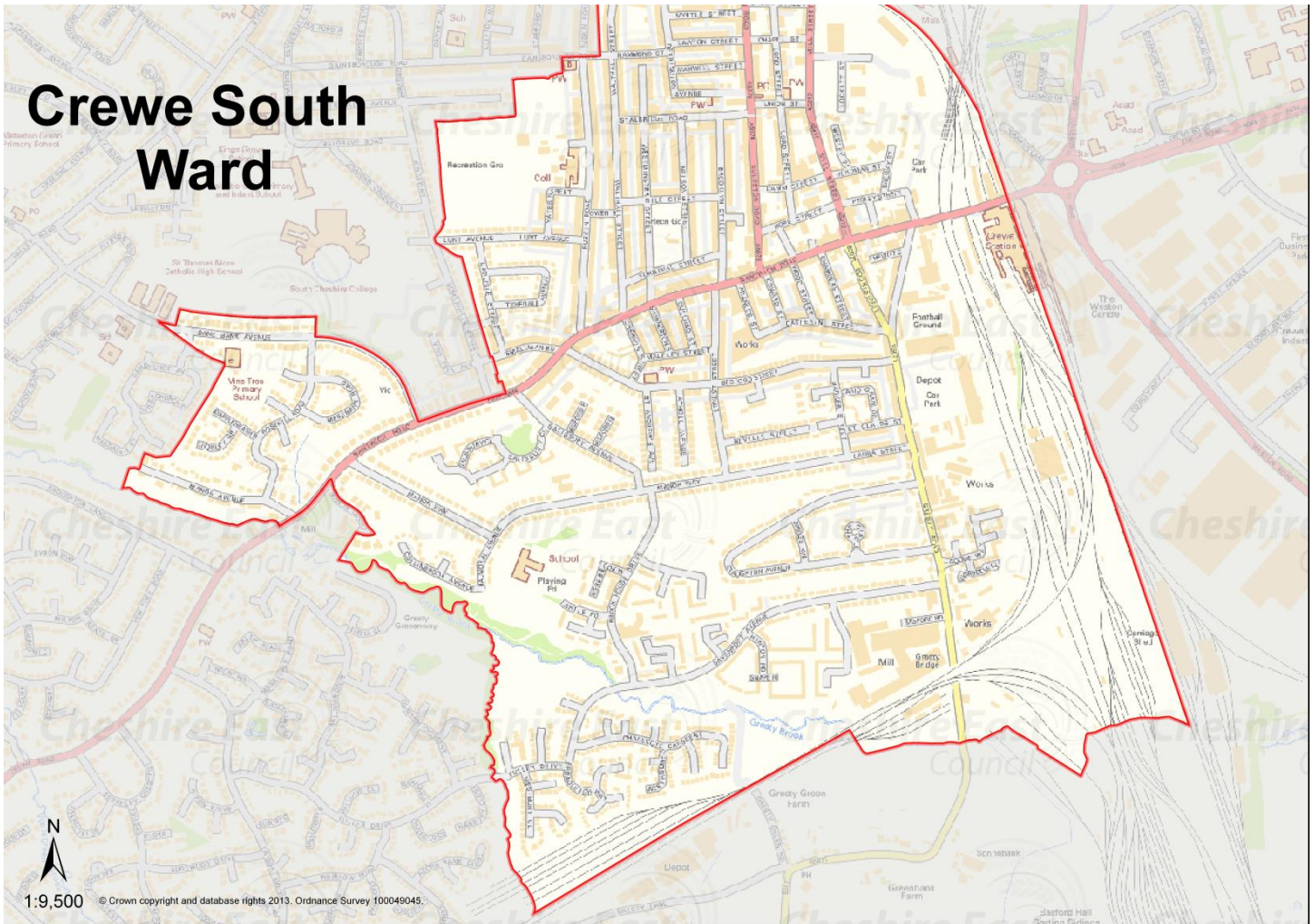


Crewe South Community Plan



The Crewe South Plan has been developed to improve our neighbourhood and the lives of those who live and work in the area. It will form the framework from which intervention can be based, highlights areas of weakness and opportunity for investment, and will act as a catalyst for targeted local projects to make an impact in the area.

Click on the link below to get details of the Crewe Ward profile

<http://www.doriconline.org.uk/Resource.aspx?ResourceID=586>

Objectives – the plan has 3 main objectives:

- **To raise awareness** of how working together we can make a difference and improve Crewe South through collective action between residents, private, public, faith, voluntary, and community organisations and businesses, simultaneously aiming to energise local participation of residents through improved engagement and empowerment.
- **To improve the health and wellbeing** of Crewe South residents through a holistic approach
- **To explore how we can enhance the environment**

Collectively responding to our 5 priorities set out in the table overleaf:

For supporting information please see:

http://www.cheshireeast.gov.uk/social_care_and_health/jsna.aspx,

http://www.cheshireeast.gov.uk/community_and_living/research_and_consultation/ward_profiles.aspx, http://www.southcheshireccg.nhs.uk/about/welcome?site_locale=en

The 5 Neighbourhood Priorities that form the focus of our work:

1. To ensure our young people are safe and active - reduce alcohol use, antisocial behaviour and vandalism
2. Support our older residents to age well and encourage them to remain socially active, independent and healthy
3. Nurture the importance of opportunities for family time enabling families with complex needs to have quality time together.
4. Contribute to making our neighbourhoods a great place to live through a high quality environment and improvement of spaces
5. Support active and healthy residents that are employed and skilled

Healthcheck of Crewe South March 2013

Strengths

- Good collective knowledge of local area
- Strong established partner relationships
- Good understanding of community need
- Wealth of experience/skills between partners
- Budget available
- Asset map already produced
- Proactive voluntary/faith sector in neighbourhood eg: YMCA and Ocean a BME Community group
- Various venues/public facilities - eg: Hilary Centre Day Care Services, Community focused Belong Village Retirement Home, Gresty Brook Health Centre
- Strong relationship with public service providers – Cheshire Police and Cheshire Fire and Rescue & Cheshire East Council

Weaknesses

- Barriers – ie languages, for example 30 languages spoken in one of the two wards in Crewe South, hard to reach groups, and challenging demographics of neighbourhood
- Lack of awareness that panel exists
- Low community/resident/business participation
- Lack of proactive community involvement by residents
- Communication - lack of resources and 28% non speaking English residents

Opportunities

- Training workshops & passing on skills
- Promotional events and family engagement – Funsters & Camm St Centre
- Energising business buy in
- Develop a marketing plan
- Big employers in the area – Virgin, Morning Foods
- Create stronger links with young peoples aspirations - Crewe Alex Football Stadium, Princes Trust
- Creating a legacy of body of work
- Further develop relationships with education links
- Develop Scout relationship and encourage local participation together with CE Streetsports for young children
- Work closer with older people/vulnerable of the area connecting with churches and active community groups
- Support Wulvern/YMCA with development of green spaces/sporting facilities
- Encouraging employment access to information

Threats

- Need to spend budget by deadlines
- Communication and community skills
- Lack of knowledge from potential applicants, as to what funding is really intended for – applications can become inferior in terms of need/evidence to support/inappropriate/poorly articulated/or duplicated in some cases – improve training opportunities
- Consistency in communicating across neighbourhood with agencies, organisations, businesses and residents – need to use blue tooth, Twitter and Facebook
- How to best generate a lasting legacy – improve community links - must be assured that demographic data is current /accurate highlighting need

Strengths links:

Good understanding of community need - Wulvern Gresty Neighbourhood Plan

http://www.wulvernhousing.org.uk/useruploads/files/website_-_wulvern_neighbourhood_plan_gresty2.pdf

www.creweymca.com

Asset map - <http://maps.cheshire.gov.uk/ce/interactivemapping/>

Proactive voluntary/faith sector in neighbourhood - <http://www.creweymca.com/>, <http://oceancheshireltd.com/>

Various venues/public facilities - <http://www.belong.org.uk/crewe.php>, and <http://www.grosvenormedicalcentre.org.uk/>

www.creweymca.com

Strong relationship with local Service Providers – <http://www.cheshire-pcc.gov.uk/Document-Library/Policies/Police-and-Crime-Plan-DRAFT-FOR-CONSULTATION.pdf>

www.wulvernhousing.org.uk

CE Corporate Strategy - [http://www.cheshireeast.gov.uk/community_and_living/pace -
_strategic_partnerships/local_area_partnerships/crewe_area_partnership.aspx](http://www.cheshireeast.gov.uk/community_and_living/pace_-_strategic_partnerships/local_area_partnerships/crewe_area_partnership.aspx)

Weaknesses evidence links

Languages as barriers – www.nomisweb.co.uk reference table QS203EW, 2011 census, Crown Copyright

Opportunities useful links

Promotional events and family engagement - <http://www.funstersplaycentres.co.uk/>,
<http://www.cammstreetcentre.co.uk/>

www.creweymca.com

<http://www.netmums.com/mid-cheshire/local/view/childrens-centres/centres/pebble-brook-childrens-centre-crewe/crewe>

Energising business buy in and smarter free marketing - <http://www.beechdrive.cc/>

<http://www.cvsce.org.uk>

<http://www.facebook.com/#!/wishingwellproject?fref=ts>

Big employers in the area – <http://www.virgintrainingacademy.co.uk/find-us/>

<http://www.morningfoods.com/>

Young people's aspirations - <http://www.crewealex.net/> <http://www.princes-trust.org.uk>

www.creweymca.com

Further develop relationships with education links– Pebble Brook Primary School:

<http://clc2.uniservity.com/grouphomepage.asp?groupid=61582>

Pebble Brook Children's Centre

http://www.cheshireeast.gov.uk/education_and_learning/children_and_families/childrens_centres/the_brooks_childrens_centre.aspx

Westminster Street Nursery School <http://www.westminsternurseryschool.net/readnews.php?id=34>

<http://www.ruskinhighschool.co.uk/> ; <http://www.s-cheshire.ac.uk>; <http://www.cheshire.mmu.ac.uk/>

Develop Scout relationship and encourage local participation together with CE Streetsports for young children – Cheshire East Sports Development Team: Natalie.mitchelmore@cheshireeast.gov.uk

Cheshire East Youth Engagement Team: Kelly.lincoln@cheshireeast.gov.uk

Work closer with older people/vulnerable of the area connecting with churches and active community groups - <http://www.crewechurches.org.uk/standrews> , <http://www.crewebaptist.co.uk/>, Crewe and Nantwich Senior Forum- Chair Adrianlindop@gmail.com, and Wishing Well - <http://www.wishingwellproject.com/>

Support Wulvern/YMCA with development of green spaces/sporting facilities - <http://www.wulvernhousing.org.uk/> ; www.facebook.com/#!/pages/Greenspaces-South-Cheshire/167566149921469

Encouraging employment access to information – YMCA <http://www.creweymca.com/fuse.html>

Actions for 2013 – 2014

Issue	Action	Involvement
Need to improve engagement with hard to reach groups	Seek different ways to publicise the work of the panel how to get involved ect communicating in different ways in various languages, by agreeing to hold training/public engagement events throughout neighbourhoods. Agreeing to gather information, monitor and evaluate.	All partners
Community Alcohol Project	To evaluate twice during the year ahead – need to devise methods and ways to process the findings: Teenage pregnancy Foetal alcohol exposure	Partners of CAP, Cheshire East Health Development, Housing and voluntary organisations
Ageing Well	Support/promote where possible the work and activities of the voluntary , community/private and statutory organisations active in the area and agreeing to make stronger connections and encourage funding applications	All partners
Improving Environment	Develop one green open space in Alexandra neighbourhood	Wulvern and YMCA and Greenspaces South Cheshire CIC

- 5 volunteers from Gresty Community Group supported by Wulvern offer support distributing neighbourhood information and well as contributing to raising funds for community based activities and initiatives, and also contributed to producing the asset map of the area - this commitment is on going
- 12 volunteers from Crewe and Nantwich Senior Forum regularly carry out support in the area recently having distributed winter resilience packs to the vulnerable in the neighbourhood – including those older people living independently at Belong and those attending St Andrews Church activities, Union Street Baptist, Newlife Church, Salvation Army , Buddies
- Crewe Clean Team – <http://www.litteraction.org.uk/crewe-clean-team>
- The CC Directory – <http://www.wishingwellproject.com/assets/The-CC-Directory.pdf>
- Greenspaces - www.facebook.com/#!/pages/Greenspaces-South-Cheshire/167566149921469
who are working on the Cloughton sites

In Kind

- Venue meeting spaces -
- Use of open green spaces
- Use of Vehicles
- Use of tables and chairs
- Gazebo loan
- Use of community hub at Brookhouse

Funding Available in the area –

Wulvern Community Fund – Sue Crum, Wulvern Regeneration Manager, email sue.crum@wulvernhousing.org.uk

Mornflake

Cheshire Community Foundation - <http://www.cheshirecommunityfoundation.org.uk/home.aspx>

Cheshire East Community Grant Scheme:

<http://cheshire.searchimprove.com/search.aspx?pckid=1044181725&aid=9349&pt=6018936&sw=community+grant+scheme>

General funding opportunities -

Arts Council - <http://www.artscouncil.org.uk/>

Awards For All - <http://www.awardsforall.org.uk/index.html>

Barchester Charitable Foundation - <http://www.bhcfoundation.org.uk/Default.aspx>

Calouste Gulbenkian Foundation - <http://gulbenkian.org.uk/>

Children In Need - <http://www.bbc.co.uk/programmes/b008dk4b>

Comic Relief - <http://www.comicrelief.com/home>

Co-operative - <http://www.co-operative.coop/membership/local-communities/community-fund/onlineapplicationprocess/>

Heritage Lottery - <http://www.hlf.org.uk/Pages/Home.aspx>

Peoples Health Trust - <http://www.peopleshealthtrust.org.uk/>

Peoples Postcode Trust - <http://www.postcodetrust.org.uk/>

Reaching Communities – Lottery - http://www.biglotteryfund.org.uk/prog_reaching_communities

Tesco - <http://www.tescopl.com/index.asp?pageid=6>

The Big Lottery - <http://www.biglotteryfund.org.uk/uk-wide/funding>

Projects

- Fuse&189 - Youth club at the YMCA
- Community Alcohol Project – involving statutory, voluntary and business community
- Fifty Plus Network
- St Andrews Youth Club, supported by Cheshire East Council and Gresty Community Group
- 18th SWC Scouts in Basford Road, by Mornflake - engagement
- Greenspaces
- Cheshire Young carers

Projects funded so far by Community First South Panel

YMCA – funding towards the creation of a community space at Fuse 189, Gresty Road.

Homestart Central Cheshire – recruiting volunteers and families to the project who have been hard to reach areas in Crewe south

Greenspaces South Cheshire CIC – recruiting local volunteers to improve the green open space in the Gresty neighbourhood

Crewe and Nantwich Senior Forum

Central Cheshire Buddy Scheme – The Happy Hilaries project brings young people with disabilities together with older people in a day centre through various activities

Salvation Army – funding for their Churches Together Project which gives shelter to the homeless in the winter months

Gresty Community Group – a street sports project to engage young people who would otherwise have nothing to do in the evenings.

Salvation Army – funding to help set up a food bank with the Churches Together initiative.