



(Glyn Ward Invest Local)

DRIVING CHANGE PLAN

MAY 2022-25

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1. Background - Community Profile: Glyn

Introduction

The Glyn ward includes 3 LSOAs with a population of 4000 people and runs from Eirias Park to Woodlands Road East, including the Glyn Estate and parts of Nant y Glyn. This includes some large residential areas, green spaces, the beach, and a substantial chunk of Colwyn Bay town centre.

Community buildings and facilities

- Colwyn Bay Leisure Centre
- Parc Eirias – tennis centre, lake, playground, events stadium, RGC (Rygbî Gogledd Cymru) elite performance training barn, forest school, bowls greens, hockey pitches, Skate park, Woody’s Lodge (ex-military Men’s Shed type project), open green parkland space, 2 4G sports pitches.
- The Fron Community Centre
- The Dingle – woodland walk area
- Upper Dingle nature reserve
- Eirias High School
- Bod Alaw (Welsh language primary school)
- Nant y Groes primary school
- MUGA (multi use games area – open to community outside school hours) – currently closed by the school due to Anti-Social behaviour
- Porth Eirias – Bryn Williams’ restaurant, CCBC (local authority) information centre, Evolution Bikes (bike sales and plans for bike hire)
- Territorial Army/Army Cadets (Groes Road)
- Beach
- Nant y Glyn church (currently closed and up for sale)
- Guidehall – occupied by the boxing club
- Antioch church plus also @no.20 – drop-in/advice and support (Station Rd)

Community buildings and facilities (cont.)

- Theatr Colwyn (theatre, cinema, and gallery)
- Town Hall
- Church Institute (currently occupied by Conwy Food Bank)
- Youth club building – currently closed, due to reopen as a Family Centre
- Crest Community Enterprise (furniture recycling social enterprise)
- Horeb Chapel – currently closed
- Daffodil Day Centre (for elderly people)
- St Paul’s Church
- Bay View Shopping Centre
- Sprawling retail and commercial area (shops, banks, offices, eateries etc.)
- Railway Station
- Library (just outside ward)
- Conwy Voluntary Services Council (CVSC)
- Bay Gallery
- Allotments (Rhiw)
- Nant y Groes Nursery
- Fire station
- On bus routes

Community groups and activities

Leisure Centre

- Bowls club
- Hockey club
- RGC (Rygbi Gogledd Cymru)
- North Wales Crusaders – Rugby League team now also play at Parc Eirias
- Athletics club
- Swimming club
- Evergreens (over 50s exercise and social get togethers)
- A variety of martial arts groups (private businesses)
- Canoe club
- Colwyn Bay Model Boat club

Sports clubs in other locations

- A number of local football clubs (junior and adult) inc. Colwyn Bay - based outside the area but accessed by residents
- Cricket club (based in Rhos on Sea – not accessed much locally)
- Mochdre sports and social club (again out of the area – football and cricket, some access locally)
- Colwyn Bay Rugby club (in Rhos on Sea)
- Colwyn Bowmen
- Colwyn Bay Football Club (based in Old Colwyn)

Town Hall

- Conwy Connect (Mental Health Charity – based in the town hall)
- Cruse Bereavement Counselling (based in the town hall)
- Rhyl Benefits Advice surgery (held in town hall)
- Mens Shed
- She Shed
- Community & Voluntary Services Conwy

Fron Community Centre (Cartrefi Conwy)

- Embroiderers Guild
- Fron Friendship Group (Tuesday afternoon)
- Bingo club (not sure of official name)
- Coffee and chat (Monday and Wednesday group)
- Gardening club

Community groups and activities (cont.)

Children, young people & families

- Cylch Ti a Fi (currently based at Douglas Rd Friendship Club)
- Brownies (based in St Paul's)
- Scouts, beavers, and guides (based outside the area but accessed by residents)
- Cadets and Air Cadets
- Sea Cadets (based in Deganwy, but accessed by Colwyn Bay residents)
- Youth Shedz
- Youth Enterprise group, and the John Muir Award (Eirias High School)
- Duke of Edinburgh (was run out of the youth club which is now closed, not sure what current situation is)
- Parent Teacher Associations at Nant y Groes and Bod Alaw schools

Arts, crafts, & media

- 6 Ukele bands
- Bay Gallery (arts based social enterprise)
- TAPE (based in Old Colwyn)
- Cor Meibion Colwyn
- Colwyn Choral Society
- Rags to Riches (upcycling group)
- Friends of Theatre Colwyn
- Photography group (based at Theatre Colwyn)
- Colwyn Community Radio
- Bay Side Community Radio
- Colwyn Writers Circle

Housing and associated...

- 5 housing associations active in the area to varying degrees
- Women's refuge (North Wales Housing)
- Glyn Ward North Residents Association (currently dormant)
- Glyn Community Association
- Cymdeithas Cymunedau Glyn
- Colwyn in Bloom committee
- Colwyn Bonfire committee

Others:

- Environment Federation / Friends of Eirias Park
- NWAMI (North Wales Association for Multi-Cultural Integration)
- Colwyn Bay Historical Society (predominantly meet at the Theatre)

Key facts about the Glyn 2021

Population: 4,167; there remains more children compared with the Welsh average. Here is the population broken down into ages:

0-15 = 21%, 16-24 = 11%, 25-49 = 30%, 50-64 = 21%, 65+=17%.

Location: The levels of disadvantage still varies considerably within Glyn itself.

Environment: The quality of the local environment remains strong with good access to green spaces.

Housing: Overcrowded housing and poor-quality housing is more common than in the rest of Wales.

Transport: Around 40% of people have no access to a car or a van (far less than the Welsh average).

Child poverty: child poverty remains higher than the Welsh average.

Health: There is a mixed picture in terms of health, with incidence of cancer a little less than the Welsh average but mental health rates being higher.

Crime: Anti-social behaviour is particularly high (around 3 times higher than Welsh average).

Education: There is a mixed picture in terms of education, with performance in school being a little under the Welsh average, however, the percentage of school leavers entering Higher Education is a little higher than the average in Wales and there is a lower percentage of people aged 25-64 having no qualifications than the average in Wales.

Employment: 11% are claiming 'out of work benefits' in Glyn compared with 5% in Conwy.

The type of jobs people Glyn work in are similar to that throughout Conwy, although the proportion of those in management or professional type jobs are lower.

Language: 20% of people in Glyn can speak Welsh; this is lower than in Conwy (27%) and higher than Wales (19%).

2. The story so far... what's happened?

Consultation - Between September 2017 and July 2018, the Glyn Ward Invest Local Steering Group (GWIL) held/attended a number of events in the Glyn to find out what matters to people locally. 224 responses were collected from a balanced spread of ages between 26 and 74, and lesser numbers of respondents under 26 and over 74.

This has included asking people what is important to them, what they already enjoy about the Glyn area, and what they would like to improve.

Initially responses were put into a number of categories, due to the large number of these they were subsequently grouped into a more manageable list of priorities/themes. Below are the top few responses to each of the 3 questions:

What's enjoyable:

- Beach and Promenade
- Natural environment (general)
- Community spirit (nice people, friendly, good neighbours)
- Shops/Market
- Proximity/Accessibility of Amenities
- Eirias Park

What's important:

- Community and spirit
- Not answered
- Safety for everyone
- Family and Friends
- Clean and Tidy Environment
- Activities for younger children
- Activities for teenagers

What would you improve:

- Cleanliness
- More activities for children
- Dog fouling
- Shops
- Anti-social behaviour
- Fill empty shops
- More shops and restaurants on the seafront
- Better parking

Action planning

Using action planning sessions (based on the above consultation findings) the steering group then created a vision for the Invest Local programme and a set of priorities to form Glyn Ward Invest Local's first Driving Change plan (see below).

VISION

"To support and encourage a vibrant and engaged community for the wellbeing of all. By promoting the arts, improving housing, green spaces, education and job opportunities, in a healthy environment."

Priorities (coming from the above vision)

1. Accessible community spaces and good communication
2. Arts promotion
3. Improving housing and a sustainable and healthy environment
4. Green spaces
5. Improving education and job opportunities
6. Projects addressing the issue of homelessness (added as an identified need)

Due to the fact that the Glyn Ward covers a town centre with lots of assets and existing projects, groups, and provision it was not clear what role Invest Local could play in each of these priorities. As a result the group created an initial 1 year Driving Change plan which included employing 2 part-time staff (25hrs a week each) for a year, to support with scoping out what was possible within each priority area, and build involvement in and awareness of Invest Local, which was lacking. The aim was then to be able to have a clearer idea of what Invest Local could contribute and the creation of a longer term Driving Change Plan.

That first Driving Change Plan was submitted in August 2019. Staff were then recruited and began in post February 2020, just before COVID-19 and the first lockdowns in March 2020.

The first Driving Change Plan – a review

PROGRESS TO DATE

COVID-19

There's no underestimating the impact of COVID-19 and that includes its effect on Glyn Ward Invest Local. The steering group have fared fairly well with moving to operate via Zoom but it has meant the loss of some members' involvement. It was unfortunate that the staff had only just started, as this meant they had had barely any time to get to know anyone and establish relationships with them. This meant that storming, forming, and norming had to happen via Zoom, which with the pressures of being in a global health pandemic certainly made the transition for the group to having staff certainly more difficult. Neither had the staff had the opportunity to build relationships with other groups in the area or the wider community.

However, despite all of this the steering group and the staff persevered and adapted well to the work they could do. This included a focus on communication activities online and via paper formats (when restrictions have allowed) e.g. an information sheet on support and services available in the area during the first lockdown, rebranding to a more identifiable name (Together 4 Colwyn Bay – T4CB), supporting local food banks with funding, building relationships with groups active during lockdowns, and a creative activities booklet for ideas of things to do when in lockdown. As restrictions lifted at different points the steering group and staff focused on organising fun events to engage with the wider community and offer some respite from lockdowns, which despite several postponements were eventually held.

With the uncertainty created by COVID-19 the group extended their 1 year plan for an additional year as a) it was impossible to plan, and b) to allow staff to complete their original tasks in terms of scoping out a role for Invest Local and widening involvement and understanding of the programme.

Review of the Driving Change plan

The group have held two reviews of their first Driving Change Plan. Firstly when extending their one year plan, by an additional year, and then more recently to enable the planning of this second Driving Change plan. These reviews were held online, led by staff and involving steering group members. This was to enable planning for this Driving Change plan. As part of the reviews the staff reviewed the group's priorities both times. During the first review there was some small amount of editing to the priorities in terms of wording mainly, during the second review there was much more change, which is explained below.

1. a) Accessible community spaces

The staff conducted an asset mapping exercise of existing provision.

Where are the gaps?

Community groups that have the ability to own/rent their own space are doing so but specifically for their use and needs.

There is a gap for a space for new groups to emerge – an adaptable, community owned/run space that allows for agility when new ideas emerge.

What projects/proposals have we had?

- Bike repair workshop to engage young people involved in anti-social behaviour
- Jet-ski club looking for a space to deliver safety training sessions
- The Kind Bay Initiative seeking long term storage space and a place to host their Sunday sessions.
- A local performance group looking for a space to practice.
- Musical instrument library proposal.
- A space to host an LGBTQ+ friendship group.

Not all project proposals progress further than an idea/discussion, this is may be due to a number of reasons e.g. local objections, inappropriate locations, capacity to run projects.

What have we learned?

We've identified that there is a gap for a 'messy', informal community facility that can act as an incubation space for new groups and the arts. We have learned that while the area has many physical spaces available to the community, they are usually run by statutory, third sector agencies, church based, or community groups who take a client-based approach, rather than being community-owned and led.

What have been the barriers to action?

- The need to establish a legal entity in order to take on a lease.
- Capacity to be agile enough to respond.
- Community concerns around the suitability of spaces identified.
- Covid-19 has been a barrier to progressing this theme.

ACTIONS:

- Established a social enterprise (Company Limited by Guarantee - CLG) in June 2021 in order to have the capacity to take on a lease.
- Decided on a strategy to take on a temporary lease for a multi-use space that will house small-scale initiatives such as friendship groups, a dry bar, performance space, an arts and repair workshop, training and other grass-roots projects owned by the community.
- This temporarily leased space will allow us to do action research leading to larger scale plans, e.g. the purchase of a building as a longer term investment.
- Support Men's/She Shed to expand and explore potential partnership.
- Collaborate with Pier Trust on community facilities in the new pier extension.

What happens in the space will be dependent on the size and layout of the building but the types of ideas mooted are:

- Makers Spaces / studios
- Repair Café
- Exhibition Space
- Performance Space
- Dry Bar / Café
- Informal space for friendship groups to meet
- Space to pursue initiatives and projects with young people
- A Library of Things
- A musical instrument library
- Soft play for children

We will continue to scope the feasibility of leasing suitable premises, within the Glyn ward that might present an opportunity to pursue these ideas.

We have set up a Company Limited by Guarantee (CLG) so we have a legal framework enabling the project to take out a lease on a property. The two paid employees and three members of the Steering Group are currently registered as Directors. In the next phase of the plan (2022-24) we have budgeted for 3 years rental costs.

1. b) Effective communication

Since the last Driving Change Plan was agreed in 2019 we have:

- Developed a website and social media outlets to improve communication and visibility.
- Adopted 'Together for Colwyn Bay' (T4CB) as the working name for the GWIL Project as this appears to have more resonance and brand visibility. In discussion with residents at events it became clear that the community in general did not identify or necessarily recognise as the Glyn Ward.
- Maintained a regular presence at Colwyn Bay's Artisans' Market each month as a means of communicating with local residents and visitors about a range of community engagement issues. We have also invited local community groups to share our stall and take the opportunity to promote their groups.
- Worked in partnership with the Bay of Colwyn Town Council and the Imagine Project to fund the installation of two digital notice boards as a communications outlet for community groups and local businesses (installation scheduled for March 2022)
- We have used community events as a means of networking, building partnerships, and promoting the GWIL / T4CB project.

Where are the gaps?

Community notice boards could be improved, and an informal, community-owned 'mixing space' would be beneficial to word of mouth communication. There is also a gap for positive news stories about Colwyn Bay and its community heroes. T4CB may also want to develop a Welsh language policy in 2023 to cover future projects. With the skills set brought by specific staff members we have a strong presence on social media.

What projects/proposals have we had?

- Install a digital notice board that is community-owned and run as a complement to traditional notice boards that quickly become weathered.
- Improve the central message for T4CB so that we can clearly articulate what we do to those who are interested in taking part.
- Produce a community newsletter to promote local groups and stories as well as to highlight available community spaces, training, and volunteering opportunities.
- Develop a series of videos promoting local artists and creatives.
- Develop a community space with a soft entrance that appeals to a wide age range and range of interests to allow for natural communication to develop.
- Develop a Welsh language policy.

What have been the barriers to action?

Covid-19 has been the major barrier to action in this area; however we have achieved much in 2020-21 and expanded our use of social media and the internet in response.

Communication with those who do not have access to the internet has been difficult, with restrictions in place that barred posting leaflets through doors at the height of restrictions.

What have we learned?

With rebranding, launching a new website, creating new social media platforms, and undertaking publishing and film projects, a lot has been achieved in 2020-21. These have had a measurable impact on the visibility of T4CB and engagement with it online. Covid-19 has meant that much of our communication has had to be done remotely.

What might we do next?

- Address improvements to physical notice boards within the town and continue with installing electronic community noticeboards.
- Maintain the Together for Colwyn Bay website and continue to improve it.
- Continue to maintain our activity and presence on social media.
- Give further consideration to communicating with those who are not online.
- Continue to have a presence at the Colwyn Bay market and use that as a platform for face to face engagement with the community. Having consistent and ongoing visibility will show that our project aims to be embedded in the community and to form meaningful relationships with residents.
- Continue to support local radio as a means of connecting with the community.

2. Promoting all forms of Creative Arts

Since 2019 we have:

- Run creative workshops in partnership with MSparc (a pop-up co-working and maker space), engaging with local schools to make use of laser cutting and mug printing facilities.
- Made contacts with local performers and actively promoted live music events in Colwyn Bay.
- Run a series of filmed interviews with local creatives under the #MadeInColwynBay brand and posted these on social media

- Made and built relationships with music venues and performers

Where are the gaps?

While there is a loose network of performers and artists in the area, there is a gap for a space to allow casual development of artistic projects, particularly for music. Colwyn Bay is generally regarded as a creative town, and there are various projects and consultations behind this idea (not to mention the high ranking of this priority in the 2019 T4CB consultation). If we look at provision for performance spaces for emerging artists these are currently restricted to spaces not dedicated to that purpose, for example cafes and pubs.

There is also a gap in provision for spaces and projects that have youth appeal. The majority of current provision serves older or retired community members. We have good infrastructure in Colwyn Bay for world class events [!!!!] and showcases (eg. Zip world stadium, Theatr Colwyn etc.), but lack the base community venues in which more home grown projects can evolve that may in time move on to the bigger venues.

What projects/proposals have we had?

- Desire for a casual performance venue for music, performance, crafts and arts.
- Music library & classes on a mutual learning basis.
- Desire for a messy maker's space with tools for communal use and space for workshops that will appeal to all.
- Artist studio spaces.
- Music library – donation of musical instruments for repair and development of workshops and performance.
- Re-establish a song writers circle.

What have been the barriers to action?

- Lack of a space within which to develop projects, and as a result inability to be agile enough to respond to ideas before enthusiasm fades.
- Many projects 'in the pipeline' from other organisations that cover our objectives.
- Covid-19 has been a major barrier to hosting workshops and events.

What might we do next?

- Access to a space is crucial. Once a space is secured, energies will be unlocked. With a soulful, warm, 'messy' community arts space, further events and larger projects can be developed from a grass-roots level.
- Continue to undertake community events involving music and the arts such as drive-in cinemas, workshops and festivals as and when possible with COVID restrictions.
- Support the Winter Sounds Initiative being led by CCCB (the local authority) as part of their cultural strategy, and our commitment to the wider networking and promotion of live music.

3. Preservation of Natural Environments and Projects to Promote Healthy Outdoor Activity

There is an established network of 'green groups' and community action around environmental issues; e.g. The Environment Federation / Friends of Eirias Park, litter picking groups, and gardening clubs, Colwyn in Bloom etc. with which T4CB will continue to partner, promote and support. Members of these groups are represented within our steering group so we are well placed to do this. Rather than a stand-alone theme we will develop a policy which embeds sustainability and environmental protection in all our activities and continue to support existing, new, or evolving projects.

Where are the gaps?

There is a gap for facilities for support grass-roots sports, for example Colwyn Bowmen in their search for a space to practice. There is also a gap and an opportunity to involve children, schools and families in projects with an environmental focus.

What projects/proposals have we had?

- Establishment of a 'Litter League', a fun, competitive litter pick in teams aimed at young people and families.
- Walking club, perhaps combining with other wellbeing activities such as sketching.
- Free social exercise classes in Eirias Park or on the beach, such as yoga, tai-chi, Bollywood dancing.
- Becoming a Park Run venue to promote fitness in the community and also bring people into Colwyn Bay (initial enquiries already underway).
- A community bike lending scheme – now started by Kind Bay Initiative.
- Offering support to Colwyn Bowmen to purchase a piece of land or a building in which to practice.
- Social/music events on the beach with appeal to young people.
- Small-scale street parties and outdoor community events, e.g. Big Lunch/picnics.
- Support Colwyn Bay model boat club to clean up their pond and shelter.

What have been the barriers to action?

Covid-19 has been a major barrier to team activity, and has even been a barrier to litter picking (sharing of equipment being the main risk). Lots of clubs have stopped completely due to COVID-19.

What might we do next?

- Develop and promote an eco-policy for T4CB events and workshops.
- Develop arts workshops at our proposed new venue with a theme of recycling.
- Work on the proposals mentioned above in 2022 and engage with young people on the subject.
- Establish relationships with existing sports clubs to encourage healthy outdoor activity.

4. Improving Access to Secure, Affordable Housing of a Decent Standard

What's happening already?

This theme has been the most challenging to advance, as access to housing and housing management is perceived as the remit of the local authority and specialist housing providers rather than voluntary community groups.

Where are the gaps? What are the opportunities?

There is an ongoing problem of limited housing provision and within the Glyn Ward we have supported housing services (Noddfa and Goldthorns, managed by North Wales Housing Association and Clwyd Alyn respectively) for which 'move-on' housing with support is required.

What projects/proposals have we had?

The establishment of a 'Community Trust' following the model set out in Caernarfon. We had an initial meeting with officers from Cartrefi Conwy and CCBC to start exploring the viability of a partnership involving a community investment in a few properties.

What have been the barriers to action?

So far the main barrier has been the perception that this area is too ambitious and specialist for a voluntary community group to take on.

What have we learned?

One of the lessons learned during 2020 has been regarding the levels of absentee landlords creating void and derelict spaces which become eyesores within Colwyn Bay.

The meeting with Cartrefi Conwy and CCBC demonstrated that there are Welsh Government loans available to improve accommodation and there is a willingness on the part of housing agencies to work in partnership on such initiatives.

What might we do next?

Research the possibilities around purchasing properties in collaboration with established social housing providers, in order to become a local, ethical housing/property provider. This may present an opportunity to develop a business plan and create revenue streams that can both replenish initial funds, allow for expansion, and reinvest in the community.

Considering where we are as a group at present – this seems too large scale and ambitious at the moment, however there are examples of other social enterprises who have followed this model with similar seed fund amounts. If we wanted to establish a research group we could pursue the discussions already started with Cartrefi Conwy, Housing Solutions and CCBC Empty Homes Officer. We could also pursue discussions with other potential partners such as the Wales Co-operative Homes Project.

For now this has been removed as a key theme. We recognise that within the ward there are three large social housing providers (Cartrefi Conwy, North Wales Housing Association and Wales and West), providing a range of general needs and supported housing, and

temporary accommodation in addition to CCBC's statutory services for people who are homeless or threatened with homelessness.

There is also within the ward a strong presence of charities and faith groups such as the Kind Bay Initiative and Antioch church who direct a lot of support and energy to the significant numbers of homeless and vulnerable people who may also have additional support needs.

Whilst T4CB is not a provider of housing services we will continue to partner with housing providers and support agencies to encourage those who use their services to engage with community groups, events and activities, as local residents rather than clients.

5. Improve Access to Training and Job Opportunities

Where are the gaps?

The current third sector offer for learning in the community is fairly comprehensive, although there may be potential to make this more widely known through our communication work. However, mutual teaching and learning on a more casual basis that is community led and owned could be developed.

What projects/proposals have we had?

So far this theme has not been a major subject of discussion amongst the Steering Group, and in our time out in the community we have not had any petitions for formal training that differ from what is on offer already from third sector agencies.

An idea to create a 'People's Curriculum' has been mooted - which would involve informal learning based upon subjects elected by people in the community, which may be things omitted in traditional school learning, but that are nonetheless key life skills. This could use the expertise within the community to mutually share and learn, allowing former professionals and all community members to share their wealth of knowledge. This could also in a small way fulfil the job opportunities pledge, as workshop and lecture leaders could be offered a fee for their time, with donations to allow for sustainability invited but not demanded, on a 'pay as you feel' basis.

Many community groups, such as Men's Shed / She Shed, craft groups and sports clubs are a wonderful source of informal community led learning and skills development, even if they are not themed around employability and the jobs market. They also have the virtue of being asset based rather than client focussed.

What have been the barriers to action?

Covid-19 has been a major barrier to hosting workshops and lectures. Other priorities have taken precedent.

What might we do next?

This priority might best be interpreted as a pledge from T4CB and BCT to support training where it is requested and where it benefits the community. Committing to investing in the

future of the community, not just in resources and real estate, but also in the people. We may find that this priority becomes more relevant as we undertake more activity, at which point we may want to put together a more specific offer.

We may also want to clarify our position on paying workshop leaders and artists in line with the Arts Council Of Wales' guidelines (and to perhaps ring-fence a sum of money for this purpose) and develop the 'People's Curriculum' if it is interesting to the group.

We recognise there are professional organisations such as Creating Enterprise and Llandrillo College, delivering services to address that we do not have the capacity to deliver and that are not within our remit. There may be opportunities to partner with them on the basis of promoting inclusive events, volunteering opportunities as community members not clients.

We can provide volunteering opportunities through the one-off community events organised by the group.

We can commit to the promotion of skills sharing and peer supported learning through the network of grass-roots community groups operating locally, e.g. Men's / She Shed sharing skills with a youth group, craft groups, but are clear that this will no longer be a specific priority.

6. Projects addressing Well Being, Isolation and Loneliness

What's happening already?

To an extent all activities that bring people together to socialise and to share common purpose have a potential to impact positively on peoples' well-being and good mental health. So groups based on sports, friendship, faith, craft, gardening, arts and creativity (of which there are many in the Glyn ward), all fulfil this remit in some way.

Many groups have gone into abeyance during lockdown and some have maintained links with their members via zoom or social media.

There have been a number of community initiatives run over the last year to respond to the effects of lockdown, namely the food projects run by Old Colwyn Foodbank, Sure Hope Church, Chicago 1935, NWAMI and most recently the Saint Vincent de Paul Society.

The Kind Bay Initiative has run regular sessions on Sunday afternoons to provide hot food, friendship and other support to homeless and isolated people in the area.

What are the gaps? What are the opportunities?

We hope and expect that with restrictions eased a lot of groups will be able to re-convene and renew their activities. Isolation (due to lockdown) is still an issue for many people, especially those without access to the internet.

We have been approached by people who would be keen to take part in groups and activities, e.g. a community music club, an LGBT friendship group if there was one available,

and others who are interested in joining established groups such as the Men's and She Sheds.

The main gap identified is for a multi-use community space where people can meet informally to pursue a variety of activities; a facility that is community run and accessible beyond weekday office hours.

The desire for a space that can offer open access to asset based social activities had been identified pre-COVID, but its importance now in terms of the role it can play in the wellbeing of residents post-COVID is even more so. As a result, there is a very clear link between this priority and priority one – accessible community spaces.

What projects/proposals have we had?

- Music instrument library, with potential for tutoring and performance
- A space for the jet ski club to deliver training sessions
- A bicycle repair project
- A chess club
- A dry bar accessible to young people in the evenings
- A 'library' of things, a space for storage and distribution of items that may be useful to community groups, e.g. gazebos, tables, chairs etc.
- An LGBT+ friendship group

What have been the barriers to action?

The main barrier to setting up new groups like those suggested is access to a shared community space.

What have we learned?

That there are ideas for setting new initiatives and community groups but we're not currently in a position to respond quickly to support such initiatives. We recognise that there is a huge well-being benefit to engagement in community-based activities whether that is pursuit of a hobby, attending a friendship group, an event or learning a new skill, and will aim to support this through an accessible community space.

What might we do next?

- Pursue the idea of leasing a space.
- Encourage and support new groups who are getting started.
- Continue to ensure that all proposals for events and activities demonstrate the well-being benefit to the community.

Events

Whilst Community Events were not listed as a specific priority or key theme in the 2019 Driving Change Plan, they have been recognised by the Steering Group as having a value in community development and in the last two years an events budget has been specifically identified.

We are therefore listing events as a stand-alone theme in this second plan.

The key benefits of the group holding events are:

- The well-being benefit of bringing people together to socialise and to celebrate their community.
- To publicise the T4CB project
- To supplement events organised by the local authority and bring a more grass roots flavour.
- To hold events that respond to the interests and passions of the community.

In the summer of 2021, as we came out of lockdown we organised three community events which were deemed successful and achieved the benefits listed above.

i) July: a community picnic 'Everybody's Birthday Party', held in Eirias Park. It included a brass band and other live music, children's entertainment, a teddy bear treasure hunt and other activities. We had 12 volunteers on the day and collaboration with Cartrefi Conwy, North Wales Police, and others. This was a free event.

ii) August: An open air cinema event held over three evenings, in Eirias Park. Six volunteers helped out and feedback was very positive. Tickets were subsidised and entrance was £5 per ticket.

iii) September: We worked in partnership with Cartrefi Conwy and the Welsh Mountain Zoo to promote their community weekend. We put on live music, childrens' activities and community stalls and subsidised tickets which helped attract capacity attendance over the two days. (Between us, and Cartefi there were c600 free tickets made available to local people).

Most of the 'community events' held locally are organised by statutory or commercial organisations. There is an opportunity for more wide ranging community based events run by voluntary community groups, e.g. music, arts, Pride, cinema, and other events that appeal to young people.

Ideas that have been presented to us include small scale, low cost celebrations and more ambitious showcase events. They include:

- Drive through cinema event (planned for later this year and run by T4CB)
- A Christmas Fair (similar to the one run by Old Colwyn Events).
- A Pride March / celebration
- A Big Lunch (picnic on the beach)
- Various music and creative arts events and exhibitions

There is an opportunity to run events that meet the Driving Change Plan priorities and promote T4CB. The Steering Group have decided that events are a part of this Driving Change Plan plan.

The two following points also came out strongly of the recent review:

Benefitting Glyn ward residents

The challenge of making sure that Glyn Ward residents are accessing the Invest Local programme and its benefits was identified during the review. As the Glyn Ward is an area within a town (Colwyn Bay), we often have people outside of the Ward engaging and participating in events and activities, including people from further afield as Colwyn Bay is somewhere visitors come. If we were to advertise activities/events as for the Glyn Ward this would not work as most residents generally identify as from Colwyn Bay, and not specifically the Glyn Ward. We also don't want to exclude people based on their postcode.

Through speaking to residents when promoting our 'Everyone's Birthday Party' event we have learned that many Glyn Ward residents have family and connections outside of the ward that they naturally like to invite to events. We also recognise that many non-residents have an interest in the health and vibrancy of the Glyn, and contribute to the community as family members, shoppers, tourists, and visitors pursuing their hobbies and interests within the ward.

However, we recognise that the Invest Local funding from the Lottery was awarded to the Glyn ward based on a series of deprivation measures. Hence, we'll aim to ensure that Glyn ward residents, and especially those on low incomes benefit from the project by ensuring that:

- The one-off events we organise are free, 'pay as you feel' or low cost. Activities are publicised within the ward through social media, digital notice boards, and where practical by targeted poster and leaflet drops.
- We organise some events within the Glyn 2 area which has the highest concentration of low-income households, for example by making best use of the MUGA on Trevor Road and venues such as the Friends Meeting House.
- We build partnerships with agencies working in the Glyn 2 area (Nant y Groes school, Noddfa, the CCBC Youth Service)
- We continue to work in partnership with Cartrefi Conwy to support the various community activities hosted at the Fron community centre.
- We seek opportunities to engage with residents on the Glyn estate.
- We take every opportunity to find out about any challenges/barriers of residents in the Glyn, so that we can better tailor how and what we do.

Young People

We recognise that young people are sometimes marginalised within communities, and that we have not had much success in engaging with/involving young people so far. We have therefore decided that the engagement of young people should be a priority in its own right.

In the next phase of the Driving Change Plan we will:

- Facilitate provision of a (non-pub) space where young people can gather as an alternative to wandering around the streets.
- Encourage young people to take up opportunities to join established community groups and learn new skills.

- Work with agencies and groups (e.g. Youth Shedz) who have a track record in engaging with young people.
- Provide and target promotion of opportunities to volunteer at events that we organise, to young people.
- Explore the potential for events and activities specifically for young people.
- Build contacts with local schools to encourage positive community engagement.

Revision of the priorities

As a result of the above review we undertook in 2021 we have reframed the 6 priorities:

	2019-21 Driving Change Plan Priorities (revised)		Revised Priorities for 2022-25
1	Accessible Community Spaces and Effective Communication	1	Accessible Community Spaces
2	Promoting all forms of Creative Arts	2	Communication
3	Preservation Of Natural Environments and Projects to Promote Healthy Outdoor Activity	3	Promoting all forms of creativity
4	Improving Access To Secure, Affordable Housing of a Decent Standard	4	Events
5	Improve Access to Training and Job Opportunities	5	Well Being
6	Projects Addressing Well Being, Isolation And Loneliness	6	Young People

As noted we have moved away from 3 of the original priorities (3, 4, and 5) as our work so far has identified groups/activities happening in these areas already, and more space within other areas for us to contribute to, as presented in the revised priorities for 2022-25 (above). However, if a good opportunity to partner on a community project came under these previous priorities we would still consider it as all of the priorities offer benefits to the well-being of residents. In terms of (old) priority 3 we also intend to develop a policy which embeds sustainability and environmental protection in all our activities.

What would be needed to achieve our vision and priorities?

VISION (edited following review):

To support and encourage a vibrant and engaged community for the well-being of all.

We will do this by focusing on the following priorities and always aiming to work in an inclusive (in particular with a focus on Glyn 2 and low-income residents), and in an environmentally friendly way:

1. Accessible Community Spaces
2. Communication
3. Promoting all forms of creativity
4. Events
5. Well-being
6. Young people

T4CB priorities – 2022-2025	Linked to which part of the vision	Projects to meet the priorities
1. Accessible Community Spaces	Having access to an accessible community space is key to realising all the priorities identified, and is therefore relevant to the whole of the vision statement.	<ul style="list-style-type: none"> a) Take on a short -term lease of a space for activities that may include (as previously identified): <ul style="list-style-type: none"> • Makers Spaces /studios • Repair Café • Exhibition Space • Performance Space • Dry Bar / Café • Informal space for friendship groups to meet • Space to pursue initiatives and projects with young people • A Library of Things • A musical instrument library • Soft play for children b) Network with local groups to establish a programme of activities c) Research possibilities and opportunities for long-term investment in community spaces, e.g. potential purchasing of property and our role as landlord and/or property manager
2. Communication	Communication is key to a vibrant and engaged community that supports wellbeing; from knowing what's on to where you can go for support. This is relevant to the whole of the vision statement.	<ul style="list-style-type: none"> a) Digital noticeboards project in partnership with Town Council b) Maintain and update the T4CB website and social media outlets c) Review effectiveness of website and social media outlets d) Review effectiveness of 'off-line' communication tools, e.g. newsletters, leaflets, radio comms, Artisans' Market e) Establish a regular presence at the Artisans' Market f) Establish a Welsh Language Policy g) Maintain a programme of networking and relationship building with community groups, statutory, and third sector agencies h) Allocate a Steering Group Lead / Contact for all projects and activities
3. Promoting all forms of creativity	Creativity has been identified as a great way to engage	<ul style="list-style-type: none"> a) Support the Winter Sounds project run by CCBC b) Run / support creative workshops held at the MSparc building and the space managed by T4CB

	residents, support well-being, and create a vibrant community in Colwyn Bay. There is an existing local arts culture that we continue to build on.	<ul style="list-style-type: none"> c) Facilitate exhibition space in the property run by T4CB d) Facilitate a “messy makers’ space in the property run by T4CB e) Promote the work of local creatives through the #Made in Colwyn Bay initiative f) Support the promotion of live music events through networking with local venues and performers g) Facilitate the Musical Library project in the space managed by T4CB h) Promote local artists and performers by featuring them in events run by T4CB
4. Events	Events have proved to be an effective way to engage with the community in a celebratory and positive way.	<ul style="list-style-type: none"> a) Form an events team to oversee organisation and delivery of community events b) Community Picnic event in the summer of 2022 c) Agree an outline schedule of celebratory community events for 2022/23 d) Review the learning and effectiveness of each event
5. Well-being	Well-being	<ul style="list-style-type: none"> a) Pursue the idea of leasing a space b) Encourage and support new groups who are getting started c) Continue to ensure that all proposals for events and activities demonstrate the well-being benefit to the community
6. Young people	We have made this a specific priority to ensure we are engaging with all. We have identified that we need to specifically focus on involving young people as we are lacking in engagement with this group.	<ul style="list-style-type: none"> a) Facilitate provision of an informal space for young people b) Develop relationships with agencies working with young people in the Glyn ward c) Ensure that Youth Shedz, Conwy Youth Service, and local schools have access to our events and to the building managed by T4CB d) Make volunteering and engagement opportunities available to young people e) Explore the potential for events and activities specifically for young people

3. Plan proposal and rationale

Following the review in 2021 these are the priorities for this current plan:

1. Accessible Community Spaces
2. Communication
3. Promoting all forms of creativity
4. Events
5. Well-being
6. Young people

How will we do this?

To achieve the above the group are proposing a 3 year plan with a review half-way through the 3 years. Within the plan they intend to continue to employ 2 staff members on 25hrs a week contracts; plus an events and activities budget, money to lease a space, and for refurbishing a potential space they are looking into at the moment (in partnership with the Town Council).

The space with the Town Council is an opportunity that has come up recently. It's part of the Town Council building, unused at the moment, and would be leased on a peppercorn rent. It's a small space that would include storage and one room for activities and groups to meet (which have already been identified as needed). It needs some pretty extensive refurbishment (hence the £15,000 budget, see below) but could be a small but good solid start to the group finally having a central space to run activities and offer out to the other groups. With the Town Council happy to offer peppercorn rent (and already a consistent and solid partner on the digital noticeboards project), it's also a fairly sustainable option while the group experiment with it and research into other spaces, including how much space they actually need, what that would look like, and what would happen there. It's also a space that Youth Shedz are very interested in using who we are working with to support their presence and work in central Colwyn Bay.

As a group we have found that access to any space in central in Colwyn Bay is challenging. Work done so far has highlighted that there are a lot of empty shops in the area in poor condition with varying levels of absentee landlords. When landlords are present the terms and conditions offered are poor and insecure, while also needing a change of use from retail – a process we have been warned could take a lot longer at the moment due to the impact of COVID. Hence this opportunity with the Town Council being a very good one.

As part of this work the group are also looking into longer-term options, i.e. owning a building/buildings. The group have spoken of this previously in terms of building some sustainability, but the recent piece of work on leasing a space has brought it more to the fore with research highlighting the dire (and increasingly decrepit) state that many town

centre buildings are being left empty by absentee landlords. This has brought forward the idea of developing a Development Trust that would act as an ethical landlord.

BUDGET

TfCB (GWIL) Driving Change Plan 2 BUDGET	
1st April 2022-23	
Costs for 2 staff (25hrs per week each)	53263.36
Activities/Events	10000.00
GWIL Insurance	350.00
Translation	500.00
GWIL meeting costs (room hire and refreshments)	500.00
Communications	3000.00
Miscellaneous	1000.00
Rental costs for community space	15000.00
Refurbishment costs for Town Council space	15000.00
TOTAL	98613.36
1st April 2023-24	
Costs for 2 staff (25hrs per week each)	54149.55
Activities/Events	10000.00
GWIL Insurance	400.00
Translation	520.00
GWIL meeting costs (room hire and refreshments)	520.00
Communications	3020.00
Miscellaneous	1020.00
Rental costs for community space	15000.00
TOTAL	84629.55
1st April 2024-25	
Costs for 2 staff (25hrs per week each)	55076.00
Activities/Events	10000.00
GWIL Insurance	450.00
Translation	540.00
GWIL meeting costs (room hire and refreshments)	540.00
Communications	3040.00
Miscellaneous	1040.00
Rental costs for community space	15000.00
TOTAL	85686.00
Total for 3 years	268928.91
Fundolder fee - up to 5% of total amount (CVSC)	13446.45
FULL TOTAL for 3 years	282375.35

Breakdown of staff costs:

TfCB (GWIL) Driving Change Plan 2 - staff costs	
1st May 2022-23	
Salary	17339.00
NIC National Insurance Contributions	1615.68
Pension	329.00
Line Management/Payroll/Admin	2983.00
Accountancy Audit	100.00
IT	400.00
Insurance	100.00
Recruitment and Advertising	500.00
Travel and Miscellaneous Expenses	1350.00
Training	650.00
Desk rental	500.00
Postage	150.00
Stationery	400.00
Zoom	143.00
Mobiles	72.00
TOTAL PER ANNUM per 1 member of staff	26631.68
x 2 staff	53263.36
1st May 2023-24	
Salary	17685.78
NIC National Insurance Contributions	1647.99
Pension	336.00
Insurance	100.00
Accountancy Audit	100.00
Line Management/Payroll/Admin	3040.00
IT maintainance and Software licences	400.00
Recruitment and Advertising	500.00
Travel and Miscellaneous Expenses	1350.00
Training	650.00
Desk rental	500.00
Postage	150.00
Stationery	400.00
Zoom	143.00
Mobiles	72.00
TOTAL	27074.77
TOTAL PER ANNUM per 1 member of staff	27074.77
x 2 staff	54149.55
1st May 2024-25	

Salary	18047.00
NIC National Insurance Contributions	1682.00
Pension	343.00
Insurance	100.00
Accountancy Audit	100.00
Line Management/Payroll/Admin	3101.00
IT maintainance and Software licences	400.00
Recruitment and Advertising	500.00
Travel and Miscellaneous Expenses	1350.00
Training	650.00
Desk rental	500.00
Postage	150.00
Stationery	400.00
Zoom	143.00
Mobiles	72.00
TOTAL	27538.00
TOTAL PER ANNUM per 1 member of staff	27538.00
x 2 staff	55076.00

Evaluation: How will we know if we're successful?

Our approach to ongoing monitoring and evaluation is to regularly seek feedback about the events and activities we support and provide, to ensure that they are responsive and inform the future development of the project.

Below are some specific measures mapped against our key priorities and actions. We also plan to work with People and Work to develop some simple and effective ways of measuring the impact of below.

Priorities & Actions	Measures of Success
1. Accessible Community Spaces	
a) Take on a short-term lease of a space for activities	<ul style="list-style-type: none"> i. Lease/s signed ii. Bank account in place iii. Processes for management of the account in place iv. Steering Group members involved in management of premises v. Ensure processes are in place to manage the space and ensure that it's accessible and inclusive e.g. through numbers using space, sorts of groups, and qualitative feedback
b) Network with local groups to establish a programme of activities	<ul style="list-style-type: none"> i. Programme of activities in place ii. Good take up of facilities iii. Positive feedback from users of the property vi. e.g. through numbers using space, sorts of groups, qualitative feedback, and types of activities happening
c) Research possibilities and opportunities for long-term investment in community spaces, e.g. potential purchasing of property and our role as landlord and/or property manager	<ul style="list-style-type: none"> i. Review of community space conducted by the Steering Group. ii. Decision made re long term vis investment / possible purchase of property/ies
2. Communication	
a) Digital noticeboards project in partnership with Town Council	<ul style="list-style-type: none"> i. See the project through to installation, including protocol in place for managing content and pricing. ii. Monitor and review usage of noticeboard e.g. by who, how often etc.

b) Maintain and update the T4CB website and social media outlets	iii. Review the effectiveness of website and social media outlets via formal and informal feedback and measures of views and contributions.
c) Maintain 'off-line' communication tools, e.g. newsletters, leaflets, radio comms, Artisans' Market	iv. Review the effectiveness of 'off-line' communication tools, e.g., newsletters, leaflets, radio comms, Artisans' Market v. Work with People and Work to develop tools to do this
d) Establish a Welsh Language Policy	vi. Have a policy in place by (date?) vii. Measure effectiveness, work with People and Work to develop tools to do this
e) Maintain a programme of networking and relationship building with community groups, statutory, and third sector agencies	viii. Use employees' updates to SG to review contacts established and maintained.
f) Allocate a Steering Group Lead / Contact for all projects and activities	ix. Ongoing agenda item at SG meetings x. Active recruitment of local residents / contacts to join SG and to lead / advise on key subjects xi. Offer of training taken up
Promoting all forms of creativity	
a) Support the Winter Sounds project run by CCBC	i. Allocate budget for events ii. Identify SG member with a lead role iii. Review success of event, no. and demographics of attendees, informal feedback etc.
b) Run / support creative workshops held at the MSparc building and the space managed by T4CB	iv. Facilitate two creative workshops per months. v. Review success of event, no. and demographics of attendees, informal feedback etc.
c) Facilitate exhibition space in the property run by T4CB	vi. Facilitate inaugural exhibition vii. Review success of event, no. and demographics of attendees, informal feedback etc. viii. Timetable further events

d) Facilitate a “messy makers’ space in the property run by T4CB	ix. Review success of session/space, no. and demographics of attendees, informal feedback etc.
e) Promote the work of local creatives through the #Made in Colwyn Bay initiative	x. Identify a key partner to produce video interviews and other promotional material. xi. Allocate budget xii. Develop tools to measure impact
f) Support the promotion of live music events through networking with local venues and performers	xiii. Regular meetings with key contacts and partners. xiv. Support x no. live music events in the course of each year xv. Call out for volunteers xvi. Identify SG lead
g) Facilitate the Musical Library project in the space managed by T4CB	xvii. Call out for donations of instruments xviii. Establish monthly meetings xix. Budget for paying local xx. Review success of event, no. and demographics of attendees, informal feedback etc. xxi. Develop tools to measure impact
h) Promote local artists and performers by featuring them in events run by T4CB	xxii. Regular meetings with key contacts and partners. xxiii. Review success of event, no. and demographics of attendees, informal feedback etc.
Events	
a) Form an events team to oversee organisation and delivery of community events	i. Events team formed by ???
b) Community Picnic event in the summer of 2022	ii. Establish planning and delivery team led by employees
c) Agree an outline schedule of celebratory community events for 2022/23	iii. Employees to draw up draft programme for discussion at SG meeting
d) Review the learning and effectiveness of each event	iv. Report to SG within two months of each event and evaluate success against project proposal v. Develop tools to measure impact
Well-Being	

a) Pursue the idea of leasing a space	i. Lease/s signed
b) Encourage and support new groups who are getting started	ii. Record and review in staff updates at SG meetings
c) Continue to ensure that all proposals for events and activities demonstrate the well-being benefit to the community	iii. Review success of event, no. and demographics of attendees, informal feedback etc. iv. Develop tools to measure impact v. Report back on smaller scale activities to SG meetings
Young People	
a) Facilitate provision of an informal space for young people	i. Sign lease on community space identified in partnership with youth organisation
b) Develop relationships with agencies working with young people in the Glyn ward	ii. Regular meetings with agencies, and collaborations and attendance at their events and activities.
c) Ensure that Youth Shedz, Conwy Youth Service, and local schools have access to our events and to the building managed by T4CB	iii. As above and ensure opportunities are constantly publicised and engagement levels reviewed. Feedback from young people.
d) Make volunteering and engagement opportunities available to young people	iv. Ensure opportunities are constantly publicised and engagement levels reviewed for each event. v. Feedback from young people.
e) Explore the potential for events and activities specifically for young people	vi. Ensure opportunities are constantly publicised and engagement levels reviewed for each event. vii. Develop/research effective ways to get feedback from young people, and then implement. viii. Develop tools to measure impact.

<p>Benefitting Glyn ward residents</p> <ol style="list-style-type: none"> 1. The one-off events we organise are free, 'pay as you feel' or low cost. 2. Activities are publicised within the ward through social media, digital notice boards, and where practical by targeted poster and leaflet drops. 3. We organise some events within the Glyn 2 area which has the highest concentration of low-income households, for example by making best use of the MUGA on Trevor Road and venues such as the Friends Meeting House. 4. We build partnerships with agencies working in the Glyn 2 area (Nant y Groes school, Noddfa, the CCBC Youth Service) 5. We continue to work in partnership with Cartrefi Conwy to support the various community activities hosted at the Fron community centre. 6. We seek opportunities to engage with residents on the Glyn estate. 7. We take every opportunity to find out about any challenges/barriers of residents in the Glyn, so that we can better tailor how and what we do. 	<p>SG to review, potential to link how this benefits residents most affected by the cost of living crisis.</p> <p>Set number of events to be planned and delivered in 2022, and potentially subsequent years, once reviewed.</p> <p>Set a number of events planned and delivered in 2022, and potentially subsequent years, once reviewed.</p> <p>SG lead identified?</p> <p>Employees to lead and report to SG. Feedback on collaborations</p> <p>Determine Glyn specific issues and formulate actions to address.</p>
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