

INVEST LOCAL PLAS MADOC



DRIVING CHANGE PLAN SEPTEMBER 2017

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1. Background - Community Profile

Introduction

Plas Madoc is a large housing estate on the outskirts of Wrexham. It has a clearly defined boundary and several nearby villages – Rhosymedre, Cefn, Ruabon, Acrefair. There are regular buses to Wrexham, Llangollen, and Oswestry. It is also just up the road from Pontcysyllte Aqueduct.

Community buildings and facilities

- Plas Madoc Leisure Centre – a social enterprise set up by volunteers from the surrounding areas to keep the centre open
- The Land – an outdoor play area run by Association of Voluntary Organisations Wrexham (AVOW) play team
- The Opportunities Centre – previously a community centre and home to Communities First and a variety of activities and services, mainly used as an office space by the local authority now
- Rhosymedre Primary School
- Little Sunflowers day nursery (AVOW)
- Idwal Family Centre
- Clinic
- Plas Telford (Clwyd Alyn supported housing for older people)
- Housing estate office
- Doctors surgery
- Chemist
- Chip shop
- Top shop – newsagents and post office
- 4 playparks – Gwynant, Dinas, Bran, and Ashgrove
- 2 MUGAs
- 2 youth shelters
- Household waste and recycling centre run by a private company – FCC Recycling UK Ltd
- Factories

Community groups and activities

Running out of these buildings are the following groups and activities:

Plas Madoc Leisure Centre

- Swimming pool
- A number of leisure activities e.g. gym, fitness classes, swimming lessons etc. are run from the centre which are largely accessed by people outside of the area
- 2 x youth sessions in collaboration with the youth service
- Disability Support Association football sessions
- School youth workers working with NEET young people (not in education, employment or training)
- Community Zumba (parent carers group, play team)
- Cardio rehab scheme
- GP referral scheme
- Advanced Brighter Futures – mental health project using health & fitness to work with 14-18yr olds and 18+
- Free 60+ swim and aqua aerobics
- Free family swim (once a month)
- Free girls only swim (targeting teenagers)
- Free swimming lessons for local school

Since the trust has taken over the running of the centre there is a big focus to involve the community of Plas Madoc.

The Land play project (AVOW)

- Play opportunities and support for children aged 3+, and support for families
- The Land also facilitates parenting groups/parenting programmes and family support

The play team based at the Land offer a lot of support and signposting for families as a whole.

The Opportunities Centre (Local Authority)

- Communities for Work
- Tea and toast group
- CAB (Citizens Advice Bureau)

With the loss of Communities First funding access to this building is now very limited and the future of the building is currently uncertain.

Little Sunflowers (AVOW) childcare provision

- Flying Start and early education
- After-school club
- Rising 3's and 4's

A busy childcare provider.

Idwal Family Centre

- Flying Start referrals team
- Family Aid team (referrals from the whole of Wrexham)

This is very much a referral based centre and not an open community resource.

Plas Telford (Clwyd Alyn Housing Association)

- Café
- Hairdressers
- Bingo
- Xmas fair

This is a very underused community resource as it is not widely known that these facilities are open to the public. We have made a few attempts to work with Plas Telford, hosting tea dances targeting the older generation and meeting with them to organise supporting and encouraging residents to attend and be involved but to no avail as of yet.

Key facts about Plas Madoc

Population: 2,184; Here is the population broken down into ages:

0-15 = 30% 16-24 = 14.1% 25-49 = 31.9% 50-64 = 9.8%

The age of people in Plas Madoc is generally younger than the Welsh average.

65+ males & 60+ females = 14.2%

Housing: 17% of homes are privately owned (far less than the Welsh average).

Most homes are socially rented (local authority owned)

Transport: 50% of people have no access to car (far less than the Welsh average)

Child poverty: 42% of children live in poverty (around twice that of the Welsh average)

Environment: The quality of the local environment is fairly poor due to risk of flooding

Crime: Crime rates are higher than the Welsh average with criminal damage being three times higher than the Welsh average

Health: The health of residents is much worse than in the whole of Wales, with around 32% of people suffering from long term illness

8% of babies in Plas Madoc are born underweight – across Wales the figure is 5%

Education: 34% of people under 65 have no qualifications, much more than the Welsh average

Pupil attainment in Plas Madoc at Primary School age is 8% below the Welsh average; differences also continue into secondary school

About 7% of young people (aged 18-19) in Plas Madoc attend High Education; across Wales the figure is around 30%

Employment: About 4% of working age adults are claiming job seekers allowance in Plas Madoc this is far more than the average across Wales which is around 1%

Many people in Plas Madoc work in manufacturing, twice as many as the Welsh average.

2. STEP 1 - What do people in Plas Madoc think?

Between July and December 2016, a number of events took place in Plas Madoc aimed at finding out what matters to people locally. Around 250 people gave their views; the majority of whom were females between the ages of 11-44.

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

We took all the individual responses and grouped comments into common categories many of these which referred to similar issues. Consultation report attached as Appendix 1.

We are very aware that we have much more work to do in engaging and involving particular groups, and much more of the community – this has informed and helped create all our priorities and actions being proposed.

What's important to the people living in Plas Madoc:

- A. **Community Spirit and Security** – Access to Friends and Family, Sense of Safety, A Good Place to Live, Sustaining Existing Services, 'Nothing'.
- B. **Play Provision for Children *and* Teenagers** – Staffed Play Provision and Unstaffed Play Provision.
- C. **Local Leisure Activities** – Local Leisure Centre, Community Centre, Other Events / Activities / Groups and Facilities / Activities for Adults and Older People.
- D. **Improving the Public Realm** – Maintenance, Other Public Spaces, Surrounding Area, Volunteering / Involvement, Traffic Management.
- E. **Accessibility of Local Services** – Local Shops, Café, Pubs and public transport links.
- F. **Education and Jobs** – Education / Jobs and Local School (this came up only a handful of times)

3. STEP 2 - Responding to the consultation – action planning sessions

During the action planning sessions (3 x 3hour sessions facilitated by BCT Wales) we did a SWOT analysis, looking at Strengths, Weaknesses, Opportunities and Threats, and we undertook a visioning exercise to develop a vision and a set of priorities. See Appendix 2 for detail that came out of these activities.

VISION

Plas Madoc will be confident and proud with excellent community spirit. The people of Plas Madoc will know and look after each other, they will support each other so they can be involved. Plas Madoc will be a community where people like to live and where people feel safe and secure.

We will use this vision to measure the impact of the programme. We are currently developing questionnaires to monitor the above and looking into other ways of gathering this information.

How will we measure if it's working?

Intended outcome	What could be measured?	How could it be measured?
Increased confidence and pride	<ul style="list-style-type: none"> Residents confidence Residents pride in living in Plas Madoc 	<ul style="list-style-type: none"> Questionnaires, interviews, and focus groups at start of the programme and then at certain intervals
Increase in social networks and their strength	<ul style="list-style-type: none"> People and groups residents know and feel able to ask for support 	<ul style="list-style-type: none"> As above
Increase in how much people like living in the area	<ul style="list-style-type: none"> How residents feel about living in Plas Madoc 	<ul style="list-style-type: none"> As above
Increase in perception of safety	<ul style="list-style-type: none"> How safe residents feel living in Plas Madoc 	<ul style="list-style-type: none"> As above

What would be needed to achieve our vision? Priorities and Actions

Priorities	Linked to which part of the vision	Action/Project to meet the priority
1. Support PMLC to stay open by reducing costs and increasing income	C. Local Leisure Activities	<ul style="list-style-type: none"> • Reducing cost of utility bills, i.e. gas, electric, and water, and swimming pool plant room • Replace old equipment with more energy efficient equipment e.g. boilers, light fittings, pool plant disinfection system • Reduce staffing and increase volunteers • Possible redevelopment of area • Offer more activities
2. Develop PMLC as a community hub (and possibly the Opportunities Centre)	D. Improving the Public Realm	<ul style="list-style-type: none"> • Identify a space • Consult with local community members to see what is needed from the hub • Communicate with the community/other partners • Advertise the hub – get people involved • Ongoing consultation with community about what happens in the hub • Youth club, darts night, pool/snooker, bar/drinks, bingo – link in with community events • Access to friends – an opportunity to meet people • Advice and guidance/Access to support services/Welfare rights (if funding available) • Fundraising events • Friendly environment/Welcoming to all • Co-op food bank (used to run)
3. Explore the possibility of setting up a Timebank	D. Improving the Public Realm	<ul style="list-style-type: none"> • Feasibility study to explore Timebanking to support an increase in volunteering.
4. Support a wider range of regular events & activities	A. Community Spirit and Security	<ul style="list-style-type: none"> • Consult • Funding • Sub-group/committee • Fundraising • Volunteer base • Whole community events – e.g. 4 per year (themed/seasonal) • Smaller events/activities – football team sessions (children & adults), events @ PMLC e.g. themed nights - 60s night with bar, knit & natter, car wash, swishing, bingo, tea dances, bouncy castle, reading. • Sponsored events – walks, swims, biking in the gym. • Environmental e.g. litter picks, tree planting, grass cutting/gardening group, bets kept garden competitions, incredible edible type project

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Developed by the Plas Madoc Invest Local Steering Group

<p>5. Retaining playwork provision and further develop opportunities for children, teenagers, & families on Plas Madoc</p>	<p>B. Play Provision for Children <i>and</i> Teenagers</p>	<ul style="list-style-type: none"> • Art projects – intergenerational. • Playwork provision – 5 sessions a week – currently provision is only 3-4 times per week, as of November current funding will cease therefore the community will lose all play provision. Invest Local will sustain and also improve opportunities for children and families. Provision will run Monday – Friday providing consistency for the community. • Provision for families – Invest Local will fund the current staff team at capacity until April 2018, this will ensure the community (parents in particular) have access to a weekly drop in to access support in a group. Residents will also have access to a 5 day a week drop in service where staff will advise, support and signpost. • Holiday playschemes covering streets in Plas Madoc – playschemes are integral to community development, Invest Local funding will further develop opportunities for children and families by enabling the team to facilitate playschemes in the community. • Manage & run year round projects for children, young people, and families – children and families of Plas Madoc will have access to regular, consistent playwork. • Provide families with access to regular quality playwork provision – the community will receive provision 5 days a week, year round provision. • Contributing and supporting community events and other activities – the Play Team will continue to support and facilitate community events. • Street play - the team will reintroduce street play. Street Play has the potential to attract the majority of children from all corners of the estate, also involving adults and families. This provision also provides a sense of security for residents as there is a regular presence on the estate. • Playwork provision for teenagers – develop provision for teenagers in Plas Madoc utilising the Land and the Leisure Centre - this will be dependent on additional funding. • Being part of the Invest Local group & promoting group to wider community - the team will continue to be part of the Invest Local group, providing regular reports on provision. As a result of working in the community the team will promote the group and recruit new members and will also aim to recruit new members to the group and engage a wider audience. • Approachable and listening ear - the team will be available all week, and will be responsive to community need. • Provide referrals to offer help and guidance – the team has the knowledge / skills needed to ensure residents receive the best possible support.
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		<ul style="list-style-type: none"> • Use local organisations to provide support and guidance in specialist areas - the team will work closely with partners to ensure residents receive support and are well informed of available support. • Parent and carer group – support local families and children – promote confidence and friendship within the community – the team currently supports a number of families who have children with a disability, until April the team will continue with this. The group aims to enhance parental confidence and provides reassurance and additional support to the children. • Use local facilities, buildings, garden area, forest school in school, community links – the play team aims to work with partners and enhance the opportunities available to children and families. • Share people’s knowledge – Playwork in general whether this is direct playwork or work with families encourages people to share experiences and knowledge. • Use people’s skills to carry out activities – the play team has a number of volunteers which are fundamental to the delivery of provision. • Activities parents/carers can do with children – when parents engage with playworkers they are informed on their children’s interests, ideas and aspirations. Parents are key to a child’s development, playworkers recognise this and aim to support parents.
6. Better communication	ALL	<ul style="list-style-type: none"> • Radio • Attending different meetings – liaison • Leaflet drop • School letters • Leaflets/posters in shops • Facebook • Newsletter • Notice board – location and access? • Word of mouth • Local paper • Networking – exchange info between Plas Telford, PMLC, Opportunities Centre, School, Council, Health workers
7.Organisations working together	ALL	<ul style="list-style-type: none"> • We did not break this down further as we feel it is something that will continue to develop as the Driving Change plan is actioned. It is something that has already improved between existing partners e.g. the Play Team and PMLC are working together a lot more. We also have a Steering Group member that is a Local Authority employee and sits on the group within her role. We will review this as the programme progresses.

4. PLAN PROPOSAL AND RATIONALE

In this section we will provide further rationale for our proposed actions to meet the identified priorities to achieving the overarching vision developed from the consultation results and the action planning sessions. There is some important additional context to give to this plan, and the reason why we the steering group are putting forward our first plan for a large part of the £1million.

Plas Madoc presents some immediate and longer term challenges. The long term challenge here is a massive lack of trust due to historic experiences of community work/development through the Communities First programme. As a result we are a committed but small group of people, and continue to struggle to involve more residents in the steering group. This is something that the group aims to address with this plan by responding to the priorities identified through consultation with the community.

The more immediate challenge is the threat to two major assets in our area – Plas Madoc Leisure Centre (PMLC) and the Land with its play team. Both of these assets are key in being able to respond to the priorities identified by the consultation, and in fact continuing to run the programme in the area.

1. Support Plas Madoc Leisure Centre (PMLC) to become a sustainable community asset by reducing costs and increasing income

Why?

Plas Madoc Leisure centre is the only major community asset in terms of community space, and a unique one due to the versatility and amount of space it offers. The leisure centre offers a service to the large local community including specialist health services i.e. cardiac rehabilitation and GP referral scheme. The long term aim of the centre is to remain a valuable asset for the community and to become a sustainable business. The centre is much bigger than other spaces and therefore can offer a home for community events. Regular community events and activities came out strongly in the consultation, and have proved to be an effective and popular way of bringing people together and encouraging participation. The particular lack of trust from the community, due to previous negative experiences, has created a barrier to residents wanting to engage with organisations. This is one of the key challenges to the Invest Local programme in the area.

There is also a lot of local support and fond history associated with the building. Therefore, supporting PMLC to stay open would secure a popular (and the only) community space for encouraging participation.

How?

By supporting the cost of new boilers, this would give a potential energy saving of up to £20,000 per annum. Some of the largest monthly expenses for the leisure centre are the utility costs i.e. gas, electric & water. The building is 43 years old and is operating on equipment that is inefficient and costly. The boilers which would have a normal lifespan of 25-30 years have been in continuous use for 43 years so it would be a priority to replace these as they could fail at any time and some parts are unavailable to replace. Replacing the boilers would remove a risk to the business (a charity) which has the potential to close the centre.

The Splash Trust board (who run PMLC) have looked into different options to respond to this issue in the most efficient and effective way. This includes the use of solar and bio-mass boilers,

neither of which are possible at the moment. Splash are working with the Wales Co-operative who have commissioned a company to do an Eco Plan for them which will offer advice and guidance, and direct Splash to possible other funding streams in the future.

PMLC had previously submitted an application to WREN (Waste Recycling Environmental grant) for £50,000 to assist in replacing the boilers, with the intention of accessing match funding (£50,000) from Invest Local. Their WREN application was unsuccessful due to an issue with the Charity Commission and therefore they are reapplying for the next round of funding. However, due to the delayed timing of this we have decided to support PMLC with the full cost of the boiler replacement of £100,000, on the agreement that they continue to apply for the WREN funding which can be used to make other improvements to the building. The reason for this being that the timing now puts PMLC at high risk with the use of the boilers being high during the coming autumn and winter months. The potential closure of the centre would be very costly and damaging to the community.

How will we measure if it's working?

Intended outcome	What could be measured?	How could it be measured?
PMLC as a sustainable business – lower running costs will allow PMLC to become more secure and grow and develop	<ul style="list-style-type: none"> • Money saved on energy bills • Any growth and development in the business i.e. new and further activities offered. 	<ul style="list-style-type: none"> • Comparing energy costs past and future • The number of staff at PMLC and the total hours worked by staff • PMLC timetables

2. Develop PMLC as a community hub (and possibly the Opportunities Centre)

The local community were clear during consultation that PMLC is an invaluable community asset that they would like to see maintained and developed. The aim for the future is for PMLC to become the hub of the community by offering more space within the centre for meetings, training, bingo or any other activity that the community may wish to have access to. Growing the participation levels within the community will also strengthen PMLC and allow it to grow in the future. PMLC has the capacity to offer much more than just fitness activities. We are currently building links with the PMLC board (Splash Trust) by planning to attend their monthly meetings (beginning June 2017) to give an update on the programme's progress and share aspirations for the future, including this priority. One of our steering group members has also just been invited to become a board member and has accepted.

How will we measure if it's working?

Intended outcome	What could be measured?	How could it be measured?
PMLC has a real community focus, it's more than just a leisure centre and PMLC becomes a space where tenants and residents meet	<ul style="list-style-type: none"> • The number and type of groups using PMLC (e.g. local business, social enterprises, services and/or community groups) 	<ul style="list-style-type: none"> • Information from PMLC on the groups hiring or using PMLC

	<ul style="list-style-type: none"> • The number of people using services (e.g. youth service or youth job club) • Local tenants and residents that become members and access services, activities, and groups 	<ul style="list-style-type: none"> • The recording of the numbers of people attending • As above plus PMLC membership information and attendees of subsidized activities for tenants and residents
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3. Explore the possibility of setting up a Timebank

A steering group member has got in contact with Spice (a Timebanking organisation in the UK) to ask some initial questions and hopefully arrange a study visit. This idea came out of the consultation in terms of improving the public realm with volunteering but also developing community spirit and security through increased social networks and engagement. As mentioned previously engaging and involving people is currently the key challenge for us in Plas Madoc. We want to look into the possibility of using Timebanking to change this.

How will we measure if it's working?

Intended outcomes	What could be measured?	How could it be measured?
It's for the whole community, it's inclusive - everyone has an opportunity to give, receive, share, learn and knit	<ul style="list-style-type: none"> • The ratio of time bank users – 'time bankers' to the adult population of Plas Madoc • The profile of time bankers (e.g. in terms of age and sex) and how this compares to the population of Plas Madoc • Time Bankers' experiences (e.g. do they feel it's inclusive) 	<ul style="list-style-type: none"> • The number of time bankers and the numbers of adults and young people in Plas Madoc (e.g. using Census data) • The age and sex of time bankers (data which can presumably be provided by the time bank) • Questionnaire for time bankers
People will be happier; And it's a more cohesive community.	<ul style="list-style-type: none"> • What services and opportunities at no cost does the Time Bank provide? • Time Bankers' experiences (e.g. do they feel time banking 	<ul style="list-style-type: none"> • What people and give receive (exchange) through the time bank (data which can presumably be provided by the time bank)

	means they are less lonely or isolated)	<ul style="list-style-type: none"> • Questionnaire for time bankers (including questions on social relationships)
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4. Support a wider range of regular events & activities

This came out as another important priority from the consultation and links into the vision of community spirit. We would like to hold 3 large events each year (one per season). Each event would give residents an opportunity to come together and socialise, and also allow us an opportunity to promote and encourage involvement in and understanding of Invest Local.

In terms of regular events we want to do some more detailed research into what this means to residents. The events will also offer an opportunity to do this and act as a vehicle for continuous consultation with the community, in terms of knowing we're on the right track to achieve what the community want. We are putting in for 3 years of funding for this priority to allow time to (in consultation with the community) try a few ideas, find out what works, develop activities, those involved, and how they are organised and run. A variety of events, activities, and opportunities for the community to come together we hope will continue to engage more and new people, and build social networks and capital in the community – building towards our vision for Plas Madoc.

In the time of editing our plan we have also had a request from the community (through a newly joined steering group member) for a holiday club for children aged 2-8 years old. This will provide childcare for those working (and that can pay the affordable fees), and a free session with breakfast and lunch for those families in need. The fees from the first year of running are designed to cover the annual costs of the club so that it can become sustainable after its first year of funding. Once the first two sessions are run in the first half term of next year and then the Easter holidays, the group will review if this model is working, and if so subsequently support the following sessions of 2018 with the funding requested.

Fireworks night - £1500

Xmas event - £1000

Big summer event - £5000

Smaller scale and more regular events and activities - £2500

Total = £30,000 (for 3 years)

Little Sunflowers holiday club = £5506.76

How will we measure if it's working?

Intended outcomes	What could be measured?	How could it be measured?
<ul style="list-style-type: none"> • Participants share a social experience • Reduced isolation 	<ul style="list-style-type: none"> • The number of people attending events • The profile of people attending events (e.g. do 	<ul style="list-style-type: none"> • Records kept by event organisers • Records kept by event organisers

<ul style="list-style-type: none"> • Bringing the Community together • Involving families • Inclusivity 	<p>families attend? Do people from across Plas Madoc attend)</p> <ul style="list-style-type: none"> • The experiences of people attending events (e.g. have they met new people?) 	<ul style="list-style-type: none"> • Questionnaires completed by those attending events. Simple 'smiley face' questionnaires and an opportunity given to get involved in organising future events. • Visits to events (observation) e.g. are they busy? Are people having fun? This could be documented with photographs.
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5. Retaining playwork provision and further develop opportunities for children, teenagers, & families on Plas Madoc

Why?

The Land and its team of staff are the other major community asset that currently exists on the estate. They provide a quality community development Playwork service to local children and families. As a result of the work of the AVOW (Association of Voluntary Organisations in Wrexham) playwork team, there is a healthy culture of play and a heightened understanding of the importance of play. As a result the provision of play for children came out of the consultation as an important main priority for the area. However, this priority is not just about maintaining and enhancing opportunities for children to meet up, socialise and enjoy themselves; but also about further developing support for parents/carers and teenagers, which also came up as very important in the consultation.

Furthermore, Playwork provision on Plas Madoc works with a large number of the most hard to reach children and families, providing positive role models for these children and working with community members in creating a playful culture. This changes the atmosphere on the streets, it raises tolerance and builds relationships between children and the wider community. Children take pride in their community, feel valued and accepted and are less likely to commit anti-social behaviour, the community feels safer and more optimistic – another important priority from the consultation.

A full team will support Plas Madoc’s ambitions (as per the consultation) to maintain and develop play opportunities and activities for children and teenagers, and support for families and community events. Previously the team have been spread over a number of areas so this proposal offers a real opportunity to develop community involvement in Plas Madoc and engage with residents on a wider scale. Funding would also allow the play team to sustain and develop volunteers. With support from AVOW and BCT this funding will also allow and support the team with time to apply for subsequent and further funding, whilst providing service delivery. This has increasingly become a challenge in recent years with cuts to funding and increased demands on delivery. Previously the play team has been very successful in accessing funding.

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Furthermore, it is important to highlight the potential risk to the Invest Local programme in the area if we were to see the loss of this team and its service. They are the link and way into and working with the community. They have very good relationships within and with the community and as a result are trusted by them. As a result they have played a major part in consulting with the community, supporting the organising and coordination of events and using their relationships and reputation to achieve high attendance at events. Without them Invest Local would struggle to work on the ground in this community due to the lack of trust. Throughout the Getting Going stage they have worked closely with PMLC and as a result have developed a very good working relationship with them, this creates links to and through all of the priorities identified with this community’s two major assess – the play team and PMLC. This creates a very positive and cohesive coming together of those working in the area.

How?

We propose to support the maintenance of the full complement of 5 playworkers for the period June 2017 – April 2018 by using Invest Local money to cover the 30% cut they face in this period, (they are currently Communities First funded, and intend to frontload this funding for the period June- October 2017), and then subsequent support of 3 full-time playworkers over a period of 2 years (April 2018 – March 2020). See Appendix 2 for budget.

The reasoning behind this is to allow some time for the play team to try and find additional funding for the 2 other posts post March 2018, to hopefully maintain a full team. The intention with the subsequent 2 years funding (for 3 staff members) is to provide secured and adequate funding for a core team to be able to logistically provide play (3 staff are a minimum necessary for this to work), and a long enough period to support further funding to be found post March 2020. If further funding from other sources is also accessible in this period, the steering group are keen that this is accessed and the Invest Local money is then used to support the play team over a longer period. This would be reviewed at the time.

Further detail of the play provision that would be provided is attached as Appendix 4.

How will we measure if it’s working?

Intended outcomes	What could be measured?	How could it be measured?
It's an inclusive, equal, and increased service	<ul style="list-style-type: none"> • The profile of children accessing play work • Accessibility (e.g. when and where is it held) 	<ul style="list-style-type: none"> • Records kept by play work providers – registration forms and attendance registers • Timetable of provision
Children will be happier and have better wellbeing	<ul style="list-style-type: none"> • How many children access play work provision? • Children’s experiences of play work • Parents’ and carers’ feelings about the impact of play work upon children (e.g. do parents’ 	<ul style="list-style-type: none"> • As above • Observation of play work (e.g. are children having fun?) and where possible semi-structured interviews

	and carers' feel: children enjoy it? feel valued? and make friends?)	<ul style="list-style-type: none"> • Taking to children about their experiences • Questionnaire for parent and carers of children accessing play work provision (satisfaction survey and where possible semi-structured interviews)
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6. Better communication

Following a successful and productive communications training session run by Emma Shepherd (BCT Wales), we identified several ways we are using communications, and several more ways we would like to use communications. As a result we have decided to focus on the following for the next 6 months:

- Branding and logo
- Newsletter
- Social media (Twitter, Facebook, online survey) – access social media training

With the subsequent list to review in 6 months' time:

- Videos
- Write a communications plan
- Have a website and/or blog
- Write press releases
- 'Street champions' to spread the word
- Noticeboards
- Podcasts
- Use different languages in our communications – not fully translated, but a greeting in Welsh/Portuguese/Polish to show everyone is welcome.

As a result we are requesting a budget of £3000 per year, therefore £9000 over the 3 year life span of this plan, to cover costs such as the creation and printing costs of newsletters/posters etc.

How will we measure if it's working?

Intended outcome	What could be measured?	How could it be measured?
Increased understanding, knowledge, and involvement in the programme	<ul style="list-style-type: none"> • Increasing numbers of people involved • Increased understanding of programme 	<ul style="list-style-type: none"> • Increase in steering group members and volunteers engaging in the programme outside of the steering group

		<ul style="list-style-type: none"> • Questionnaire/questions asked (using tablets?) at events (to assess understanding/knowledge of programme, and how they heard about it) • Numbers of people engaging via social media
Reaching a variety of audiences	<ul style="list-style-type: none"> • People getting involved in terms of gender, age, ethnicity, disability 	<ul style="list-style-type: none"> • Asking for gender, age, ethnicity, disability information when doing the above

7. Organisations working together

By working in partnership with another organisation it can strengthen a project or enable them to do something that they would normally be unable to do themselves. It can give credibility to a project or specific expertise that might be lacking. When organisations work together it tends to be a focused approach and gives more support from different areas to successfully work together. We are very supportive and keen to encourage partnership working on the estate, and by our very existence we have already seen the relationship between PMLC and the Play Team blossom.

We also have the Estate Remodelling Project Manager (employed by the Local Authority) as a member of the Steering Group. This allows us a link into the Local Authority and to keep informed of any physical changes planned for the area/ways that we could benefit from working together.

Finally, we have very recently made a link with the Communities for Work team based in the Opportunities Centre. They attended one of our meetings to tell us about what they do and as a result we have suggested they attend one of our meetings every now and again to keep updated on what the group are doing, so that they can tell relevant individuals they meet about our group.

If we formalise this priority and develop specific actions, we will create outcomes and indicators at this point. We will review this in the 6 monthly review.

Reviewing the plan

We will review the plan every 6 months to monitor and evaluate progress and developments.

5. Appendix 1

Plas Madoc Invest Local consultation report - attached PDF document

(Title on 1st page – Identifying priorities for the Invest Local program in Plas Madoc)

6. Appendix 2

Action planning sessions – SWOT and visioning exercises

STRENGTHS

Places	Groups
Leisure Centre	Splash Trust (Leisure Centre)
The Land	The Land – play groups, parent carers, ADHD group
MUGAs	Tea & Toast
Opportunities Centre	CAB
Shops/Chemist	District Nurses
Surgery	Forest School
Gwynant	Coleg Cambria
Youth Shelters	School
Parks	Housing bodies
Plas Telford	WCBC
	Wales & West

WEAKNESSES

- Lack of support (resources) for recovery from violence, substance abuse
- People can feel isolated. Community is isolated too (people can disappear)
- Lack of youth provision
- Lack of communication in and off estate
- No credit union, free ATM, Timebank
- Quality of chemist's & GPs hours

OPPORTUNITIES

- Sense of pride
- Better communication
- Community focused **Plas Madoc Leisure Centre (PMLC)**
- Build on play provision (links to education)
- Opportunities for people to get involved
- More activities for older people
- Community is connected and knows who to access when needed
- Plas Telford?
- Big Local employer we can access
- Explore how to create 'hub' in existing facilities
- Working/Planning in a way that creates sustainability
- Access to local services

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- Local groups – football, swimming, culture of volunteering
- Keep money on estate

THREATS

- Funding for PMLC/Splash Trust
- End of Communities First funding (The Land and play team)
- Closure of local health services
- Wider uncertainty
- People don't use activities we put on – need to build trust and confidence
- Lack of sustainability
- More stress on advice services and support
- Low aspirations – people stuck in coping mode
- Poor communication builds mistrust

VISIONING SESSION

'In 5 years time what will success look like in terms of...'

Organisations, structures, & relationships

- Change the way people feel about outside organisations (currently negative)
- Better working relationships between organisations
- Community getting involved in the running of organisations
- Community organised activities – football, bingo, 60s nights
- Sustainable trust running Plas Madoc Leisure Centre & possibly more
- BCT group has grown and has a clear understanding of what the communities' needs are in the future
- Having good channels of communication
- Older people being more involved in volunteering
- Better recognised by other professionals
- Stronger relationships with families/professionals

Use your senses - what does it feel, sound, smell, look, and taste like?!

- Older generation feeling more wanted
- People having more confidence
- More friendships between mixed generations
- Respect
- Sense of security – feels safer
- More children playing out
- Putting Plas Madoc back on the map
- Cleaner community
- Community coming together – community heart back
- Year round playwork provision – the Land, street play, playscheme
- People not afraid to report things
- Reputation changed (for the better)

- Sense of worth! Sense of pride!
- Public Art
- Less crime
- Feeling happy, content
- Feeling of achievement and having a can do attitude

Counting things – what can you count that measures success?

- Events & activities for all ages & abilities
- Street Play
- Reduction of anti-social behaviour
- All houses will have received improvements
- Stronger sense of pride
- Larger BCT/Invest Local group
- More focused & experienced in what the community needs
- Improved access to services
- Strong networking links
- Skill sharing
- Year round play provision for children & teenagers
- More people in employment/volunteering
- Regular fundraising
- Volunteer programme

7. Appendix 3

Further info about the play provision proposed

The AVOW Play Department will work with the local community to maintain and enhance the range of opportunities children and teenagers have to play and identify and address factors that may constrain children's ability to navigate their own community with the vision that -

Plas Madoc will be a cohesive community with excellent community spirit. The people of Plas Madoc will know and look after each other, the community will stick together and people will be involved. Plas Madoc will be a community where people like to live, a community where people feel safe and secure. (From the consultation)

The main focus of the work will be the delivery of a range of year round playwork projects including the adventure playground known locally as 'The Land', peripatetic street play provision and playscheme sessions.

Get Out and Play

Get Out and Play is the open access playscheme which will operate in Plas Madoc. The scheme travels around the estate and encourages children to feel confident about playing out in their community. The scheme sets up on grass verges, parks, green spaces and provides children with resources that enhances children's creativity and creates a playful environment. This type of provision has the potential to bring communities together, children from all areas of the estate come together and are able to share space, children meet friends (as do parents).

Street Play

Street Play is a peripatetic, mobile project traveling around the vicinity of the estate. In contrast to Playscheme/The Land, the Street Play project uses minimal resources. Street Play attracts a wide range of children ranging from 5-17. The project raises community tolerance, children are familiar figures playing on the streets, playworkers aim to make play more publically acceptable.

The Land

The Land is an Adventure Playground, play provision staffed by playworkers. The Land meets the unique ways of play and playing, offering children the opportunity to develop their play over long periods of time, it's not a shared space or multiuse – children are free to return to their playing day after day. On the Land children are free to experiment, challenge themselves and others, fail, struggle, succeed, destroy, create and recreate. Whenever possible children are in control of the content and intent of their play.

Ultimately this combined provision will help to continue to foster a culture of play across the estate where children and teenagers report satisfaction with their opportunities for playing, parents feel confident in allowing their children out to play and other residents are accepting of children's playful behaviour because they are used to it, and it is these factors that will sustain change within the community.

More specifically the project will provide children, teenagers and their parents with access to inspiring and flexible play environments within a secure (and 'safe enough') context in which they may experience increasing independence and responsibility, bonding with their peers and

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associating with people of other ages, abilities and backgrounds. Children will share experiences, teach each other coping strategies and help each other out – children will develop resilience. The presence of playworkers will provide reassurance to children, parents and other residents thereby enhancing their perceptions of community safety.

Although the project will work primarily with children, we recognise that the majority of the time it is parents who have ultimate responsibility for their children. It is therefore important that parents and professionals are working together to benefit the children. This relationship will enable the Play Team to better understand the children and their families and any difficulties they may be experiencing. The AVOW Play Team will facilitate parent groups which will be open to all families. These groups will offer a welcoming environment and where possible will be led by the parents themselves.

The AVOW Play Team currently works with a number of volunteers, offering ongoing volunteering opportunities the team works with partners to identify training for volunteers – this will continue and the volunteers will be encouraged to join a potential timebanking project.

All of the projects will be staffed by experienced, qualified Playworkers whose role it is to enhance the range and quality of play opportunities available, working with and on behalf of the children, teenagers and families of Plas Madoc.

Playwork Team - All staff will be operational Playworkers facilitating face to face playwork with children and teenagers, and providing support to families. The team will work proactively to improve spaces for children on the estate.

Manager – responsible for overall management of the team and projects providing support, leadership and management. To provide regular supervisions. To be the designated safeguarding officer, representing families at Social Services and TAC meetings etc. To source and apply for additional funding, to regularly monitor the projects to ensure they are responsive to the community, to be the point of contact for all provision.

Deputy Manager – To provide support to the Manager, to be responsible for Health and Safety / Risk Management. To ensure daily site checks are undertaken and recorded. To assist with monitoring of the project. To ensure all registration details are updated and correct. To supervise playworker and provide regular supervision. To assist with applying for additional funding.

Senior Playworker / Maintenance / Resource – To ensure the playground complies with Health and Safety and risk benefit assessments. To ensure the playground is inspiring and exciting and constantly evolving as children develop and new children arrive. To source and collect resources for the projects, to form and retain relationships with local companies / factories to source donations / resources. To maintain the playground and the team's van.

Future provision in Plas Madoc - AVOW Play Team

The overall arching priority for the Plas Madoc community is community spirit and a sense of security, all of the services we propose contribute greatly to this priority and also directly address the priority of improving provision for children and teenagers.

The Invest Local funding will enable the team to safeguard current provision for children and families of Plas Madoc and will address a number of the Communities priorities as identified during the consultation processes.

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Provision for children in Plas Madoc will increase significantly and will be guaranteed for at least 2.5 years so the community will immediately notice an improvement, they'll know the consultation was worthwhile, this will build trust and also confidence in the programme.

The Land will open Monday – Friday (or a Saturday dependent on community need), Street Play will run once or twice a week.

During the holidays provision will also include Get Out and Play which is the Open Access Playscheme that travels around the Community facilitating play opportunities for children / teenagers near to their homes.

All of the provision attracts and works with children aged 3 – 17 so therefore will provide a service for teenagers.

Below is the proposed term timetable – (all sessions are 3hrs long – 2hrs service delivery ½ hr prep and debriefing). As of April 2018 the team will consist of a core team of 3 staff which will enable us to run a quality service for the children and although not a specific service will also improve opportunities for the teenagers.

Term – time

Monday	The Land			
Tuesday	The Land			
Wednesday	The Land	Street Play		
Thursday	The Land			
Friday	The Land			

Currently the timetable stays the same during the school holidays, the Invest Local funding will enable the team to facilitate Open Access Playscheme, this will create the conditions for play to occur, be maintained and develop.

Holiday time

Monday	Get Out and Play - Playscheme		The Land	
Tuesday			The Land	
Wednesday	Get Out and Play - Playscheme		The Land	
Thursday			The Land	
Friday			The Land	

The team will identify and apply for additional funding to enhance the service, this may include inclusion work for families, specific work with teenagers and also parenting / social support for families all of which contribute to the priorities the communities have identified. The team will take a proactive approach to improving the public realm - maintaining and improving space for children in the wider community, this may include seeking additional funding for improvements and/or working with partners to ensure spaces are accessible.