters Seal primary has increased by 50% the number of staff managing the reception classes and Medmerry has detached one learning assistant to work directly with children and their families who are having difficulties settling or progressing in the early years of school. Both schools reported that they were now above their recommended numbers and class sizes were increasing above 30.
- 4.4 Two activity days have been delivered to classes at Seal Primary. Both classes were Year 6 pupils (aged 10 and 11) who took part in a "Vote For Me" day, learning about democracy and voting and having a voice in their local community. Pupils had to research issues of concern in their neighbourhood using questionnaires and interview techniques with other year groups in the school. The two classes then divided into groups of 6 and each formed a "political party" taking an issue forward and investigating ways in which they can provide some solutions. Each party put together a manifesto, designed a logo for their party and made rosettes, banners and posters. Pupils then delivered a presentation about their findings and suggested solutions and competed against each other for votes. The classroom was set up as a mock polling station and both pupils and adults were able to vote. Partners included Community Wardens, Town, District and County Councillors who were present on the day.
- 4.5 Through the contacts we have made in other Selsey projects we are currently working with a local company, who from the 12th January 2015 will sponsor breakfasts for those children in low income families at Selsey Academy.
- 4.6 **Selsey Community Nursery** - Selsey had three nurseries, but in early 2014 one of the nurseries decided to close this led to concerns about capacity and performance of nursery provision for the area. The loss of the nursery would leave 84 families without childcare facilities as the other nurseries could not provide the extra capacity needed and a purpose built building would be left empty. The threat of this closure motivated the community, a number of the mothers and interested community members formed a steering group to see if a Community based nursery would be a viable idea. After consultation with the mothers and putting the idea forward to West Sussex County Council and Selsey Town Council (the owner of the Building) and a successful grant bid to CDC, Selsey Community Nursery opened its doors in July 2014. It will offer child care facilities and summer holiday club to local residents with any profit going back into the nursery and a share going to the Town council.
- 4.7 **'Tune In' Youth Project** - The project is a partnership between The Academy Selsey, Snak Shak, Youth Dream and SelseyWorks to provide children and young people at risk of exclusion from school and becoming NEET (not in education, employment or training) or those under 19 who have already become NEET with alternative educational provision and care outside of a school setting. The project will work with The Academy Selsey to identify children who would benefit from being taken out of the classroom and work with them to provide a programme of life skills and vocational training through the AQA scheme. This allows individuals to build up a portfolio of practical skills and gain certificates of achievement in areas that interest and excite them.
- 4.8 Individuals will be referred to the scheme via The Academy Selsey and via SelseyWorks, with an aim to working with small groups of up to 6 individuals at any one time. During the school period they will undertake a number of different modules and skills development courses, which could include

such things as customer service skills, retail skills, nutrition and cooking skills, sexual health awareness, raising self esteem, team working, IT skills. The AQA scheme is very flexible and will allow students to pursue their interests and talents whilst gaining a valuable evidence base that will help to take them back in to employment or further education.

5. Employment opportunities

- 5.1 **SelseyWorks** - was an idea born out of partnership working. Chichester in Partnership wanted to do something in Selsey to help people into work, so they brought together a multi agency steering group to develop a project. The group identified that people in Selsey struggled to reach the job centre in Chichester and there was nowhere for new businesses to test their ideas or be incubated. The group proposed developing a community hub with the aim of getting people into work by offering them the advice that they needed, a facility that offers the training that they need and the opportunity to grow their own businesses while also supporting the current local businesses.
- 5.2 By partners including STC, CDC and Chichester College working together with the community taking the lead, the project has successfully raised £105,000 in start-up funding from numerous sources including Chichester District Council, Selsey Town Council, West Sussex County Council, DWP and The Big Lottery fund. This gives enough funding for 18 months; after that it is hoped the project will be raising enough of its own funds through the pop up shop and hot desks to be self-sustaining. SelseyWorks was developed and a number of different services are now offered from this location and also create some self sustaining income. Partners are committed to providing outreach services in the facility which compliments the work of the SelseyWorks staff.
- Job seeking advice and training
 - career advice,
 - Training Courses
 - Educational/ training advice
 - housing advice
 - business support
 - benefits advice
 - craft courses
 - Money Advice
 - Pop up shop facility to rent
 - hot desks for local businesses to rent
 - Work with Schools
- 5.3 In January 2014 53 High Street was completely redecorated in readiness to become SelseyWorks. The building was redecorated by unemployed individuals doing a course with Chichester College. This gave them an opportunity to work on an actual building, in a workplace setting with professionals. Feedback from participants in this experience has been extremely positive. This has now “spun off” to become a project in its own right offering the service to other community projects in the district. Carpentry work for the building was completed by a local tradesman doing his community service. A number of courses have already arranged to be put on in or around the facility including CV writing, social media for business, grow your own fruit and veg, ipads, kindles and smart phones for dummies, bookkeeping and will writing. Craft courses are being developed to encourage families into the facility as well and we will put on other courses if there is a demand for them. The idea is that this facility is there for the whole community, nobody will be judged and everybody will be helped. SelseyWorks has been open for 6 months now and they have helped a wide variety of people in the community:

Client Mr F: Young man at college seeking part-time work.

- Helped to create CV
- Provided lead for part-time work at local café
- Mr F now has part-time employment

Mrs. W. – A woman in her 50's in receipt of DLA & Contributions-based Employment Support allowance (ESA). Mrs W. was unaware of the difference between Contributions-based and Income-based ESA. She was informed by her NHS Dental Practice that she would be entitled to free NHS treatment after presenting her ESA letter to them. Had a large amount of treatment earlier this year, then received a letter from the NHS requesting over £200 for her treatment. We:

- Supported Mrs. W in filling out the forms for the NHS investigation.
- Liaised and negotiated with both the Dental Practice in question and the NHS through the investigation process, resulting in a fair and positive outcome for all parties.

Mr W. – Recently made redundant, and struggling with Numeracy and Literacy Issues, Mr W. came to us for support. We:

- Created a new CV for Mr. W.
- Referred Mr W. to our Chichester College representative to find courses which could help with his numeracy and literacy issues.

5.4 From February to September SelseyWorks has had 381 clients, 45% of these come in asking for help in returning to work, 14% Benefits advice, 19% other including housing, form filling and food vouchers. So far 30 people have been helped into work and 13 self employed businesses have been set up due to the support that Selseyworks offers.

5.5 SelseyWorks has been an excellent way of finding out the “hidden issues” within the community and for local solutions to be developed. For example Selseyworks had a small number of people facing homelessness issues and bed availability in Chichester was limited. The local church has now set up a local Refuge network for those in need, they offer temporary accommodation until they can find something more permanent in the local area. Working with West Sussex Mediation service they have set up a project called Resolve, this is a developed network of trained volunteers to offer a mediation service to help with neighbour or employment disputes. Finally they have set up “Respect” working with the local health centre to offer a sexual health drop in centre for the community. It has shown an ability to reach those needing help in the community through a local service which people perceive to be independent. The future of this initiative is considered in a further report in Appendix 3.

6 Transport and access

6.1 WSCC took responsibility for this element of work and success was had in mitigating the impact of the Public Transport review. The impacts of a significantly reduced bus service has been addressed by Stagecoach's enhancement of (and investment in) evening and weekend services. Improving the traffic flow down the peninsula was a nonstarter as other parishes prefer the buses stopping traffic as it slows the traffic down.

6.2 A local Community Transport provider SAMMY (others exist) was supported by the funding hub and was successful in getting a big lottery grant which links services with Chichester, Bognor Regis and

Littlehampton. WSCC has put in place an extension of the Concessionary Fares scheme to young job-seekers to cover all geographical areas including Chichester.

6.3 The development of Selseyworks which offers public services in Selsey will also help residents access services more easily.

6.4 **Cinema Club** - With an 8 mile trip to the nearest cinema and no late night buses a regular request from residents was for a cinema facility. Selsey Town Council responded to this request by creating the Selsey Cinema Club. On a regular basis the Town Hall is used to show recent blockbuster films and in the school holidays they put on films for children. The council sell tickets, drinks and sweets and the profit from this covers the cost of putting on the movies. The council has recently been successful in a funding bid for their own cinema equipment.

7 Health provision

7.1 Residents were particularly concerned about the availability of appointments at the GP practice during the busy summer months when the seasonal population increases. A meeting was held with the Practice Managers from Seal and Selsey medical practices to discuss the issues raised. It became clear that there is an element of people having high expectations about the level of service they are able to provide. However the Practice Managers stressed that they always ensure that people who need to be seen by a GP are seen and often that involved staff working late and dealing with people who could easily have got help from other sources. It was agreed that we needed to do some work to redirect people to the most appropriate service to meet their needs. For example, people needing a repeat prescription can receive their medication via their own GP and the local pharmacy rather than seeing the local GP.

7.2 A further meeting was held with Bunn Leisure to understand the information they give to visitors and the level of first aid they provide on their sites. They were happy to ensure that the right information is available to visitors and would provide training to enable staff to support this.

7.3 Working with Coastal West Sussex Clinical Commissioning group we have developed a new information leaflet specifically for Selsey which provides information about where to access appropriate health care when visiting the area. A follow up is being made to consider the impact.

8 Youth activities and provision

8.1 Selsey Sports Dream was set up to maximise the use of new sports facilities and develop new sport, activities and exercise identified as needs and wants in local surveys. Sports Dream grew all kinds of activities and better facilities from walking and basketball to football, cricket, athletics and 'Fitter Sitters'. Though not exclusively for children and young people more sports activities are for, and with, the younger age range. Some pioneering work has happened such as one of the first girl's cricket teams.

8.2 Selsey Youth Dream followed success with sport development in Sports Dream and began supporting various activities. For instance the successful Snak Shack youth drop-in and a drama club that preceded the Youth Dream was one amongst many activities that needed development, expansion and sustainable community management. The Youth Dream is a partnership that helps all kinds of local youth activities such as sports, Guides and Scouts, church groups, summer schemes and the Teen Zone. We have encouraged both Youth Dream and Sports dream to work together to share opportunities of collaboration.

- 8.3 There is little entertainment in the evenings for young people, which can lead to low-level issues with anti-social behaviour, and also young people dropping into substance abuse issues. To counter this, the Snak Shak youth drop-in was formed several years ago, to provide a place for young people to meet and socialise in warmth and safety. The drop-in operates two nights a week on a Monday and Tuesday from an old warehouse in the High Street.
- 8.4 Snak-Shak, in partnership with Selsey Youth Dream have gone on to recruit a Youth Worker, who is available in the evenings at the Snak Shak, but who also supports the Academy and delivers a number of projects to help vulnerable and disengaged young people during the daytime. These include the forthcoming 'Tune-In' project, as well as the weekly 'boys' and 'girls' after-school groups, working with children identified by the Academy as exhibiting potentially risky behaviours to raise their self-esteem and aspirations through an intensive programme of group activities.
- 8.5 CDC Community Warden in the area developed a girls group to help young girls in area have a safe place to go. She has also been instrumental in developing relationships with local groups such as the Community Forum (see 9.3). She has helped in developing a sense of collaboration between community groups and helped in realising their aims.
- 8.6 Small amounts of support, expertise and grant funding can lead to big results as the work in Selsey demonstrates

9 Other Projects

9.1 The Think Family Case worker has been working with a number of families in the area. Some case studies are set out below and show how the works we have done complement each other and can help residents in these communities.

O Family

A was supported by SelseyWorks in starting her own business selling crafts. She worked the CDC Business Support officer who was able to provide valuable advice. Alongside this she attended a number of workshops facilitated by SelseyWorks supporting with business development. A's designs were displayed in the pop up shop and sold

B Family

J was able to develop a business plan with support from economic development and SelseyWorks. J was supported by Selsey works who provided valuable advice where to source materials for her artwork from and advice around costings and profits. J is no longer in receipt of income support and is self-employed and selling her work

G Family

A was supported by the "Choose Work" co-coordinator to secure employment in the care sector; she is now receiving training alongside her employment and is in a significantly better position financially.

J is 14 and a non-school attendee attending the "Tune in Project" being facilitated by the Sesley Works and selsey youth worker, with the desired outcome of returning to mainstream education.

9.2 Selsey 'runs five local forums to help itself'. The forums are as follows

9.3 **The Community Forum** – an overarching umbrella group that helps Selsey Town Council and Selsey Community groups draw together community, planning, safety and community celebration activities in the area. CDC send representation to this meeting

- 9.4 **The Selsey Youth Network** – Co-ordinating the work of the local youth groups, town, district and county councils and the local schools to support the young people of Selsey. The Youth Forum has facilitated the development of partnership projects such as the ‘Tune-In’ project
- 9.5 **The Arts Forum** – Co-ordinating arts and creative activities in Selsey, and helping to draw together events such as the annual Selsey festival, which runs for three weeks in August and working on developing and supporting community heritage and assets.
- 9.6 **The Care Forum** – Helping to support vulnerable members of the community by bringing together representatives from partner organisations such as the community wardens, housing associations, doctors surgeries, churches, community transport networks and carers groups to identify and develop project to support individuals. The Good Morning Selsey telephone befriending service is an example of a project championed by this group, with volunteers providing a morning call to individuals to offer friendship, a daily welfare check and support to combat isolation and loneliness.
- 9.7 **The Funding Forum** – representatives from the many community groups working in Selsey meet on a regular basis to look at ways that resources can be shared, opportunities for social enterprise can be expanded and that projects and programme bids can be developed in a co-ordinated manner. At present a number of partners are working on a co-ordinated Big Lottery Reaching Communities bid to try and draw together the many strands of work they are undertaking into an overarching project.
- 9.8 Through co-ordinated community action and co-operation many community–run activities have developed, and out of one success many others have been initiated, developed and expanded.
- 9.9 The community organises a number of events each year, including the annual Lifeboat Week, which raises enormous amounts of money for the RNLI station at Selsey every year and involves the whole town in various events, culminating in a grand fireworks display and the famous Lifeboat Day each, which is attended by thousands of people and provides a real focus for the community.
- 9.10 The active local business community organises a number of events each year, including the annual business awards, whilst local traders also actively organise the annual Christmas Lights Display and Switch-on Evening. The Selsey Town Team helps to proactively organise events that benefit the town, recent examples include a week-long Walking & Outdoor Festival and funding a D-Day commemoration event to mark the important role that Selsey played in WWII.
- 9.11 The community has a volunteer-run internet radio station, which produces a regular podcast which can be downloaded via you-tube by local residents. Although still in its infancy, the project aims to become an income-generating social enterprise to help support the work of Selsey Youth Dream.

10 Analysis / Lessons learned

- 10.1 This project has been difficult to deliver, engaging the correct partners at the appropriate level, finding resources and development of solutions to local problems have all been issues. Nearly all the local partners have been going through reviews and facing recessionary pressures. Consequently partners tended to engage where projects met their own aims. The aim of such partnership work is to find shared outcomes that many partners can support and engage but often

when it is a single outcome or the outcomes are more intangible it will only be the benefitting agencies that will engage. The project had no specific funding and sought support through partner resources rather than cash funds. CDC sought to be the facilitating presence that supported community efforts providing a stimulus, advice, guidance and signposting support and funding where possible, but it is the strength of the partnership that the right agencies are identified and brought together in a way that takes forward projects like SelseyWorks as focus for the community which can have multiple benefits and outcomes.

- 10.2 Legitimacy was an issue initially; partners questioned why CDC was involved, especially where an issue was not a statutory duty or previously an area of particular concern e.g. education
- 10.3 The issue of engagement and funding becomes critical in sustaining projects. With recurring funding limited it is difficult to ensure a project can be established and integrated into mainstream services, which should always be the aim of a project.
- 10.4 Identifying data which is sufficiently local and collected regularly enough to identify change is an issue. E.g census data is only available on a 10 year cycle. Therefore choosing appropriate measures is key.
- 10.5 We have managed to complete a cost benefit analysis of the SelseyWorks project. We are using the DCLG cost savings tool as the basis for this analysis, some of the values in the DCLG calculator may be overly optimistic – however they are the values that are being used nationally now so from that perspective the economic model will be consistent with findings from other authorities who are using the tool.

	Number of people	Cost saving for state per person	Total cost saving to the state
People helped into successful employment	30	£8219*	£238,351
Business Startups	18	£8219*	£147,942
College/ Apprentices	9	£8219*	£73,971
Carers Supported	18	£18,473 ^a	£332,514
Homelessness (refuge project)	15	£18515*	£277,725
Number of “at risk” young people supported to gain qualifications. (TuneIn Project)	23	£5411*	£124,453
Total Savings			£1,194,956

*Figures derived from DCLG cost savings calculator tool

^aFigure derived from Carers UK

- 10.6 For the whole of the Selsey project it’s still too early to evaluate the long term impact that these projects will have on the neighbourhood and some of the positive outcomes are actually intangible. However, there seems to be a feeling of excitement in Selsey and an enthusiasm from the community to become involved with different projects. We will repeat survey work during 2015 to assess public feelings of change.
- 10.8 One of the most important aspects of this project was the role on the Town Coordinator. This role has been an integral part of a lot of these projects. Selsey Town Councils investment into this post

has been good value for money and the outcomes of these projects offer a lot of “Social Value” This does identify the benefit of a local focal point to coordinate activity and support of local politicians in projects of this nature.

- 10.5 By working closely with the community on this project we identified hidden needs within the community and have been able to help those that are traditionally difficult to reach. When partners work within the SelseyWorks facility they see the worth in it and become more willing to engage. It has also helped improve local networks and ensure that residents are signposted to the correct services. It is proving itself to be a highly effective “early help” service, ensuring people are not lost in the system and get the help when they need it.

11. Recommendations

- 11.1 When describing the work in Selsey the best description is that it has been like a jigsaw, with lots of different pieces that we have to fit together to deliver a coherent picture. The same will happen when delivering this work in other areas. The most important things we need to deliver this work successfully are:
- a) Time – to develop relationships, prepare communities, do research, and develop projects. It can take months before we are ready to start delivering projects and over a year before outcomes are delivered. There is no “quick fix” for these communities, in order to do it right, we need to take time.
 - b) Developing a “Community Development Framework”. We need out set out what is a reasonable expectation for residents in our local communities. It will help in setting benchmarks for our work and set parameters for projects. Using the DCLG cost benefit tool will help to identify where public service savings are being made by any project we set up.
 - c) Local data was useful for setting this project up but two years down the line a number of data sources have ended/ changed or are out of date. When setting out our bench marks we need to look at using data that will continue to be recorded e.g. benefits data or commit ourselves to doing follow up research e.g. a local version of the place survey
 - d) Improving the relationships with the communities and with partner organisations is vital to making these kind of projects work. Partners come to the table if we are helping them with their aims or have resources to offer. Initially these contacts should start with frontline workers with project managers being introduced when a problem and potential solution has been identified.
 - e) Understanding the communities we are working with is vitally important in developing projects that reach the people in need and getting residents taking part. The information needs to not only come from data but from talking to the frontline workers that work in these areas in order for us to get a clear picture of the area. When working in an area new/ unexpected issues may arise and the project has to be flexible enough to investigate and possibly solve these.
 - f) Identifying local stakeholders in a community who can provide political support, a focal point and local effort and impetus is critical to success.

12. What Next?

- 12.1 As a team we have moved our focus onto other areas in Chichester taking the lessons we have learnt in Selsey with us. Through our work in Selsey and our other partnerships we have a list of partner contacts that we can draw upon to help us deliver on our objectives.
- 12.2 However, that does not mean that our work in Selsey is over. SelseyWorks will still need support and advice into the future and a more sustainable model. We will also need to work with the local community in terms of the new developments that will be happening in the area that will have an impact on housing, employment and the local infrastructure. However we can conclude that Selsey

is in a better place to give an informed view on the local needs and issues and is capable of developing local solutions to localised problems.

- 12.3 We will develop “Community Development Framework” to work within and use cost benefit analysis to measure the success of our projects.

Appendix 1

Original data Analysis for Selsey North (March 2012)

Work, Income & Benefits	Benefit Claimant percentages are higher than the average for the District, the County, and the South East in Selsey North. This includes; Disability Living Allowance, Attendance Allowance, Incapacity Benefit, Severe Disablement Allowance, Employment and Support Allowance, Income Support, Job Seekers Allowance and Pension Credit.
Education	<p>37.6% of people stated that they had no qualifications (Census 2001) - significantly higher than the average for the District 23.8%, County 24.2%, South East 23.9% and nationally 28.9%.</p> <p>31.1% of students achieved 5 GCSE A+ - C for 2009-10 compared to 50.4% District, and 52.8% for West Sussex)</p> <p>Results at Key Stage 2 are also noticeably lower than the average.</p>
Crime	<p>Public place violent crime rates are lower than the District and County average.</p> <p>The rate of theft from a vehicle (5 year rate per 1000 population), is significantly higher, at 95.3, when compared to the level for the District (60.6) and the County (72.7).</p> <p>The rate of domestic violence over five years is also higher, at 15 per 1000 population than the rate for the District (11.6) and in line with the County level (15). Both youth and noise-related anti-social behaviour in Selsey North is higher than the level for the District and County.</p>
Health	<p>4.2% of children under 16 have a Limiting Long-term illness, which is higher than the average for the District, County and the South East but in line with the county average.</p> <p>15.6% of people aged 16-64 have a Limiting Long-term illness, which is higher than the average for the District 10.9%, the County 11.1%, South East 11% and nationally 13.9%.</p> <p>45.2% of people aged 65-84 have a Limiting Long-term illness, which is also higher than the average for the District 36.8%, the County 39.3%, the South East 40.9%.</p> <p>Levels of people aged over 85 with a Limiting Long-term illness are also higher than the average for the District and the County.</p> <p>Life Expectancy at Birth in Selsey North is lower at 78.4 years compared to the District 80.7 years and the County 80.4 years.</p> <p>The Under 18 Conception Rate (per 1000 15-17 year olds) is considerably higher, at 62.2 compared to the District 28.0 and County 34.1. Also of note is the percentage of low birth weight babies born in Selsey North (8.8%), which is noticeably higher than local levels (5.1% and 5.6% for the District and County respectively.</p>
Place Survey	<p>Selsey North was rated as the second highest level of dissatisfaction in the District in terms of the local area as a place to live and was in the top three for people most likely to say that they cannot influence decisions affecting their local area. (Place Survey 2008)</p> <p>Only 78.3% of respondents from Selsey North Ward were satisfied with their</p>

	<p>local area, which is significantly lower than the District average of 90.6% and among the lowest results in the District. This was lower than figures for West Sussex, the South East and England.</p> <p>Only 15.6% of respondents from Selsey North Ward agreed that, in their local area, parents take enough responsibility for the behaviour of their children. This is significantly below the District average of 37.9% and among the lowest results in the District.</p> <p>Residents in this Ward felt that vandalism and graffiti, rubbish or litter lying around, people using or dealing drugs, people being drunk or rowdy in public places, and teenagers hanging around the streets were problems in their local area. The percentage of residents who indicated that these are problems was significantly higher than averages for the District.</p> <p>Residents from the survey also indicated that the factors most in need of improvement were: activities for teenagers; the level of traffic congestion; road and pavement repairs; health services and job prospects.</p> <p>Selsey North Ward residents also rated the ward as being among the least safe places in the District.</p>
Key Issues	<p>Key Issue;</p> <p>Community involvement;</p> <p>Crime and perception of crime;</p> <p>Health issues;</p> <p>Children in low-income households;</p> <p>Education.</p>

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Targeted Support for Communities – Selsey North Action Plan

Identified Area for Action	Desired Outcome/s	Actions	Lead Agency / officer	Timescales	Success measure/s	Results October 2014
1. Educational achievement and preparation for the jobs market.	Increase in the number of children meeting and exceeding the national standards at Key stage 3 and 4	To engage with WSCC education and with the management of the Academy Selsey to identify overall levels of progress and attainment at the various key stages through the secondary education process.	WSCC - Director Learning&Principal Advisor Support and Intervention Unit Children's Services – CDC Liaison Steve Hansford	2013/14 Academic year	Increase in number of children meeting key stage 3 and 4 in academic Year 2013/14 over 2012/13	Selsey Academy GCSE Attainment % achieving 5 A*- C including English and Maths. 2011 – 39 2012 – 41 2013 – 51 2014 – 42 Overview and Scrutiny Committee reviewed Educational Attainment in Chichester District Schools on 22/11/12 with WSCC and followed up progress on 18/11/14 with both the Kemnal Academy Trust and WSCC. Their monitoring processes and improvement plans were considered.
	WSCC supported Action Plan in place to provide targeted support and appropriate resources	To identify trends in shortfall of attainment against expectation at those key stages and identify opportunities for additional support	WSCC - Director Learning&Principal Advisor Support and Intervention Unit Children's Services – CDC Liaison Steve Hansford	End of 2012/13 Academic Year	Plan, with additional support In place.	
	Primary School Heads in Manhood Peninsula identify common and mutually supportive action plan to improve Key stage 2 performance and	To engage with primary school heads in the feeder schools and share the findings from discussions with the Academy Selsey and consider what actions should be taken to	WSCC - Director Learning&Principal Advisor Support and Intervention Unit Children's Services – CDC Liaison Steve	2013/14 Academic year	Plan, with additional support In place. Increase in number of	

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	readiness for secondary education	address any shortfalls in attainment and preparation for secondary education.	Hansford		children meeting key stage 2 in academic Year 2013/14 over 2012/13	
	Pre school providers in Manhood Peninsula identify common and mutually supportive action plan to improve 'readiness for school'	To map and engage with pre-school provision and consider if additional support necessary to address any perceived shortfall in preparation for primary education.	CDC Liaison Steve Hansford	End of 2012/13 Academic Year	Plan, with additional support In place.	Sufficiency of pre-school provision and assessments found to be appropriate. Support offered when one Nursery provision closed and a community driven solution found through an alternative local business.
2. Youth Employment Opportunities	Clear articulation and understanding of local employers views of local school leavers readiness for local employment	To engage with significant local employers and ascertain views on any skills or behavioural mismatches that are perceived between the jobs available and the pool of young people seeking employment, specifically school leavers.	CDC Economic Development Manager / Chichester College	1 st April 2013	Meetings held with local employers and report detailing issues identified.	Creation of SelseyWorks facility has resulted in the following outcomes: <ul style="list-style-type: none"> • JSA figures reduced by 87 since 2012 to 67. • ESA claimants have remained the same <p>From February to September SelseyWorks has had 381 clients, 45% of these come in asking for help in returning to work, 14% Benefits advice, 19% other including housing, form filling and food vouchers. So far 30 people have been helped into work and 13 self employed businesses have been set up due to the support that SelseyWorks offers</p>
	Young People have access to work placements and apprenticeships	To engage with the work placement and apprenticeship projects and seek to focus activity in the Manhood Peninsular area	Amy Loaring and Work Placements Project Officer	31 st December 2013	Number of Work Placements generated for people resident in Manhood Peninsula	

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	Young People have access to work placements and apprenticeships	To engage with partners and businesses to seek creation of work placements and apprenticeships within the Manhood Peninsular area	CDC Economic Development Manager	31 st December 2013	Number of Work Placements generated for people resident in Manhood Peninsula	
	Young people have access to sound, independent financial advice	To consider opportunities for enhancing financial management advice to Young People.	Steve Hansford	30 th June 2013	Provision and signposting in place, and, number of young people accessing service	
3. Transport and Access	Improved Traffic flow on the key routes of the Manhood Peninsula	To form a transport and access task group with relevant stakeholders and identify opportunities for improving the flow of traffic on the Manhood Peninsular access routes.	Chichester in Partnership Task and Finish Group Lead Ed Dickinson WSCC		Measurable improvement in Traffic flows, increase in local publics perceptions of improvement	Task and finish group was set up to examine options such as additional laybys and passing spaces but insufficient support and project did not move forward
	Improved maintenance of road infrastructure especially footpaths	To consider the maintenance of infrastructure in the Selsey area	As above	31 st March 2014	Additional maintenance in annual plan delivered	Town council has been in talks with West Sussex about taking on some of the maintenance. Roads in Selsey have been prioritised for repairs
	Increase options for alternative methods of transport – especially evenings	To investigate options for alternative methods of transport from the Manhood to main	As above	31 st December 2013	Two Schemes in place which offer additional methods of	Stagecoach have improved bus times and bus facilities in and out of the manhood peninsula.

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	and weekends	employment hubs.			transport	
	Improve range of employment opportunities	To engage DWP to identify and address barriers to employment access.	CDC - Amy Loaring /local DWP	30 th June 2013	Two barriers identified and options for action report in place	Selseyworks project has been developed see 2 above for results.
	Improve range of employment opportunities specifically for young people	To engage with Job Centre Plus and identify experience of young people seeking work and the barriers that they may experience	CDC Amy Loaring / local Job Centre Plus Manager	31 st December 2013	Two barriers identified and remedial actions in place	Selseyworks project has been developed see 2 above for results.
4. Health Provision	Improve access to local Health facilities for local people particularly during high levels of seasonal demand	To engage with strategic health commissioners and local practice managers to consider capacity issues around the Medical Centre provision, particularly in relation to seasonal variations in demand.	CDC - Amanda Jobling / Judith Wright PCT Public Health	31 st March 2014	Average wait time for appointments is reduced and perception of local residents of improved access	Working with Coastal West Sussex Clinical Commissioning group we have developed a new information leaflet specifically for Selsey which provides information about where to access appropriate health care when visiting the area.
	Improve access and cover of Pharmacy facilities	To engage with providers of Pharmacy facilities to consider capacity and availability, particularly of emergency and weekend cover.	CDC - Amanda Jobling / Judith Wright PCT Public Health	31 st March 2014	Increase in hours of availability of local pharmacy facilities	We had talks with commissioning service, however it is up to the pharmacies themselves where to set up a practice. By national and regional population ratios Selsey residents have appropriate level of cover.
	Improved access to NHS Dentist facilities	To engage with strategic health commissioners in relation to NHS dentistry	CDC - Amanda Jobling / Judith Wright PCT Public	31 st March 2014	Number of residents able to access NHS	We had talks with commissioning service; however it is up to the dentists themselves where to set up a practice and

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		provision.	Health		Dentist is increased	whether they take up NHS contract or remain private.
	Improved opportunities for communication between local people and Health providers	To engage with providers of Healthwatch and establish communication with users.	CDC - Steve Hansford	30 th September 2013	Number of local residents who have engaged with Healthwatch	Working with Coastal West Sussex Clinical Commissioning group we have developed a new information leaflet specifically for Selsey which provides information about where to access appropriate health care when visiting the area.
5. Youth Activities and Provision	An age appropriate range of activities is available for young people in Selsey	To map and engage current providers of youth facilities to discuss the range of opportunities available for groups of young people and identify opportunities for collaboration.	CDC Liaison – Dave Hyland/Jo Losack	30 th June 2013	Range of activities is documented , meets perceived demographic need and is suitably promoted	Selsey Sports dream, Selsey Youth Dream and Snak Shak have all been working together on different projects for young people. They have found funding for a dedicated youth worker. They all meet together and promote their work through the Selsey Community Forum.
	The range of activities available is coordinated and promoted between providers to achieve best coverage and mix.	To engage with the Selsey Youth Dream to identify and support opportunities for promotion and expansion of the availability of activities.	CDC Liaison – Dave Hyland/Jo Losack	30 th June 2013	Young people – and parents - are aware of the range of activities available, and there is an increase in participation levels	The Selsey Radio, a new community radio project and the Selsey Life local magazine are available to promote activities and raise awareness of local events and opportunities. Within SelseyWorks a project has been set up jointly with the Academy to help those pupils that are expelled.

SelseyWorks Update Report

3rd March 2015

Report Authors: Amy Loaring / Sam Tate

Recommendation

As of the 18 February, the Assets and Amenities Committee of Selsey Town Council has agreed to recommend to full council to support option 2 in this paper and have earmarked £20,000 of their own funding for this. It is recommended that CIP support this option and partners look at how they can continue to support this project to embed it as a mainstream service offer.

1. Introduction

SelseyWorks has been unsuccessful in its bid for further funding to continue its employment support project in 2015/16. The business element of the project whilst generating some income is not generating sufficient income to fund the building and staff costs for another year. Alternative, more sustainable delivery models need to be found if the work it has done and the outcomes achieved are to be continued. This report sets out to examine the current model and services that have evolved, the outcomes achieved, the cost benefits and the potential future options.

2. The Current Model

SelseyWorks was an idea born out of partnership working, it brought together the Targeted support project and the Getting people into work project. Chichester in Partnership wanted to do something in Selsey to help people into work, so they brought together a number of partners to develop a project. Through consultation the group identified that people in Selsey struggled to reach the job centre and other public services in Chichester (bus tickets are an £8 return) and there was nowhere for new businesses to test their ideas or be incubated. The group proposed developing a community hub with the aim of getting people into work by offering them the advice that they needed, a facility that offers the training that they need and the opportunity to grow their own businesses while also supporting the current local businesses. The facility was set up in 53 High Street, a 2 storey shop and office owned by Chichester District Council. The expected outcomes for this project were:

- Assist 600 people over an 18 month period on their customer journey with a real focus on overcoming barriers such as transport which is major issue. (33 a month)
- Assist 600 people in using Universal jobmatch, and will engage at least 50% of them in a programme of training and one to one sessions to ensure they can access both Universal Job Match and the new online benefits systems.
- It is expected that a minimum of 60 (10%) will go into employment, self-employment or apprenticeship (off- flow)
- Provide 50 work experience placements with development opportunities.
- Support the DWP digital agenda so that 510 (85%) of people from the area are given the skills to access services digitally
- Grow 15 new businesses through entrepreneurship and mentoring.
- Offer financial and debt advice to coincide with the introduction of Universal Credit and changes to the benefits system to ensure people are helped to manage their money and budget effectively.

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The Core Partners included STC, CDC and Chichester College and by evidencing and working together with the community taking the lead, the project has successfully raised £105,000 in start-up funding from numerous sources including Chichester District Council, Selsey Town Council, West Sussex County Council, Department of Work and Pensions(DWP) and The Big Lottery fund. This gave enough funding for 18 months; after that it was hoped the project would be raising enough of its own funds through the pop up shop and hot desks to be self-sustaining.

SelseyWorks was developed as a service with a unique local identity and appeal. It has developed a range of services tailored to meet locally identified needs. Some of these services seek to create some self-sustaining income for the facility.

- Job seeking advice and training
- career advice,-
- Training Courses
- Educational/ training advice
- housing advice
- business support
- benefits advice
- craft courses
- Money Advice
- Pop up shop facility to rent
- hot desks for local businesses to rent
- Work with Schools

In January 2014 53 High Street was completely redecorated in readiness for the project. The building was redecorated by unemployed people doing a course with Chichester College. This gave them an opportunity to work on an actual building, in a workplace setting with professionals. Feedback from participants in this experience has been extremely positive. Carpentry work for the building was completed by a local tradesman doing his community service.

SelseyWorks have successfully arranged for a number of courses to be put on in or around the facility including CV writing, social media for business, grow your own fruit and veg, ipads, kindles and smart phones for dummies, bookkeeping and will writing. They have also put on craft courses to encourage families into the facility. The idea was that the facility is there for the whole community, nobody will be judged and everybody will be helped

3. Cost Benefit Analysis of the current model

After a year of running we are now in a position to complete a cost benefit analysis of the work of the project. We are using the DCLG cost savings tool as the basis for this analysis, some of the values in the DCLG calculator may be overly optimistic – however they are the values that are being used nationally for the Troubled Families Initiative.

	Number of people	Cost saving for state per person	Total cost saving to the state
People helped into successful employment	30	£8219*	£238,351
Business Startups	18	£8219*	£147,942
College/ Apprentices	9	£8219*	£73,971
Carers Supported	18	£18,473 ^a	£332,514

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Homelessness (refuge project)	15	£18515*	£277,725
Number of “at risk” young people supported to gain qualifications. (Tune In Project)	23	£5411*	£124,453
Total Savings			£1,194,956

*Figures derived from DCLG cost savings calculator tool

ªFigure derived from Carers UK

This analysis only covers those people that achieved recorded outcomes. SelseyWorks did far more, in total SelseyWorks saw 431 clients. It gave business support (35) housing advice (41) and benefits advice (67).

There are no cost benefit tools available to estimate how these interventions have saved money, but we know they have. We also need to consider that because Selseyworks existed previously unidentified needs in the community were identified and evidenced (homelessness, mediations and sexual health needs) and community based solutions were created beyond the initial scope or expectation of the project.

4. Finances

4.1. The running costs of SelseyWorks per year (which ensures enough staff to develop the business and support people) are as follows:

Rent of building	£12,000
Staff Costs (2 people)	£45000
Marketing	£1000
Bills	£7000
Total	£65000

4.2. The income of Selsey Works per year is as follows:

Rent from Shop	£8000
Rent from Hot Desks	£1000
Miscellaneous	£500
	£9500

This leaves a funding shortfall of £55,500. It was hoped to we could get grants to cover some of the running costs while the business develops, with the aim of reducing the reliance on grants over the years. The main grant contributor was DWP, unfortunately over the past year their grant priorities have changed. Instead of looking at a holistic/innovative approach to helping a community they are concentrating on unemployed 18-45 year olds and those on JSA. JSA figures in Selsey have dropped from 179 (March 2013) to 62 (December 2014). The majority of unemployed in the Selsey area are over the age of 45. Therefore DWP have declined to fund SelseyWorks for a second year as they do not see the business need. We have also been unsuccessful in other grant bids.

There are very few grants that will support revenue costs of a project; therefore we have to consider the options for the SelseyWorks project.

5. Timescales

- From the end of February there will be no full time staff for the facility
- Notice of termination of lease needs to be delivered to Chichester District Council by 30th April 2015 in order to be in time for the break clause.
- Early Help network launching in August 2015

6. Lessons Learnt

Overestimating the need – the original aim of Selseyworks was to help the unemployed people in Selsey into employment. We used the evidence available through the census and what the Job centre information was supplied. In practice the need of the people that used the facility was far greater than expected. The majority of people came in and would have a multitude of problems that needed solutions. This would be very time consuming for the staff and therefore the business side of Selseyworks suffered. The facility needed a staff member who was specifically business focussed.

Being all things to all people – Selseyworks would never turn anyone away, they would help people with filling in application forms, help with appeal processes and help them make phonecalls to public sector services. They helped people stay in their homes, move on with their lives and get a job. When other services failed them they would turn to Selseyworks to be the mediation service. Possibly the service could have been more focussed, with more signposting to other services, but this can be difficult to when someone has an immediate need.

Underestimating demand - The shop is now regularly used and is making a profit, but demand for the hotdesks and meeting rooms has been low. Alternative uses have been found for these rooms but they currently do not make a profit.

More time needed - 18 months is not a long enough period to build a profitable business element especially when the whole project was innovative. A three year period for setting up and bedding in would have been more realistic time period to make the business self-sustaining. Initial funding and budgets need to be framed to such timescales.

7. The Legacy

In its first year Selseyworks has saved the public pocket over a million pounds, however it never has not had enough time to build the business part and be as self-sustaining as originally planned. However other projects have developed out of SelseyWorks and are listed below:

Refuge – A number of people every month were coming into Selseyworks as homeless. Generally they were sofa surfing locally and unable to afford the journey to Chichester to engage with housing and homelessness services. This project led by the local church developed a network of places where people can stay on a temporary basis in safe protected environments before being supported to engage with the wider services available.

Resolve – Working with West Sussex Mediation Service a local network of trained volunteers were developed to help people with work or neighbourly disputes.

Respect – is a sexual health clinic for young people. Anecdotal evidence from Selsey Academy and the Selsey Snak shack was showing that young people were taking risks when it came to their Sexual health. This project aims to mitigate that problem

Tune In – for those young people who are or at risk of being expelled from school. Before SelseyWorks such young people would be required to attend a pupil referral unit in Littlehampton. Such a distance to travel meant that they didn't usually go. Working with the school and the youth worker young people were encouraged to come into Selseyworks (which is seen as a safe, non-judgemental environment) to gain qualifications. So far 23 young people have been helped this way and the feedback is very positive.

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Chichester Community Works Project – Led by Chichester College and co funded by Chichester District Council this project support unemployed people to gain qualifications and experience by working on community projects supervised by a college lecturer. The project has so far helped over 12 different community projects in its first year.

Selsey Community Nursery – the success of SelseyWorks and the fact that it had already brought so many partners together, inspired the community to save one of its local nurseries. This is now running as a self-sustaining business that also helps those in the community most in need.

8. The Future

Possible options for the project are currently being developed, they are;

Proposal 1:- relocate the support services within a shared space within the Selsey Town Council Building with minimal changes to the building, and reception staff trained to help with services.

Proposal 2:- Develop a dedicated space within the Selsey Town Council building maintaining its brand and independence with its own standalone entrance; again reception staff would be retrained to support the service.

Proposal 3:- Identify alternative accommodation and development opportunities for the project.

Budget Implication

Proposals 1 & 2 :- In order to mainstream the services of Selseyworks into a sustainable model a proposal to adapt part of Selsey Town Council (STC) building is being explored together with use of their existing reception staff. STC has made financial provision for the necessary building works and the Communities Team are supporting the cost of training existing reception staff from the Think Family Neighbourhood budget. If this model is adopted the revenue costs will be mainstreamed within existing STC budgets. A business case for a part time Project Officer @ £12,000 per annum is being developed to seek an ongoing funding source/s.

Proposal 3:- No budget can be estimated until a suitable premises has been identified.