North Yorkshire County Council

Stronger Communities
Inspire, Achieve, Innovate

Investment Prospectus
Foreword

This Prospectus – Inspire, Achieve, Innovate - is the Council’s new approach from our Stronger Communities Programme to support and invest in social action through strengthening voluntary and community organisations, developing local services and encouraging the communities of North Yorkshire to help themselves.

It outlines some of the key issues and challenges for those communities and proactively invites ideas and solutions from our local voluntary and community sector partners and from residents of those communities who would like to take collective control of their own well-being.

The three programmes outlined in this Prospectus will deliver investment in services and activities that strengthen communities and support the residents of North Yorkshire to improve their health and wellbeing. We know that statutory services cannot provide all the solutions. We are also facing unprecedented financial challenges; it is therefore all the more important to make sure that services and support are cost effective, good quality and high performing. We know that there are many community groups, voluntary organisations and service providers, already providing good and cost effective support for children, young people & families; for people with disabilities and for older people in North Yorkshire and that they have more ideas for developing new ways of working.

We would like to see as many communities as possible involved with and benefiting from our flagship Stronger Communities Programme and have designed this investment Prospectus to support your ideas or ambitions whether they are small one off projects, piloting new ideas or developing large scale, long term services.

We will also support innovative ideas and ground-breaking concepts with an annual competition that offers investment in social enterprise around a range of service delivery challenges.

Above everything, we want to see this Prospectus deliver action; build and strengthen strategic partnerships and encourage informal networks which help to reduce inequalities, increase social connections and improve the well-being of our communities.

We have worked with our partners, listened to people who use services and our voluntary sector partners in the development of this Prospectus. We hope you will work with us on this new and exciting venture, sharing a journey that we believe can make real, sustainable changes in the lives of North Yorkshire residents.

Cllr. David Chance
Executive Member for Stronger Communities
Introduction

Our approach is to work in partnership with communities and voluntary and community organisations to achieve some key shared community objectives. These include developing the ability of our communities to look after themselves to a greater degree than they already do, reducing demand on statutory services, by investing in preventative activities and helping to mitigate against some of the cuts in public services.

We have a Delivery Manager in each of the district areas in North Yorkshire, working with local groups interested in taking a role in the delivery of services. The team has access to commissioning budgets, grants and a range of expert skills and advice to provide the support that communities need to enable them to take a greater role in the development and delivery of local services.

We are keen to support a wide range of small projects, community events and local activities right across the county as well as partnering with and investing in organisations who want to develop larger scale services and projects that are aligned to our priorities. Local support and services will look and feel different in different places, reflecting local circumstances, whilst sharing a common focus and aim.

Our Vision...
...is of stronger and more resilient, resourceful and confident communities in all parts of North Yorkshire effectively using their skills and assets to co-produce, with the Council and others, a range of local support and services that maximise the well-being of local people of all ages (children, young people, families, adults and older people).

Our ambition...
...is for all communities in North Yorkshire to have greater collective control of their own well-being and ultimately reduce inequalities.

Our aim...
...is to champion and enable the conditions for effective social action within the market towns, villages and communities of North Yorkshire and to invest resources in such a way that ultimately results in:
- reduced inequalities
- improved social connectedness
- improved well-being

Outcomes...
In developing this Prospectus, the Stronger Communities team has worked with a range of partners from within the Council, health, and from the voluntary and community sector to agree the three outcomes that this investment, and the projects supported through it, will have to demonstrate they are making a positive contribution to.

Reduced inequalities
- Reducing health inequalities
- Improving access to services or the removal of barriers
- Influence and control – increasing civic participation

Improved social connectedness
- Reducing loneliness and social isolation
- Greater collective control – building increased community capital

Improved well-being
- Emotional well-being
- Physical well-being
- Social well-being – supportive relationships (social capital)

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The 5 Ways to Well-being

In 2008, the centre for well-being at New Economics Foundation (nef) developed a set of evidence based actions to improve personal well-being based on the evidence around social relationships, physical activity, awareness, learning and giving. These messages have been organised into five key actions called the “5 Ways to Well-being” which are summarised below.

Connect… With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active… Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice… Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep Learning… Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give… Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Throughout this prospectus we will offer ideas of things you may wish to see and make happen in your communities aligned to the 5 ways to well-being.

Inspire - Achieve - Innovate

The North Yorkshire Stronger Communities Investment Prospectus is a new approach to developing strong working relationships with and between the Council, other public sector organisations and agencies, local service providers, voluntary and community organisations and local people. We would like to support, invest in, and partner with community groups, voluntary organisations and social enterprises combining your creative ideas and the richness of the county’s community assets alongside the Council’s resources in the development of, perhaps, entirely new activities and service models in your local area.

There are three distinct investment programmes which together aim to deliver real changes for North Yorkshire’s communities.

Inspire Fund
Grants of up to a maximum of £1000 are available for smaller community projects and activities.

Achieve Together
This is our main investment programme and will be delivered by building longer term strategic partnerships with voluntary and community organisations. The programme will be evidence based, identifying needs and opportunities and designing sustainable solutions capable of delivering at scale.

Time to Innovate
We will support innovative ideas and ground-breaking projects through an annual competition that offers investment in social enterprise around a range of service delivery challenges.

http://neweconomics.org/search/?_sft_project=five-ways-to-wellbeing
The main aim of this Prospectus is to encourage a new and inspiring range of social action projects that together will help to reduce inequalities and improve the well-being of North Yorkshire’s diverse communities. It will ensure that we are investing in effective services that meet the needs of the communities they serve and where necessary targeted at those communities who need increased support. The ideas of how this can be achieved we will be inviting from you!

The Prospectus offers a real opportunity to get involved in your communities, to take control and do things differently, to recognise members of the community as assets and to support the needs of individuals who may need additional help.

We want to support greater interaction between people – increasing social connectedness, encouraging neighbourliness, kindness and a greater sense of community spirit. Also, we want to provide support, whatever that may look like, to enable community organisations to do the things they do best. We have designed the Prospectus to be responsive to different levels of need.

Investment across all three strands of the Prospectus will be directed towards delivering the three priority outcomes: improving well-being, reducing inequalities and increasing social connectedness. The outcomes have been developed as part of the wider strategy for the Stronger Communities Programme for 2017-2022.

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**Which Programme Stream?**

Please read the information within the Prospectus, in particular the sections that talk in detail about what the three funding streams can be used for and the eligibility criteria. To help you identify where your project or idea fits, we have included some examples of the types of projects we want to encourage. Similarly, if you are aware of a need in your community that aligns to the programme – such as a lack of social activities for older people, nothing for young people to do or difficulties with accessing transport – and want to do something about it but are not sure what - the examples may inspire you with ideas that we know have worked elsewhere in the county.

If you are unsure about where your project or idea fits, don’t delay - get in touch with your local Delivery Manager (contact details are included at the back of the Prospectus).
The Inspire Fund is primarily about supporting local social action. We want to encourage people to get involved in their local community by offering small grants to help establish new services, events or activities that help to increase social interaction, encourage neighbourliness and improve the well-being of individuals and communities.

Applications are invited from a range of groups and organisations for grants of up to a maximum of £1000. The grant may be used to fund events or activities, to help with start-up costs for new projects or services or to purchase small items of equipment. Grants will be made as a one-off contribution to the cost of a project and as such applications should be able to demonstrate that the project can be delivered without the need for additional future funding from this fund.

We want as many groups as possible to take advantage of this exciting opportunity to make things happen in their communities and have allocated £200k per annum to support local projects.

Eligibility
Applications will be considered from any not for profit group or organisation whether an informal group of residents, a community organisation or an established charity. New groups can apply providing they have access to a club or charity bank account. The fund is also open to Parish Councils and faith groups who wish to develop community projects.

The project can be anything that contributes to the programme’s priority outcomes: reducing inequalities, improved social connectedness and improved well-being. All projects must be able to demonstrate one or more of the following attributes:

**Volunteering** – delivered by volunteers or creating opportunities for volunteering

**Reciprocity** – such as time credit or time-banking and skills exchanges

**Peer support** - the exchange of emotional and practical support between peers

**Co-production** – projects designed and delivered between range of partners

**Co-operative or community ownership** – owned or managed by range of community stakeholders and/or service users

**Community Organising** - building relationships and networks in communities to create social change through collective action

**Befriending and Helping** - informal activities ranging from doing the shopping for an elderly neighbour to setting up play activities for children

Stuck for Inspiration?
If you are not sure about the type of project that will meet the needs of your community and want some ideas about the types of low cost, local projects that have worked elsewhere in the county, please see the table below. We would like to encourage more of these projects right across the county.

What are you waiting for?!
We are also interested to hear your ideas so, don’t delay - please get in touch if there is something you would like to see happen in your community.

To find out more visit the Stronger Communities section of the NYCC website - northyorks.gov.uk/strongercommunities or get in touch with your local Stronger Communities Delivery Manager - contact details can be found on page 35.
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<td>Young Person's Volunteering</td>
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<td>Youth Charter (youth friendly services / access)</td>
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Achieve Together

Achieve Together is our main investment programme. We would like to build longer term strategic partnerships with communities, voluntary organisations and social enterprises who share our priorities. We are interested in designing with partners a range of social action projects and services that meet clearly evidenced need, are sustainable and where required are capable of delivering at scale.

The Achieve Together programme is firmly rooted in the principles of collaboration and partnership. Our investment will be aimed towards meeting unmet need across our three priority outcomes: reducing inequalities, improved social connectedness and improved well-being. Projects and service solutions will be co-designed with delivery & public sector partners and communities themselves.

We invite direct approaches from groups and organisations interested in developing with us projects or services for their communities or customers both where there is evidence of unmet need or where an opportunity arises to establish preventative services. We will also actively seek out partners to work with where we identify gaps in provision. We are particularly interested in investing in projects that help to establish community anchor organisations or community hubs.

Projects supported through Achieve Together will be designed to be sustainable over the long term and as such we will invest in the capacity and capabilities of partners as a mandatory element of the collaborative relationship. This may be by undertaking a simple organisational diagnostic or a larger investment in capacity building through our approved providers list of organisational support or in partnership with Community First Yorkshire - the county’s voluntary sector infrastructure support provider.

We don’t want to artificially cap the funding provided for any one project under Achieve Together however we anticipate that the majority of projects are unlikely to exceed a grant of £25k against the total project costs. We have allocated circa £500k per annum for this element of our programme.

Eligibility

Applications will be considered from any not for profit group or organisation. Consortia and lead provider model applications will also be considered. In exceptional circumstances we may decide to establish a new organisation where no suitable organisation currently exists. The programme is also open to Parish Councils and faith groups who wish to develop community projects.

Projects must contribute to one or more of the programme’s three priority outcomes: reducing inequalities, improved social connectedness and improved well-being and must be able to demonstrate one or more of the following attributes:

- **Volunteering** – delivered by volunteers or creating opportunities for volunteering
- **Reciprocity** – such as time credit or time-banking and skills exchanges
- **Peer support** - the exchange of emotional and practical support between peers
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Achieving more

We welcome your ideas and want to work with you to design a range of projects and services that will make a positive impact on the communities and people of North Yorkshire. We also have a range of tried and tested models which we are keen to encourage more of, so if you are aware of an opportunity or unmet need in your community but are not yet sure about the type of project that might work have a look at the various models that follow.

What are you waiting for?!

If there is something you would like to see happen in your community please get in touch with your local Stronger Communities Delivery Manager. Contact details can be found on page 35 or to find out more visit the Stronger Communities section of the NYCC website - northyorks.gov.uk/strongercommunities.
Community Hubs

Outcomes:
- Improved Social Connectedness
- Improved Well-being

Five Ways to Well-being:
- Connect
- Give

Involving the local community and in collaboration with other stakeholders, developing a Community Hub can provide localised and alternative means for providing services, supported by volunteering. This may be a venue run by one organisation delivering a number of services, or a number of providers sharing a building with the common purpose of serving the local community.

The range of services provided is designed to meet identified local need but may include the following:
- Advice, Information and Guidance
- Digital Access and Inclusion
- Health and Wellbeing Activities
- Children and Young People’s Activities
- Community Transport Services

Community Hubs need a varied income in order to be sustainable in the long term; this will often include grants and donations, income generated from services delivered (whether through contracts or subscriptions), room hire charges and local fund raising. Therefore robust business and financial planning is essential.

The Hub has become a one-stop shop for residents and visitors in the area. It’s great to be able to help meet local need and provide services that are run by the community, for the community.

At a glance
- Number of volunteers: High
- Running costs: High
- Income potential: High
- Venue required: Yes
- Start-up equipment: Yes
- Governance requirements: Standard/Advanced
- Partner engagement: Yes

Community Learning

Outcomes:
- Improved Well-being
- Improved Social Connectedness

Five Ways to Well-being:
- Connect
- Keep Learning

An important aspect to well-being is the opportunity to ‘Keep Learning’. The variety of learning activities based in communities is impressive and a number of examples of these have been supported in the past by the Stronger Communities Programme.

In partnership with Rural Action Yorkshire and the Howardian Hills AONB team, a community in Ryedale came together to learn about how young people spent their time in the past and compared that to the present day. Also in Ryedale, a new social group was supported to showcase traditional crafts and a gardening project was set up to share and teach gardening skills in the local community. These projects have not only enabled skills development, but also offer social contact.

Elsewhere in the county projects have been developed that offer opportunities to learn new skills such as braille reading or training in mental health awareness, weight loss or exercise classes or learning new hobbies such as playing the ukulele and dancing. Libraries, village halls and community centres often provide great venues for courses and learning activities and offer opportunities for some great partnership working.

"I really learned a lot about the experiences of young people growing up today and how that contrasted with my childhood, they also helped me take my first selfie! I showed them some of the things my friends and I used to do for fun and I think they really valued spending time ‘offline’.

At a glance
- Number of volunteers: High
- Running costs: High
- Income potential: High
- Venue required: Yes
- Start-up equipment: Yes
- Governance requirements: Standard/Advanced
- Partner engagement: Yes
Community Youth Club

Outcomes:
Improved Social Connectedness
Improved Well-being

Five Ways to Well-being:
Be Active
Connect
Give

Community youth clubs offer young people the opportunity to engage in local social activities. Youth clubs give young people a low-cost place to go outside of school, offering them a sense of belonging. The activities and support from club leaders and volunteers allow young people to learn new skills and build confidence and resilience for the future, as well as have fun.

Relationships are central to youth clubs, between the young people making new friends but also with the adults involved in the sessions. For some young people, their relationship with a club volunteer may be the only meaningful relationship they have with an adult – and it can be life changing.

An appropriate venue capable of delivering a range of activities is a must. Governance requirements will focus on ensuring that the safety of young people attending sessions is paramount.

At a glance

| Number of volunteers | Medium  |
| Running costs       | Medium  |
| Income potential    | Low     |
| Venue required      | Yes     |
| Start-up equipment  | Yes     |
| Evidence of need    | Yes     |
| Governance requirements | Simple |
| Partner engagement  | Yes     |

We wanted a safe and relaxing place where young people who were experiencing periods of instability in their life could come. Even if it’s only for an hour or two it is an opportunity to see friends and temporarily forget about the outside world. Our volunteers are amazing, many have backgrounds of working with children and it helps the young people to have familiar faces they can talk to. We have found that there is such high demand that we have had to look for bigger premises.

Dementia Friendly Communities

Outcomes:
Improved Well-being
Improved Social Connectedness
Reduced Inequalities

Five Ways to Well-being:
Connect
Give

Dementia Friendly Communities is a social action movement designed to enhance and improve the lives of people living with dementia and their family carers.

Communities and organisations from all sectors are encouraged and supported to implement practical actions to enable people to live well with dementia.

The aim is for people with dementia to feel empowered to have aspirations and feel confident, knowing they can live the life they want, feel understood, valued and able to contribute to their community.

A number of communities in North Yorkshire have already become ‘dementia friendly’ from small neighbourhoods to larger settlements. There is lots of useful information and guidance available from the Alzheimer’s Society to help you get started and we can put you in touch with local groups who will be able to help you - https://www.alzheimers.org.uk/info/20079/dementia_friendly_communities

At a glance

| Number of volunteers | High |
| Running costs       | Low  |
| Income potential    | Low  |
| Venue required      | No   |
| Start-up equipment  | No   |
| Governance requirements | Standard |
| Partner engagement  | Yes  |

Dad really enjoyed going out to eat at the local pub. As his Alzheimer’s disease progressed, his behaviour got more unusual. Mum and I felt so embarrassed that we thought we’d have to stop going to the pub. But two girls who worked there had such a gentle and responsive way of dealing with Dad that his outbursts and confusion never became an issue. Their kindness and consideration meant that we all felt welcome, and Dad was able to enjoy going out for pub grub – something that really mattered to him.
Digital Inclusion

Outcomes:
- Improved Social Connectedness
- Reducing Inequalities

Five Ways to Well-being:
- Connect
- Keep Learning

Digital inclusion is about making sure that people have the capability to use the internet to do things that benefit them day to day. There are a number of projects that can be developed to ensure people have the skills, confidence and opportunity to get online, some of which have been supported through the Stronger Communities Programme and which are already helping to remove some of the barriers people face.

Courses - Libraries and some community or village halls have been offering IT courses for a number of years but there is scope to do more.

Digital Hubs - Building on the success of the courses, increasingly village halls, pubs, cafes and churches are creating ‘digital corners’ or ‘digital hubs’ – installing wifi and providing computers, laptops and tablets for use by local people. Very often people offer their time as ‘digital buddies’ and are on-hand to show people how to use the equipment and help build their confidence.

In Scarborough and Selby larger scale Digital Neighbours schemes were developed – a partnership of Adult Learning, the two Councils and local voluntary sector groups came together to offer training to volunteers who can help people in their own homes to access vital services online. There is scope to roll this out throughout the county.

Liftshare

Outcomes:
- Improved Social Connectedness

Five Ways to Well-being:
- Connect
- Give

Liftshare schemes offer a free journey matching service that is able to widen travel opportunities in rurally isolated areas. The scheme provides a web based platform to link those who are travelling out of the area on a regular basis by car with those that don’t have their own transport. For example; to help people get to support services or hospital visiting, to train stations, work, college, or a shopping trip. The scheme is self-managed by participants and is a great opportunity for promoting social connectivity.

While the scheme has initial set up and registration costs, sustaining and growing the group over the long term is possible. A scheme is licenced to a local community organisation that promotes the scheme and can offer digital support if needed.

Benefits:
- Improved levels of social contact for those who are isolated
- Improved health and wellbeing for those engaging with the scheme
- Increased levels of community participation

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Men’s Sheds

Outcomes:
- Improved Well-being
- Improved Social Connectedness

Started in Australia in the 1990’s ‘Men’s Sheds’ are community spaces for men to come together to participate in practical activities traditionally carried out in garden sheds. Members will typically share the tools and resources they need to work on projects either individually or as a group. They are places to meet and make friends, to share skills and learn from others. Places of leisure where men come together to work. Sheds tackle some of the key issues affecting older men such as loneliness, social isolation and loss of purpose – particularly following retirement or periods of unemployment. In particular it develops the self-confidence of members, improves work prospects and access to statutory services and helps support family cohesion.

There are currently over 400 sheds in the UK with 2 in North Yorkshire – both supported by Stronger Communities. Setting up a Men’s Shed has some initial set up costs, sustaining and growing the group over the long term has been proven to be simpler as volunteers prepare and deliver the meals, and income can be generated from the meal payments themselves.

Benefits:
- Improved health and wellbeing for those engaging with the service.
- Increased levels of volunteering within the community.
- Improved levels of social contact for those who are isolated.

Five Ways to Well-being:
- Connect
- Keep Learning

Meals on Wheels

Outcomes:
- Improved Social Connectedness
- Improved Well-being

Meals on Wheels is a way of providing a healthy, nutritious meal to those who are in need, particularly the elderly. Volunteers prepare and deliver meals to people who have difficulty with shopping, carrying food home, or cooking for themselves in their local area. It is also a great opportunity for promoting social connectedness and building relationships for those who may not be able to leave their home.

While the project has initial set up costs, sustaining and growing the group over the long term has been proven to be simpler as volunteers prepare and deliver the meals, and income can be generated from the meal payments themselves.

Benefits:
- Improved health and wellbeing for those engaging with the service.
- Increased levels of volunteering within the community.
- Improved levels of social contact for those who are isolated.

Five Ways to Well-being:
- Connect
- Give

At a glance

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<td>Partner engagement</td>
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Meals on Wheels is a lifeline for some people in the community, not just in terms of getting a hot meal but also seeing a friendly and familiar face to chat to.

"We’re all here to help each other – physically, socially, mentally, every way that we can... and above all it’s fun!"

At a glance

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<td>Partner engagement</td>
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Mindfulness

Outcomes:
Improved Well-being

Five Ways to Well-being:

Take Notice

Mindfulness is simply “present moment friendly awareness” and is a way of being in the world that allows us to live with greater ease, clarity and kindness.

Mindfulness is the ability to leave the past behind, whilst also not projecting ourselves into a catastrophic future. Instead we learn to live in the present moment where our real lives are unfolding, where we can make more skilful, life-enhancing choices. It has shown to have benefits in the treatment of stress or anxiety and pain management, it is increasingly popular when working with children and in schools and in workplaces.

Mindfulness practices can be a stand-alone project, or be incorporated within a wider programme of activity. For example it can be combined with yoga (mindful movement), techniques to help with anxiety and depression and art and craft activities.

This course has been genuinely transformational. I feel more emotionally and physically robust and not fearful of the future. I feel calmer, sleep better and enjoy life more. Mindfulness is a gift and my friend.

At a glance

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Peer Support

Outcomes:
Improved Social Connectedness
Improved Well-being

Five Ways to Well-being:

Connect  Give

Peer support is when people use their own experiences to help each other. It can take many forms including mentoring, befriending and support groups. There are a number of key components for any peer support activity:

- Support between people who share a similar condition
- Support provided by those who have experience of living with the condition, not by health professionals
- The content of peer support sessions being largely determined by the participants
- Being asset-based – recognising people’s resources and potential
- The sharing of experience and reciprocity between people as equals
- Working towards wellbeing and recovery

Peer support activities don’t need to be complicated, nor do they require a lot of upfront work, yet the benefits for those involved can be significant:

- The reciprocity of peer support is a key benefit. The act of helping someone else as a way of paying back for help previously received can be a deeply rewarding and therapeutic experience in its own right.
- Individuals’ knowledge, skills and confidence to manage their health and care
- Physical and mental health
- Social functioning

At a glance

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Reminiscence Projects

Outcomes:
- Improved Well-being
- Improved Social Connectedness

Five Ways to Well-being:
- Connect
- Keep Learning

We all like to reminisce about the past, but for those with failing short term memory, stimulating older memories can be beneficial in reconnecting to family and community, as well as providing a basis for further social contact.

Reminiscence activities, story-telling and recalling events from the past using a range of stimuli whether music, images, smells or tastes can help people retrieve long-ago memories. Establishing a way to connect with long-ago memories can help re-tie that rope to familiarity. Other benefits include:

- Increased ability to communicate. Often, when you watch someone re-tell a story, you watch them come alive with memory and emotion. Research has shown new pathways in the brain form as a patient remembers the past.
- Provide relief from boredom, a distraction from day-to-day problems.
- Alleviate symptoms of depression and helps cope with aging.
- Reestablish life meaning for a person through connection to the past and reassert that person’s feeling of importance.
- Increased self worth and sense of belonging in the world.
- Preserve stories and memories for future generations.

Example projects that have been supported by Stronger Communities include Musical Memories and Sporting Memories.

Musical Memories facilitates an informal singing session, with a songbook of old favourites all polished off with a cuppa and chat. Similarly, sporting memories, which is particularly popular with men, uses the medium of sport to support people living with dementia, depression or who are experiencing loneliness. http://www.sportingmemoriesnetwork.com/

Projects have initial set-up and on-going costs which will vary dependent on the scale of the project. Income generation can be supported by attendance charges, donations and other sources of grant funding. Accessible venues are a must.

Time Bank

Outcomes:
- Improved Well-being
- Improved Social Connectedness

Five Ways to Well-being:
- Connect
- Give

A Time Bank is a mechanism for local people to share the skills and abilities they have with other people in the community. People join the Time Bank and state what they can offer to help others, and also what they may like in return.

Members then help one another on the basis of exchanging time where one hour of one member’s time is worth the same as one hour of another’s, regardless of the task being completed.

Through this mechanism of equal exchange the Time Bank achieves the twin aims of community development and health and wellbeing improvement. Time Banking UK (http://www.timebanking.org/) offers a toolkit of advice and resources for new Time Banks, including specific “time & talents” software.

Possible Activities:
- Befriending
- Cleaning – laundry & ironing
- Computer / IT skills
- Cooking/Catering
- Dog Walking/Pet Care
- Gardening
- Giving lifts
- Knitting/Sewing/Craft work
- Shopping
- Shopping

After helping someone, I come away with a feeling of, Wheey this is brilliant! It’s nice to do something you wanted to do and you come away feeling proud to help other people. It made me feel much more confident.
Asset Based Community Development (ABCD)

Outcomes:
- Improved Social Connectedness
- Reduced Inequalities
- Improved well-being

Five Ways to Well-being:

Connect

Many of the projects outlined in this Prospectus focus on one section of the community or one particular issue. We are also keen to encourage applications that take a whole community approach and could include the development of a range of projects and which involve a variety of people and groups with the aim of creating flourishing, connected communities.

ABCD is a process of community building that has at its starting point a recognition of the skills, capacities, knowledge, resources and assets of residents, communities and organisations. It recognises that we all have gifts to offer, we all care about something in our communities and we all have the capacity to make a difference.

The Stronger Communities programme works with a range of communities – from distinct neighbourhoods in towns to larger rural communities - using various asset-based approaches to help reduce inequalities and improve well-being. These relationships are long term and require a collaborative approach.

This project has been a watershed for our rural community, allowing us to shape a distinctively rural approach to dealing with the issues facing rural communities. This has given us a seamless “Big Picture” way forward for the future of our very rural area and collectively a determination to do the very best for our local communities.

At a glance

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"This project has been a watershed for our rural community, allowing us to shape a distinctively rural approach to dealing with the issues facing rural communities. This has given us a seamless “Big Picture” way forward for the future of our very rural area and collectively a determination to do the very best for our local communities."
To keep pace with both changing needs and an ever changing social and economic environment we are also keen to invest in creative new ideas that contribute to our priorities.

Once a year we will support innovative ideas and ground-breaking projects through an annual competition that offers one-off investment in social enterprise around a range of service delivery challenges.

Each round of Time to Innovate will have a different theme selected from one of our priority service areas: Libraries, Children, Young People and Families, Community Transport and Older People and Adults in need of support.

The theme and application details will be published every year in the autumn for investment in successful projects to start the following April.

North Yorkshire County Council (NYCC) offers a range of support to the voluntary and community sector to complement the vision, ambition and aims of the Stronger Communities Programme, and to support the community and voluntary sector more widely.

We encourage all community and voluntary sector groups, when thinking about support for a project or activity, to initially speak to your local County Councillor. Councillors are community leaders and will offer what support they can to encourage community projects and activities that benefit residents and the local area. In addition they also act as an important conduit between residents and the County Council. You can find your local County Councillor here:  http://democracy.northyorks.gov.uk/Committees.aspx?councillors=1

NYCC and the NHS fund the provision of free support and advice for community and voluntary groups across the County. This is delivered by Community First Yorkshire, who offer a range of support with finding funding, governance queries, volunteer recruitment and project development.

For more information, please contact Community First Yorkshire at http://communityfirstyorkshire.org.uk/ or call 01904 704177.

The Department for Transport has provided funding to ‘help invest in the future to provide more sustainable transport for local communities with a grants programme in place to assist local Community Transport providers with the development or delivery of their local scheme. Projects are considered on a case by case basis, and must fulfil NYCC’s priorities and objectives outlined within the Local Transport Plan (LTP). For more information on the grants scheme, or to find out how to apply, please visit http://www.northyorks.gov.uk/article/32654/Community-transport-fund for more information.

Data North Yorkshire & Local Insight

Data North Yorkshire is a public website maintained by local health and public sector partners to make information and data about North Yorkshire more accessible. A wide range of information from a large selection of national and local sources are available as well as analysis, articles and other publications. You may wish to use Data North Yorkshire to help evidence the need and impact of your project.

https://www.datanorthyorkshire.org/

Particularly for partners working with Stronger Communities on Achieve projects, Local Insight will be available to help identify need and provide evidence for specific projects and areas. Local Insight can map a large number of national data sets to custom localities, overlaying it with services such as GP practices and schools. Local Insight can also produce reports.
NYCC Staff Volunteering Scheme

All members of County Council staff are allocated one day of leave per year to volunteer with local community and voluntary organisations that support Stronger Communities priorities. This can be taken in a variety of forms, for example one full day, or in shorter periods (for example two half days) depending on the requirements of the organisation. This is increased for staff members within six months of their retirement date; they are allocated a half day per week, rising to one day per week in the last four weeks before retirement.

Teams across the Council have utilised the scheme to great effect with local organisations and have undertaken a variety of tasks; including renovation and decoration of community venues, working on environmental and horticultural projects, and providing their skills to local management groups on subjects such as accountancy, finance and fundraising.

Specialist Support

The Stronger Communities Programme has procured a framework of expert external specialist consultancies able to assist voluntary and community sector organisations across 12 specialist and technical areas from finance and training to marketing and income diversification. If your organisation is interested in purchasing some specialist advice please contact your local Stronger Communities Delivery Manager for details.

Glossary of terms

This short glossary is intended to provide a useful and accessible set of definitions for some of the terms found in this Prospectus.

Collective Control

This is the idea that communities, and individuals in those communities, feel they have the power, together, to make decisions about matters that affect them and people in their locality now and in the future. Closely connected to the idea of social action, when communities feel sufficiently resourced, supported and skilled to solve problems that are important to them then they begin to have collective control.

Community

A community is a group of people living in the same place or having a particular characteristic in common. Where a group of people share a particular characteristic, such as a religious belief this is often called a community of interest.

Community Anchor Organisation

These are independent community led organisations with multi-purpose functions, providing a focal point for local communities and community organisations, and for community services. They often own and manage community assets, and support small community organisations to reach out across the community.

Community Asset

A community asset is a strength or a potential in a community that can be used as a basis for development or empowerment of that community. Examples of community assets might be key buildings, an active voluntary organisation or volunteers.

Community Capital

Although people typically think of money when the term ‘capital’ is used, community capital is wider than simply money and comprises the resources available to the community to solve problems and sustain collective control. Community capital particularly places an emphasis on community assets and the connections and relationships between people in the community to benefit the community as a whole.

Co-production

Co-production is a relationship where professionals and citizens share power to design, plan, and deliver support or services together, recognising that both partners have vital contributions to make to improve quality of life for people and communities.

Grant

A grant is quite simply money transferred from a funder (typically a public sector body, corporation, foundation or trust) to a recipient for work or an activity the funder wishes to support but for which it doesn’t directly benefit from in return. A grant will typically benefit the community or a particular group. This is unlike a contract which is a payment for services benefitting the funder that the recipient is obliged by law to deliver.

Locality

A locality is a defined geographical area.
Loneliness and (Social) Isolation

Loneliness and isolation, or social isolation, are often discussed together and even used interchangeably. While they are related, they are distinct concepts. Loneliness can be understood as an individual’s personal sense of lacking desired affection, closeness, and social interaction with others. Although loneliness has a social aspect, it is also defined by an individual’s emotional state. Loneliness is more dependent on the quality than the number of relationships. Social isolation refers to a lack of contact with family or friends, community involvement, or access to services.

Reducing Inequalities

Inequality generally is the difference in social status, wealth, opportunities and/or outcomes between people or groups. Inequality is deemed to be unfair or an inhibiting factor for one person or group and not another. While we should always seek to reduce inequality where possible, we recognise that it would be impractical and unrealistic for this investment approach to reduce all inequality in North Yorkshire. Instead we are focussing on:

- Health inequalities, by increasing support and opportunities for the very young, the elderly and those with additional needs.
- Improving access to services or the removal of barriers. In a large rural county such as North Yorkshire this could be helping people travel to services which are often in the larger market towns, or it might be encouraging digital learning as more services move online.
- Influence and control – increasing civic involvement, or access to services.

Social Connectedness

One of the key outcomes for the Stronger Communities Programme; creating and building social connectedness is about developing the links and relationships within and between communities. More connected communities are those where individuals have a greater investment in their community, seek shared outcomes for the benefit of all, and care for those who are more vulnerable or isolated.

Social Action

Social action is about people coming together to help improve their lives and solve the problems that are important in their communities. It can broadly be defined as practical action in the service of others, which is:

- carried out by individuals or groups of people working together,
- not mandated and not for profit,
- done for the good of others – individuals, communities and/or society,
- bringing about social change and or value.

Social Enterprise

A social enterprise is a business created to further a social or environmental purpose in a financially sustainable way. Social enterprises can be both non-profit and for-profit in form. Some social enterprises are created, operated and/or owned by non-profit, charitable organisations as a means of generating income to further their social mission. Other social enterprises are incorporated as a for-profit entity but the business strategy is designed to achieve a social objective. The profits then are reinvested to achieve that objective.

Well-being

Wellbeing is about how people experience their own life. It is most usefully thought of as the dynamic process that gives people a sense of how their lives are going, through the interaction between their circumstances, activities and state of mind.
Stronger Communities
Inspire, Achieve, Innovate

Contact us
More information on the Stronger Communities Programme can be found on our webpage here: http://www.northyorks.gov.uk/article/31254/Stronger-communities

North Yorkshire County Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

Our Customer Service Centre is open Monday to Friday 8.00am - 5.30pm (closed weekends and bank holidays). Tel: 01609 780 780
email: customer.services@northyorks.gov.uk web: www.northyorks.gov.uk

If you would like this information in another language or format please ask us.
Tel: 01609 780 780  email: customer.services@northyorks.gov.uk