



North Ayrshire  
Community Planning Partnership

**Locality Partnership – Arran**

**14th December at 11:00am at The Ormidale Pavilion**

**Business**

<b>Item</b>	<b>Subject</b>	<b>Pg No</b>	<b>Officer</b>	<b>Timing</b>
1.	<b>Welcome and apologies</b>		Cllr McMaster	11am
2.	<b>Action Note</b> Review the action note	Pg3	John McKnight	11.02am
3.	<b>Arran Youth Foundation</b> Overview of current and future activity		Graeme Johnston	11.05am
4.	<b>Arran Ecosavvy</b> Update on the Sustainable Island Life Project Application to Climate Challenge Fund		Jude King	11.25am
5.	<b>Green Health Update</b>		Louise Kirk	11.45am
6.	<b>Proposed Arran No Cold Calling Zone</b> Overview of proposed plans		Andy Moynahan	11.50am
7.	<b>Council Plan and Budget Consultation</b> Update and discussion	Pg8	John McKnight	12.10pm
8.	<b>Arran Ideas Update</b> Receive update from November meetings		Anne-Marie Hunter, NAC	12.20pm
9.	<b>Community Investment Fund</b> Verbal update on expressions of interest	Pg9	John McKnight, NAC	12.30pm

10.	<b>Participatory Budgeting</b> - Arran PB event 2019 - Grounds Maintenance update - Future of PB		John McKnight, NAC	12.40pm
11.	<b>HSCP Forum</b> Receive update		Vicki Yuill, TSI	12.45pm
12.	<b>AOCB</b>		Cllr McMaster, NAC	12.55pm
13.	<b>Date of Next Meeting</b> Tbc at 11.00 am in Ormidale Pavilion .		Cllr McMaster, NAC	

## Distribution List

Ellen McMaster – Councillor (Chair)  
Vicki Yuill - Senior Lead Officer and Health and Social Care Partnership  
Timothy Billings – Councillor  
Anthony Gurney – Councillor  
John McKnight, Lead Officer, NAC  
Bill Calderwood, Community Representative (Vice Chair)  
Tom Tracey, Community Representative  
Richard McMaster- Community Council Representative  
Sophie Clark, Third Sector Interface  
Jim Anderson/Paul Storrie, SFRS  
Colin Convery, Police Scotland

<b>Meeting:</b>	<b>Arran Locality Partnership</b>
<b>Date/Venue:</b>	27 September 2018 – The Ormidale Pavilion, Brodick, Isle of Arran
<b>Present:</b>	<p><b>Councillor Ellen McMaster</b> (Chair)  <b>Councillor Timothy Billings</b>;  <b>Vicki Yuill</b>, Senior Lead Officer and Health and Social Care Partnership;  <b>John McKnight</b>, Lead Officer, NAC;  <b>Tom Tracey</b>, Community Representative;  <b>Sophie Clark</b>, Third Sector Interface;  <b>Paul Storrie</b>, Strathclyde Fire and Rescue Service;  <b>Colin Convery</b>, Police Scotland;  <b>Dougie Robertson</b>, Police Scotland;  <b>Elaine Caldwell</b>, Green Health Partnership/NHS Ayrshire and Arran;  <b>Rebecca Strofton</b>, Green Health Partnership;  <b>Anne-Marie Hunter</b>, Community Participation and Engagement Officer, NAC;  <b>Bernadette Anderson</b>, Performance/Grants Information Officer, NAC; and  <b>Melanie Anderson</b>, Committee Services Team Leader, NAC</p>
<b>Apologies:</b>	Elma Murray, Chief Executive, NAC; and Bill Calderwood, Vice Chair

## ACTIONS

No.	Action	Responsible
1.	<p><b>Welcome and Apologies</b></p> <p>The Chair welcomed those present and apologies for absence were recorded.</p>	
2.	<p><b>Green Health Partnership</b></p> <p>The Partnership received a presentation by Elaine Caldwell, NHS Ayrshire and Arran, on the Green Health Partnership, which forms part of the “Our Natural Health Service in Scotland” programme. Led by Scottish Natural Heritage, the programme works with partners to support projects focussed on using the national environment as a resource for health and wellbeing. Arran is one of four Green Health Partnerships being piloted nationally.</p> <p>With input from Rebecca Strofton, recently appointed to a team leader position within the Green Health Partnership, Ms Caldwell set out:-</p> <ul style="list-style-type: none"> <li>• the overall model for the programme;</li> <li>• the vision for Green Health Partnerships and how they fit with a range of strategies and plans, including the Active Communities Strategy;</li> <li>• progress to date following an initial stakeholder event in 2017;</li> <li>• ongoing work on developing referral pathways, signposting and building capacity;</li> <li>• the availability of £5,000 per partnership area to fund suitable projects locally;</li> <li>• examples of projects already funded through participatory budgeting; and</li> <li>• the monitoring and evaluation work underway.</li> </ul>	

	<p>The Partnership discussed:-</p> <ul style="list-style-type: none"> <li>• the opportunity for the Locality Partnership to promote the availability of Green Health Partnership Participatory Budgeting funding as part of its own PB arrangements;</li> <li>• the value of using examples of existing projects to inspire and inform potential local projects;</li> <li>• the current level of awareness locally on Arran of the Green Health Partnership; and</li> <li>• the availability of office space within Arran CVS should the Green Health Partnership require it, along with access to the Community Link Worker as a potential referral route.</li> </ul> <p>The Partnership agreed (a) to note that the Green Health Partnership would take forward the suggestion that information on existing funded projects be used to inspire funding ideas and applications locally; and (b) that the availability of Green Health Partnership funding be included in the Partnership's Participatory Budgeting event planned for February 2018.</p>	<p><b>Anne-Marie Hunter</b></p>
<p><b>3.</b></p>	<p><b>Arran Locality Partnership Workshop Report</b></p> <p>The Partnership received a briefing from the Community Participation and Engagement Officer on the Arran Locality Partnership Workshop which took place on 25 July 2017. An action note from the event was circulated at the meeting.</p> <p>The Partnership agreed (a) that the ideas generated from the four engagement sessions be fed into the Partnership through the appropriate workstream/lead organisation; (b) that the Arran Ideas into Actions sub-group take forward ideas, routing them via the Community Investment Fund or Participatory Budgeting, as appropriate; (c) that the same sub-group also carry out a scoping exercise to identify gaps in membership under each workstream and organisations/community representatives best placed to fill the gaps; (d) that an Annual Conference take place in mid-November 2018, using the same venue as the Participatory Budgeting event, in possible, with planning for the event to be undertaken by a working group comprising Partnership members.</p>	<p><b>John McKnight/ Anne-Marie Hunter</b></p>
<p><b>4.</b></p>	<p><b>Community Investment Fund (CIF)</b></p> <p>The Partnership received a briefing by the Lead Officer on the availability of CIF funding from North Ayrshire Council to enable communities to address the priorities identified through Locality Planning Partnerships. A total of £104,000 in CIF funding has been allocated to Arran. A copy of the CIF application form was included as part of the agenda, and a report to the Council's Cabinet of 4 September 2018, was circulated for information.</p>	

	<p>The Partnership discussed:-</p> <ul style="list-style-type: none"> <li>the potential to allocate £4,000 from Arran's CIF allocation to augment the funds available for Participatory Budgeting, and the associated approval mechanism to permit this; and</li> <li>the various grant criteria applicable to CIF, PB and Green Health Partnership PB funding and the need to ensure information is communicated effectively to local communities;</li> </ul> <p>The Partnership agreed (a) that the Community Participation and Engagement Officer circulate a copy of the CIF presentation slides to members of the Partnership, for information; (b) that the Lead Officer clarify whether Cabinet approval would be required should the Partnership wish to re-allocate £4,000 in CIF funding to Participatory Budgeting; and (c) that the level of interest in Participatory Budgeting shown at the Annual Conference in November 2018 be used to inform a decision at the next Partnership meeting on whether the re-allocation of CIF funding should take place.</p>	<p><i>Anne Marie Hunter</i></p> <p><i>John McKnight</i></p>
<p><b>5.</b></p> <p><b>5.1</b></p> <p><b>5.2</b></p>	<p><b>Participatory Budgeting</b></p> <p><b>Arran PB Event</b></p> <p>The Partnership received a briefing by the Lead Officer on proposed arrangements for the next Arran PB event. An application form and notes were circulated as part of the agenda.</p> <p>The Partnership agreed (a) that the next PB event be held in mid-February 2019, with a launch to take place in mid-November 2018; (b) that the PB event be promoted at the Annual Conference; and (c) that detailed arrangements for the event be undertaken by the Ideas into Action group;</p> <p><b>Grounds Maintenance</b></p> <p>Submitted a report on the plan for engaging with communities on participatory budgeting for grounds maintenance, with a view to its introduction in April 2019.</p> <p>The Partnership agreed to (a) note (i) the progress made and proposed arrangements to introduce grounds maintenance participatory budgeting within the locality and (ii) to note arrangements for roadshow events to be held in Brodick Hall and Shiskine Hall on 9 October 2018; (b) that the Community Participation and Engagement Officer provide Arran CVS with posters promoting the roadshow events; and (c) to receive an update report at a future meeting; a</p>	<p><i>Anne-Marie Hunter</i></p>
<p><b>6.</b></p>	<p><b>Nurturing Excellence Grant Applications</b></p> <p>Submitted report on a number of applications received for the Nurturing Excellence in Communities and Community Benefits Fund. Information on the assessment of a further Nurturing Excellence in Communities application, from Kilmory Public Hall, was circulated at the meeting. The Partnership also received a verbal update on a Community Benefits Fund application from Arran Sports Association.</p>	

	<p>The Partnership agreed (a) to award the following:-</p> <p>Nurturing Excellence in Communities</p> <ul style="list-style-type: none"> <li>• Arran High School Mountain Bike Club    £1,000.00</li> <li>• Capall Dorcha Theatre Company            £110.00</li> </ul> <p>Community Benefit Fund</p> <ul style="list-style-type: none"> <li>• Arran Sports Association                    £1,000.00</li> <li>• Arran High School Mountain Bike Club    £1,000.00</li> </ul> <p>(b) not to make awards to Corrie and Sannox Community Hall and Kilmory Public Hall on this occasion; and (c) note the potential introduction of an allocation system for Community Benefit Fund monies, to come into effect in the next financial year.</p>	<p><b><i>Bernadette Anderson</i></b></p>
<p><b>7.</b></p>	<p><b>Transport Gathering Update</b></p> <p>The Partnership received a brief update from the Chair on a recent successful Transport Gathering event.</p> <p>The Partnership agreed to note (i) the update and (ii) that project ideas would be directed to the Community Investment Fund.</p>	
<p><b>8.</b></p>	<p><b>HSCP Forum</b></p> <p>The Partnership received an update from Vicki Yuill of the Third Sector Interface on arrangements for the next meeting of the Forum, to take place on 1 November 2018, and on the matters discussed at the last meeting, including:-</p> <ul style="list-style-type: none"> <li>• the current position with regard to plans for an Integrated Hub, which is expected to receive a ‘green light’ in the next 18 months and open in the next 5-7 years;</li> <li>• training for two advance nursing practitioners to provide urgent and unscheduled care, as well as chronic care management;</li> <li>• the replacement of x-ray facilities to provide more detailed X-rays and which may also reduce the need for travel to the mainland;</li> <li>• the introduction of a new package for urgent transfers, with the ambulance service escorting patients to the mainland and more staff and an extra vehicle for boat journeys, hopefully reducing the number of helicopter transfers required;</li> <li>• a complex care pilot due to start in October 2018;</li> <li>• an update on the new GP contract;</li> <li>• a new pharmacist role, to be split between the hospital and GP practice;</li> <li>• a new phlebotomy service;</li> <li>• the possibility of mental health services bringing the island’s adult mental health team and the older peoples mental health team together to improve the services provided.</li> <li>• plans to re-advertise a diabetes peer support group on the island;</li> </ul>	

	<ul style="list-style-type: none"> <li>• befriender training carried out by Arran CVS;</li> <li>• plans for the inter-generational project to continue into the winter period; and</li> <li>• the introduction from ACVS of 2 ward volunteers who have now been trained to support ward activity, with scoping work also being done to look at the possibility of linking with befriending service to provide moral support for those returning home alone.</li> </ul> <p>The Partnership discussed the potential for fire safety awareness training to be provided to befrienders as a referral pathway to the fire service.</p> <p>The Partnership agreed (a) that the Third Sector Interface liaise with the Scottish Fire and Rescue Service to look into the possible delivery of fire safety awareness training to befrienders; and (b) otherwise, to note the content of the update.</p>	<b><i>Sophie Clark</i></b>
9.	<p><b>Date of Next Meeting</b></p> <p>The next meeting of the Partnership is scheduled to take place at 11.00 a.m. on 14 December 2018 in the Ormidale Pavilion, Brodick, Isle of Arran.</p>	

**The Meeting ended at 1.00 p.m.**

Council Plan 2019 – 2024  
Shaping North Ayrshire

Our Mission: Working together to improve well-being, prosperity and equity in North Ayrshire.

Our Vision: A North Ayrshire that is 'Fair for All.'

Our Council:

- Recognises there is strength in doing things together.
- Engages with, listens to and supports communities to be active partners in what we do.
- Believes in fairness, tackles inequality and bases its decisions on these values.
- Is ambitious, determined and committed to improving North Ayrshire.
- Acts early taking a preventative approach.
- Focuses resources towards the delivery of priority outcomes.
- Innovates and drives positive change, embracing technology, to provide valued and cost effective services for our communities
- Makes sure its voice is heard – locally, regionally and nationally – to influence decision making and attracting investment.

**OUR PRIORITIES**

Aspiring Communities	Inspiring Place
<p>Priorities</p> <ul style="list-style-type: none"> <li>• Active and strong communities.</li> <li>• Children and young people experience the best start in life.</li> <li>• Inclusive, growing and enterprising local economy.</li> <li>• People enjoy good life-long health and well-being.</li> <li>• People and communities are safe.</li> </ul>	<p>Priorities</p> <ul style="list-style-type: none"> <li>• Effective infrastructure and digital connectivity.</li> <li>• Affordable, modern and well-designed housing that meets residents' needs.</li> <li>• Vibrant, welcoming and attractive places.</li> <li>• A sustainable environment.</li> </ul>
<p>Key Measures:-</p> <ul style="list-style-type: none"> <li>• Value of decisions taken by communities through participation.</li> <li>• Educational attainment and pupils entering further education, training or employment.</li> <li>• Children living in poverty.</li> <li>• People in work and training.</li> <li>• People supported to live independently at home.</li> <li>• Repeat homelessness.</li> </ul>	<p>Key Measures:-</p> <ul style="list-style-type: none"> <li>• Condition of roads, buildings and homes.</li> <li>• New homes constructed.</li> <li>• Quality of homes.</li> <li>• Visitor numbers.</li> <li>• Appearance of the area.</li> <li>• Carbon emissions.</li> <li>• Fuel poverty.</li> </ul>

Valuing and Investing in our Workforce to deliver our Services with Passion, Focus and Inspiration.



## PROPOSAL TO COMMUNITY INVESTMENT FUND

Locality Partnership Area	Date
Arran Locality Partnership	15.10.18

Name of Organisation/Partnership
The Ayrshire Community Trust (TACT)
Title and Summary of Proposal
<p>Title: Be Inspired</p> <p>The Ayrshire Community Trust (TACT is seeking funding to deliver an inspirational programme of coaching support that will develop the capability of individuals, groups and local organisations to enable them to implement projects that address community needs aligned to Locality Partnership priorities.</p> <p>The aim of the Be Inspired coaching support programme is to inspire, motivate and support people in Locality Partnership areas in North Ayrshire to volunteer their time to implement projects that will address unmet community needs.</p> <p>The programme will seek to <i>inspire, motivate</i> and <i>support</i> projects that will benefit the local community:</p> <p><b><i>Inspire and motivate</i></b></p> <p>We will inspire and motivate people in the locality area through:</p> <ul style="list-style-type: none"> <li>• <i>Events</i> - there will be events organised within the Locality (and within neighbouring Localities) where people who have led and collaborated on successful community projects will tell their story (successes, challenges and setbacks) with the aim of inspiring others to volunteer their time to improve their community. Be Inspired staff (Community Coaches) will be on hand to talk to people who have ideas and feel inspired to tackle a project and will explain about the support available to help them shape, develop and implement their idea</li> <li>• <i>Visits</i> – we will organise group visits to communities that have successfully implemented improvement projects to inspire members of the Locality</li> </ul> <p><b><i>Support</i></b></p> <p>Community members and groups who participate on the programme will benefit from:</p> <ul style="list-style-type: none"> <li>• <i>Community Coaches</i> - one to one support from a Community Coach who will support them throughout their participation in the Be Inspired programme. This will</li> </ul>

include:

- helping participants shape up their project so each project has a clear objective and a plan of action to achieve it
  - regular support through calls and meetings with their Community Coach to help people overcome challenges and maintain motivation
  - signposting and introductions from their Community Coach to people or organisations that might help participants achieve their projects
- *Peer Group Support* – regular group meetings with other people who are working on community projects within the Locality and from neighbouring communities. The aim is to share progress and challenges to enable peers to support and motivate each other. These meetings will be organised and facilitated by the Be Inspired Community Coaches.

We will work in partnership with the Locality to support individuals, groups and organisations to implement projects that fit with Locality priorities. Those who we support may be:

- A group or organisation that has secured CIF funding
- An individual, group or organisation who aspires to address an unmet community need and may wish to apply for CIF funding
- An individual, group or organisation who aspires to address an unmet community need that can be achieved without any funding or their funding requirements may be able to be met from sources other than CIF funding

We believe that a key benefit to the Locality Partnership will be that projects that meet unmet community needs will be supported to deliver outcomes.

Support from Be Inspired will be provided over whatever time scale is appropriate for each project (within the funded period) and we recognise that this will vary from project to project. The support that people and projects will receive from Be Inspired will include:

- Opportunity to attend events aimed at inspiring and motivating people to volunteer to help make their community a better place to live
- Opportunity to chat informally with a Community Coach about an idea they may have to address unmet community needs
- An understanding of the tailored one to one support they can access from Be Inspired
- Clarification of aims, objectives, outcomes and potential impact and benefit of their project
- Development of action plans with clear timelines
- Introductions to individuals and organisations that may be of help to the project
- Opportunity to meet with other like-minded people who are volunteering their time to make their communities a better place to live and motivate and support one another
- Regular support through one to one meetings / calls with their personal Community Coach to help motivate individuals and groups and encourage them to stay on

track

TACT is seeking funding for a period of 15 months from January 2019 to March 2020 to deliver Be Inspired. Individuals, groups or organisations will be able to join at any point during this time and graduate from the programme when they have achieved the outcome of their project. Should final project outcomes extend beyond the funded period Be Inspired staff (Community Coaches) will agree outcomes that can reasonably be projected to be achieved within the funded period.

#### **Fit with Locality Priorities**

Be Inspired will specifically focus on supporting individuals, groups and organisations that wish to implement projects that support Locality priorities. We are aware that the priorities for Arran Locality are currently being identified.

To ensure that community projects supported by Be Inspired fit with Locality priorities we will work collaboratively with people from the community and Locality Partnership staff to identify project outcomes that will fit with Locality priorities.

Through addressing Locality priorities, Be Inspired will support community projects that fit with North Ayrshire Community Planning Partnership priorities which are:

- Healthier North Ayrshire
- Working North Ayrshire
- Safe and Secure North Ayrshire

And will also support community projects that fit with the themes that run across all three priorities which are:

- Reducing inequalities
- Build Community Capacity
- Prevention and early intervention

In particular, Be Inspired will support the theme of 'Building Community Capacity' by increasing knowledge and improving the skills of local people to enable them to implement projects that address unmet community needs.

#### **Is this a new service / project / organisation? - please explain**

The Ayrshire Community Trust was formed as a volunteer centre in 1999 and the organisation has been innovative in developing services to benefit the local community over the past eighteen years. It changed its name to The Ayrshire Community Trust (TACT) in November 2011.

Our Mission is to:

***“To deliver programmes and projects that make a difference to people’s lives by encouraging, supporting and promoting community action”***

TACT employs seventeen people, most of whom are residents of the local community in

roles that include volunteer support, programme and project management and administration.

The organisation has an excellent reputation with the local community and feedback from volunteers shows that they feel supported by the team at The Ayrshire Community Trust. Two members of the current team started their relationship with TACT as volunteers.

The Ayrshire Community Trust is proud of its track record of working in partnership with public, private and third sector organisations. It has a strong track record of working with North Ayrshire Council to develop and deliver services that encourage volunteering as a route to securing employment. In addition, TACT works in partnership with the local Health and Social Care Partnership to identify people who might benefit from becoming involved in volunteering as a route to develop their self-esteem and gain skills that will help them progress towards employment. The organisation works in partnership with local schools and employers to encourage volunteering and placements in businesses.

Our current activities include supporting and promoting volunteering, offering training and support to community and voluntary organisations; operating an employability drop in facility, and an IT class to help people improve their computer skills. We have a community garden where local people can learn how to grow their own food and a community digital hub in the iconic Trinity church in the town centre of Irvine; staff located in the church are responsible for the scheduling of content for the Big Screen, they also have responsibility for community content of the Big Screen in Irvine Town Centre in order to give the third sector a voice

Our employability programme, Positive Steps with Partners, involves, for the first time in Scotland working with the Community Action Team within the Fire and Rescue Service. We engage and inform the local community in a variety of ways, through the Big Screen, a monthly news bulletin, our Facebook page and by connecting the sector by holding events on a variety of topics.

Since April 2011 TACT has delivered Third Sector Interface (TSI) services in North Ayrshire in partnership with Arran Community and Voluntary Service. The TSI remit is funded directly by the Scottish Government and has four themes: Volunteer development, supporting a robust third sector, social enterprise development and improving the relationship with community planning partners.

Staff retention with the company is high, with the majority of staff holding a formal qualification. The organisation adopt a person centred, asset based approach in their work and is clearly focused on building capacity with both individuals and groups who live and work within our communities.

In late 2017 / early 2018 TACT benefited from funding from the Aspiring Communities fund from the Scottish Government which enabled us to carry out comprehensive engagement with people in deprived communities in North Ayrshire to gain insight into what would inspire people to volunteer their time to help improve their communities and what type of support they would like. Over 400 people across North Ayrshire took part in

our survey/questionnaire and the outcome is a programme concept and structure aimed at inspiring and supporting people to improve their communities. We are now seeking funding to enable us to deliver this innovative coaching programme across all Locality Partnership areas in North Ayrshire.

**How will the project be managed? HR/Finance?**

TACT operates a number of projects and is required to comply with a range of different reporting mechanisms. These include reporting annually to the Scottish Government on our TSI targets, reporting monthly to North Ayrshire Council using the YETI system. This records project delivery and spend. Quarterly we report to Inspiring Scotland on project spend for the Link Up project we host.

Our finance manager has over 15 years' experience with our company and ensures all staff and volunteers are aware of the systems we operate. Our financial management systems enabling us to monitor spend accurately and in line with our intended spend. We use data gathering systems and financial monitoring systems in order to accurately feedback any required information to our funders.

The CEO has many years of experience in overseeing projects and budgets, both within this post but also in previous employment.

Budget meetings are held regularly with the CEO and the Finance Manager to ensure all income and expenditure are on track.

Board meetings are held six weekly in order to inform and/or consult with the Board on matters relating to project targets and deadlines and issues with financial management. All staff have clear individual action plans so they are aware of targets, timeframes and budgets in order to get their work done.

Staff with specific skills will be employed for this project and we will ensure they meet our values and ethos. We are seeking funding to employ two full time Community Coaches and one part-time Project Manager. The Project Manager will be responsible for the management of the Community Coaches, achievement of project targets and all reporting.

**Does a new organisation need to be set up? - please explain**

There is no requirement to set up a new organisation. Be Inspired will a project run by TACT.

**Is there evidence of partnership working in relation to the project within the locality? - please explain**

In the development of the concept and structure of the Be Inspired programme, TACT worked in partnership with representatives of North Ayrshire Council, Neighbourhood Planning, Economy and Communities Directorate, Health and Care Partnership, Tenant Participation / Housing Services, North Ayrshire Federation of Community Organisations, Inspiring Scotland and Beith Community Trust. Representatives of these organisations formed the steering group and met several times during the development phase.

In addition, Barbara Hastings, CEO of TACT met with the Locality Co-ordinator to discuss the Be Inspired concept and its fit with Locality Partnership priorities.

**Does the proposed project contribute to employment or volunteering opportunities? - please explain**

The project contributes to employment opportunities as this project will create two full time equivalent posts across North Ayrshire. Depending on the success of the projects undertaken these could create further employment opportunities locally.

The aim of the project is to create volunteering opportunities and support volunteers to work collaboratively to address local challenges and meet needs through the development of local solutions and services.

<b>Number of Employment Opportunities</b>	<b>Number of Volunteering Opportunities</b>
<p>The project will create 2 new employment opportunities across all six Localities:</p> <ul style="list-style-type: none"> <li>Community Coaches x 2 Full time equivalent post</li> </ul>	<p>The project will support <b>one</b> project in the Arran Locality. Depending on the types of projects it may support additional volunteering opportunities for projects that involve groups of people and could therefore be in excess of 10 individuals directly and benefiting a much greater number indirectly.</p>

**Difference this project will make within the locality and to local services and programmes**

The aim of the Be Inspired programme is develop stronger communities by increasing engagement, empowerment and volunteering.

It will make a difference in the Locality by inspiring, motivating and supporting local volunteers to address local issues and meet demand for services.

Projects to meet local needs will emerge through collaboration with local people and Locality representatives.

Tailored support will be provided by Community Coaches to enable local people to implement projects and achieve outcomes that improve local communities and services.

**What engagement and consultation has taken place? How many people have been consulted?**

We consulted with more than 400 people across all Localities in January to March 2018. Consultation took place through pop up events at local community centres, community events and supermarkets. Consultation discussions were held one to one with responses recorded and analysed. In addition, we engaged with local people through social media and invited them to contribute their opinions via an on-line questionnaire. We also facilitated a focus group to consult with local people. Key findings were:

- There are wide range of things that people want to be improved in their communities (Q1).

- There is a lack of understanding and knowledge in 'what to do' and 'how to do it' to help make their communities a better place to live (Q4).
- There is a strong desire for support to help people make their communities a better place to live so that people don't feel that they are doing it alone (Q5).
- There is a need to provide events to bring people who want to make their communities better places together for inspiration, motivation, knowledge sharing, learning and support (Q6)
- There is a need to facilitate the sharing of experiences by those who have undertaken projects to make their communities better places to live to inspire and motivate others (Q7)
- There is a need for to explain to people how to go about making their voice heard so they can influence decisions (Q8).
- There is a need to provide access to someone who people who want to make their communities better places could talk to about things they don't understand and get their help (Q9).
- People who actively want to volunteer their time to make their communities better places would be willing to meet up every 4 weeks (Q11)
- There is a willingness to travel across communities in North Ayrshire to meet up with others who want to make their communities better places (Q13)

Feedback on the outcomes of the engagement and consultation phase was provided at a meeting where all those who contributed and had given their permission to be contacted were invited.

In addition, TACT has engaged with representatives of North Ayrshire Council, Neighbourhood Planning, Economy and Communities Directorate, Health and Care Partnership, Tenant Participation / Housing Services, North Ayrshire Federation of Community Organisations, Inspiring Scotland and Beith Community Trust who formed the steering group for the consultation phase of the project.

### **Monitoring and Evaluation Processes – please explain**

We will agree key performance indicators (KPI's) with the Locality Partnership which will be utilised to monitor progress. We suggest that the following KPI's may be appropriate:

- Number of projects supported in the Locality
- Number of volunteers involved in the implementation of projects
- Progress of each project against key milestones in each project plan

We will also agree the process for evaluation of outcomes and suggest that a we develop

a questionnaire collaboratively with Locality representatives that all participants in the Be Inspired programme are asked to complete. The questionnaire will seek to find out:

- How the programme contributed to inspiring local people to volunteer their time to address community challenges
- How the support provided increased motivation to undertake or contribute to community improvement projects
- How the support provided enabled implementation of the project

### Timescales

TACT is seeking funding for a period of 15 months from January 2019 to March 2020.

### Funding requested

TACT is seeking CIF Funding from all six Locality Partnerships to enable us to deliver Be Inspired support across North Ayrshire.

The total amount we are seeking jointly from all six Locality Partnerships is £148,749 for a 15-month period from January 2019 to March 2020

Funding required for **15 month** period

Contracted Programme Manager	£27300
2 full time equivalent Community Coaches	£86250 (incl all employment on costs)
Office costs and overheads	£3150
IT Equipment	£1900
Staff travel	£2400
Volunteer Expenses ( based on 150 individuals)	£3750
Marketing & Promotion	£1200
Room Hire	£1500
Administration support	£4600
Support & Supervision costs	£8193
Financial Management support costs	£4926
Recruitment Costs	£700
Trips & Visits (based on 4 visits)	£1680
Pop Up Events ( based on 6 )	£1200
<b>Total</b>	<b>£148,749</b>

Contracted Programme Manager - as stated this will be contracted with a business specialist who was involved from the onset of Be Inspired. They will assist in ensuring milestones and KPI's are met and evaluation and monitoring procedures comply with the requirement of the Locality Partnerships. Liz Metin , Programme Manager is a specialist who is on North Ayrshire Council's Business Support pipeline, in addition to overseeing the spend and progress of Be Inspired, Liz will also be able to offer her expertise within local projects and will work closely with the community coaches, where appropriate, in order to build their capacity. Her expertise includes: facilitating business planning, developing practical business plans with prioritised action plans, monitoring progress against plans, facilitating group sessions identify priorities and gain agreement, developing people, coaching people, reporting on project activity and outcomes. Liz has extensive



experience of working with a wide range of not for profit organisations / social enterprises including those involved in; childcare, youth development, employment support, special needs support, support for the elderly, volunteer support, enterprise start up and development, a housing association and a sport association.

Liz has developed the programme we wish to deliver based on the consultation exercise with the general public and through focus group meetings undertaken earlier this year. A full report of this is available on request.

**Split of funding requests across all six Locality Partnerships**

Locality	Population	Value	No of projects	Amount requested
Irvine	29%	£754,000	7	<b>£43,139</b>
Kilwinning	11%	£286,000	3	<b>£16,362</b>
3 Towns	23%	£598,000	6	<b>£34,212</b>
Garnock Valley	15%	£390,000	4	<b>£22,312</b>
North Coast	18%	£468,000	4	<b>£26,774</b>
Arran	4%	£104,000	1	<b>£5,950</b>
			<b>Up to 25 projects</b>	<b>£148,749</b>

TACT is seeking **£5,950** from the Arran Locality Partnership for which Be Inspired will support **one** community improvement project.

This is a unique project which aims to support all localities to take practical steps to address their priorities and assist where necessary other organisations and community groups to build their capacity who are in receipt of CIF fund. If successful we believe that the legacy of Be Inspired and the Community Investment fund will be projects which are tangible, led by the community and be beneficial to the wider communities across North Ayrshire

**Contact details of organisation/partnership**

Barbara Hastings, CEO  
 The Ayrshire Community Trust (TACT)  
 27 Vernon Street  
 Saltcoats  
 KA21 5HE  
 Email: [bhastings@theayrshirecommunitytrust.co.uk](mailto:bhastings@theayrshirecommunitytrust.co.uk)  
 Tel: 01294 443044

**Name of link member(s) of Locality Partnership with whom this proposal has been discussed**

Elaine Baxter and Louise Riddex – Locality Coordinators

# Be Inspired

*Create Change*

**Listening** to the heart of your community.

Change **needs you!**

[www.theayrshirecommunitytrust.co.uk](http://www.theayrshirecommunitytrust.co.uk)



**Report - Phase 1  
March 2018**

*Supported by the Aspiring Communities Fund*

# SECTION 1

## Introduction

- Background
- Scope of activity under Phase 1 funding
- Purpose of programme

## Methodology

- Establishing a project steering group
- Recruitment of a small project team
- Development of methods to gather data
- Devising branding and a plan for marketing activities
- Planning and holding community engagement events

## Outcome of community engagement

- Number of responses
- Analysis of data from conversations and survey
- Conclusions
- Utilising information to inform development of the programme

# SECTION 2

## Design of programme

- Concept of programme
- Fit with Scottish government and local priorities
- Design principles
- Objectives of programme
- Structure and duration of programme
- Programme accreditation
- Qualifications for participants

## Piloting and roll out

- Management and staffing
- Marketing and promotion
- Recruitment and supporting participants
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- Funding requirements

## Appendices

- Appendix 1 - Colour Visual of Be Inspired Programme
- Appendix 2 - Management and staffing role profiles

# SECTION 1

## Introduction

### *Background*

The Ayrshire Community Trust was formed as a volunteer centre in 1999 and the organisation has been innovative in developing services to benefit the local community over the past eighteen years. It changed its name to The Ayrshire Community Trust (TACT) in November 2011.

Our Mission is to:

***“To deliver programmes and projects that make a difference to people’s lives by encouraging, supporting and promoting community action”***

The Ayrshire Community Trust is proud of its track record of working in partnership with public, private and third sector organisations. It has a strong track record of working with North Ayrshire Council to develop and deliver services that encourage volunteering as a route to securing employment. In addition TACT works in partnership with the local Health and Social Care Partnership to identify people who might benefit from becoming involved in volunteering as a route to develop their self-esteem and gain skills that will help them progress towards employment.

In addressing the Scottish Government Fairer Scotland Action Plan’s priority of Inclusive Growth, North Ayrshire Council has mechanisms designed to enable local people to contribute to the development of plans that impact on their community. North Ayrshire Community Planning Partnership works with Community Councils, Elderly forums, Youth forums and the Locality Partnerships. Current contributors to these forums include leaders of community organisations, social enterprises, local businesses and individuals. However, whilst the involvement and input of these contributors is highly valued, the same people are often involved in multiple groups and many have contributed their valuable time over a sustained period. In addition, the Locality Partnerships which are designed to specifically encourage and enable community participation often have low involvement from the community.

TACT, in partnership with stakeholder organisations and our community, proposes to design a programme of support that will inspire and enable a greater number of people from diverse backgrounds in deprived communities to volunteer their time to make their communities better places to live.

### *Scope of activity under Phase 1 funding*

TACT secured Phase 1 funding from the Aspiring Communities fund to enable the organisation to engage with the local community and gain insight into what support is needed to inspire and enable people to volunteer their time to help make their communities better places to live.

The communities we will aim to engage with are those who have been identified by the Scottish Index of Multiple Deprivation (SIMD) as the most deprived in North Ayrshire. These are Irvine, Kilwinning, Saltcoats, Stevenston, Ardrossan, and towns and villages in the Garnock Valley which include Beith, Dalry, and Kilbirnie.

The engagement process will seek to identify the barriers that prevent people from volunteering their time to benefit the local community and the factors that will inspire and motivate them to get involved.

The key activities undertaken under the Stage 1 application were to enable us to employ a small team to:

- Progress discussions with North Ayrshire Council and have discussions with other potential partner organisations
- Host innovative community consultations (e.g. pop up events to gather people's views) to find out what support local people need to inspire and encourage them to contribute to making their communities better places to live
- Scope out a programme of support in response to the needs identified through community consultation
- Gain recognition / accreditation for the programme so that those who participate have the opportunity to gain qualifications
- Identify what is required to deliver pilot programmes in the target communities including recruitment processes, resources, support for participants, staff and finance so that we can submit a robust Phase 2 Aspiring Communities application

### *Purpose of programme*

The purpose of the 'Be Inspired' programme is to enable people to make their communities better places to live. We will do this by designing a programme of support that meets the needs identified in the engagement and consultation phase (Phase 1 Aspiring Communities)

## Methodology

The methodology used to engage and consult with people in the target communities of Irvine, Kilwinning, Saltcoats, Stevenston, Ardrossan, Beith, Dalry, and Kilbirnie and design the programme of support included:

- Establishing a project steering group
- Recruitment of a small project team
- Development of methods to gather data
- Devising branding and a plan for marketing activities
- Planning and holding community engagement events
- Considering the insights gained from engagement with the community
- Designing the concept and structure of the programme

### *Establishing a project steering group*

A number of people from stakeholder organisations were identified as having valuable experience and interest in the outcomes of the Be Inspired programme. A steering group was established made up of:

- Barbara Hastings, CEO The Ayrshire Community Trust (Chairperson)
- Jim MacHarg, Neighbourhood Planning, Economy and Communities Directorate, North Ayrshire Council
- Gavin Paterson, Community Engagement Officer, North Ayrshire Health and Social Care Partnership
- Tracy Wilson, Tenant Participation Officer, Housing Services, North Ayrshire Council
- Clive Shepherd, North Ayrshire Federation of Community Organisations
- Brian Keenan, Inspiring Scotland
- Jane Lamont, CEO Beith Community Development Trust

The purpose of the steering group was clarified at the initial meeting in January 2018 and two further steering group meetings were held in February and March 2018.

### *Recruitment of a small project team*

The team consisting of the project manager and three community coordinators was recruited. The application to Aspiring Communities had proposed one community coordinator, however, there was a need to implement the project within 5 months rather than the planned 6 months and available time was further reduced because of seasonal holidays in December and January. To mitigate time pressures we decided to recruit three part time people to share the Community Coordinator post to enable us to increase our ability to engage with a greater number of people within the target communities in the limited time available.

### *Development of methods to gather data*

The methods used to gather information were:

- *Face to face conversations* - between members of the community and Community Coordinators using structured questions and a conversational approach to gather views. Responses were stored on tablets via a survey tool
- *Online survey* - using the same structured questions used by the Community Coordinators. A link to the online survey was shared on social media and on leaflets promoting the Be Inspired community engagement initiative
- *Focus group* - people living in the target communities who had, or were, actively volunteering their time to bring about changes in the community were invited to a focus group
- *Feedback meeting* - this aim of the feedback meeting was to thank people for engaging in the process and provide them with an overview of how we are using the insights gained to design the programme

#### *Devising branding and a plan for marketing activities*

Branding and marketing collateral were commissioned and created. These included a logo, leaflets, a digital advert and pop ups.

Marketing activities included:

- Distribution of leaflets to local businesses and organisations in target communities in person by a Community Coordinator to ask if employees living in the area would be willing to attend pop up events or complete the online survey
- A digital advert was displayed on the Town Centre TV screen in Irvine Town Centre promoting Be Inspired pop up events
- A press release was sent to local radio stations and newspapers asking them to let their listeners / readers know about Be Inspired and invite them to meet and talk with Community Coordinators at pop up events
- Posts on Facebook and Twitter inviting people in North Ayrshire to complete the online survey
- Promotion of the opportunity of winning one of three prizes of '£50 voucher for a supermarket of your choice' for everyone who gave their views to Community Coordinators or completed the online survey

#### *Planning and holding community engagement events*

The broad strategy for the community engagement events was to hold as many as possible in target communities in the limited time available. To do this a 'pop up' event approach was taken with pop up events being held in locations, and at events, where local people were already going to be.

A range of stakeholder organisations were identified and contacted to let them know about Be Inspired and identify opportunities for engaging with their client groups through attendance at planned events.

The team created and implemented a plan of engagement events some of which were as a result of engagement with stakeholder organisations.

The events aimed to include engagement across:

- A spread of target communities
- Male / female
- A range of age groups
- Diverse backgrounds

A total of twenty two pop up events were implemented which included pop up events at:

- Local supermarkets
- Local community centres
- Sports centres
- Community cooking event
- Cafe for people recovering from drug or alcohol addiction
- Youth centre
- Retirement homes
- North Ayrshire Health and Care Partnership – Health & wellbeing event

## Outcome of community engagement

### *Number of responses*

A total of four hundred and fifty five people (455) engaged in the process and gave their views.

The female / male response breakdown was:

ANSWER CHOICES	RESPONSES	
Male	27.65%	125
Female	72.35%	327
TOTAL		452



The age group breakdown was:

ANSWER CHOICES	RESPONSES	
Under 18	5.51%	25
19 - 25	12.56%	57
26 - 40	24.23%	110
41 - 65	42.95%	195
66+	14.76%	67
<b>TOTAL</b>		<b>454</b>

The geographic location of people who contributed their views was spread across target communities:

ANSWER CHOICES	RESPONSES	
Ardrossan	16.04%	73
Beith	8.79%	40
Dalry	5.93%	27
Irvine	13.41%	61
Kilbirmie	5.27%	24
Kilwinning	13.85%	63
Saltcoats	19.34%	88
Stevenson	11.43%	52
Other (please specify)	5.93%	27
<b>TOTAL</b>		<b>455</b>

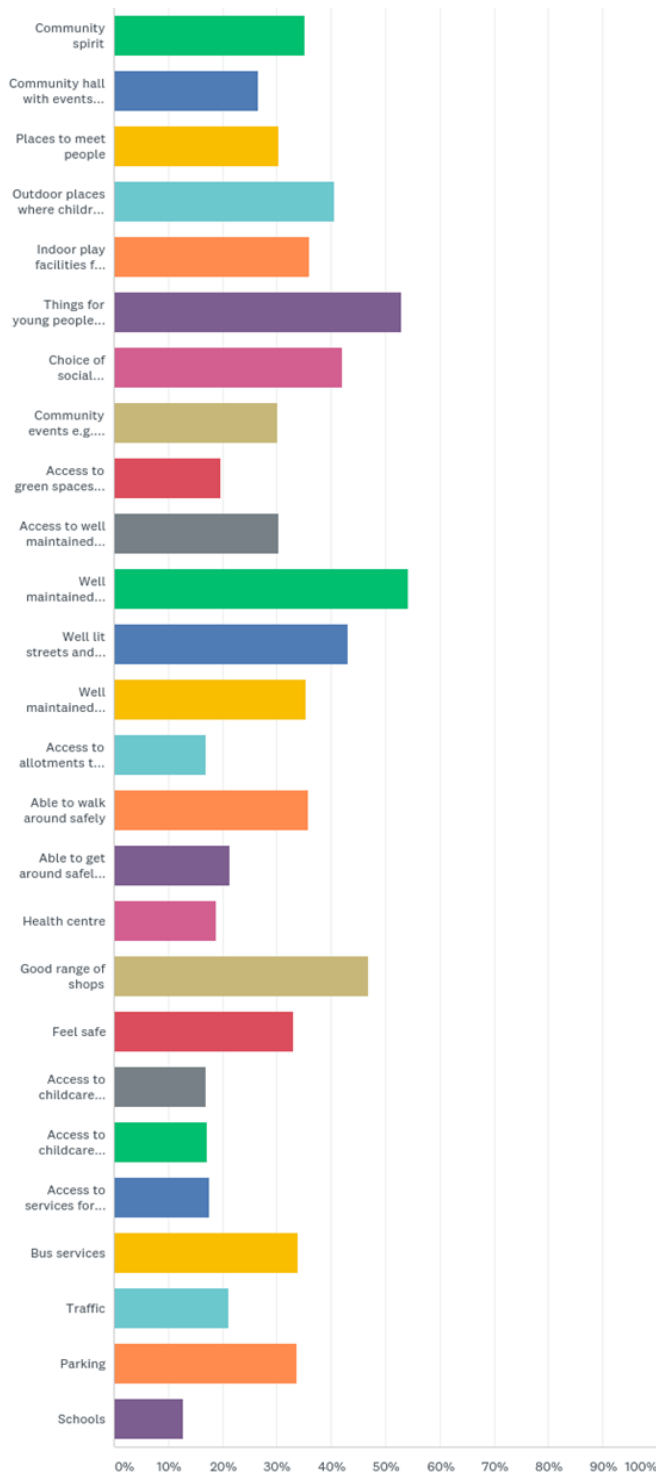
### *Analysis of data from conversations and survey*

The information gathered through conversations with community coordinators and the online survey were compiled and the results are shown on the following pages along with analysis

Members of the community were asked what they would like to be improved in their communities and responses are shown below in graphical and list format. The purpose of asking this question was to draw people into a conversation about what they thought needed to be improved in advance of asking them what kind of support they considered would be needed to inspire and support people to volunteer their time to make their community a better place to live. As such, the response data is indicative of the wide range of change

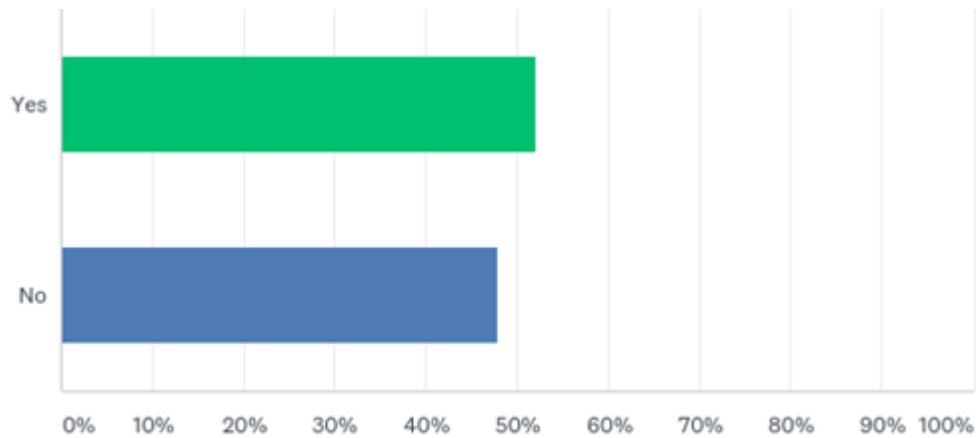
projects that Be Inspired Phase 2 might need to support but the responses to this question are not statistically important.

**Question 1: What would you like to be improved in your community?**



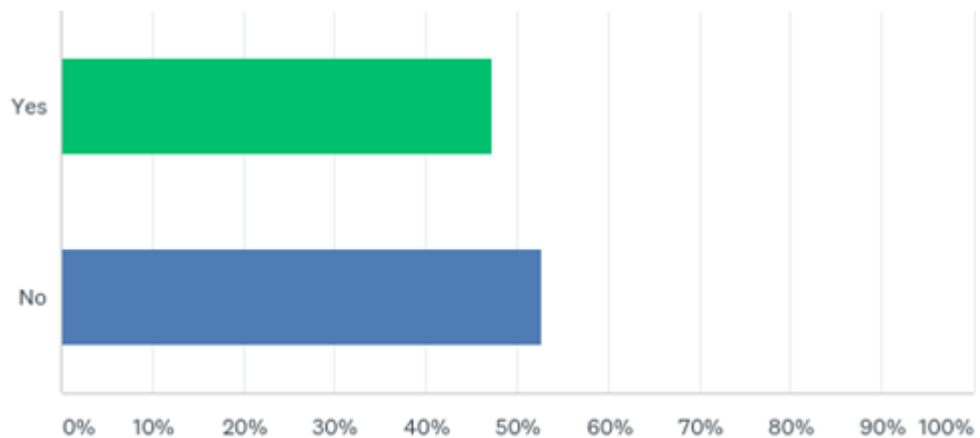
ANSWER CHOICES	RESPONSES	
Community spirit	35.07%	141
Community hall with events where people meet up	26.62%	107
Places to meet people	30.35%	122
Outdoor places where children can play safely	40.55%	163
Indoor play facilities for children	36.07%	145
Things for young people to do	52.99%	213
Choice of social activities for adults	42.04%	169
Community events e.g. flower displays, craft market or street play events	30.10%	121
Access to green spaces and parks	19.65%	79
Access to well maintained places to walk	30.35%	122
Well maintained streets and roads	54.23%	218
Well lit streets and roads	43.03%	173
Well maintained public spaces	35.32%	142
Access to allotments to grow own produce	16.92%	68
Able to walk around safely	35.82%	144
Able to get around safely by bicycle	21.39%	86
Health centre	18.91%	76
Good range of shops	46.77%	188
Feel safe	33.08%	133
Access to childcare services	16.92%	68
Access to childcare services for children with special needs	17.16%	69
Access to services for adults with special needs	17.66%	71
Bus services	33.83%	136
Traffic	21.14%	85
Parking	33.58%	135
Schools	12.69%	51
Total Respondents: 402		

**Question 2: Do you know how to go about getting your voice heard about the things you would like improved?**



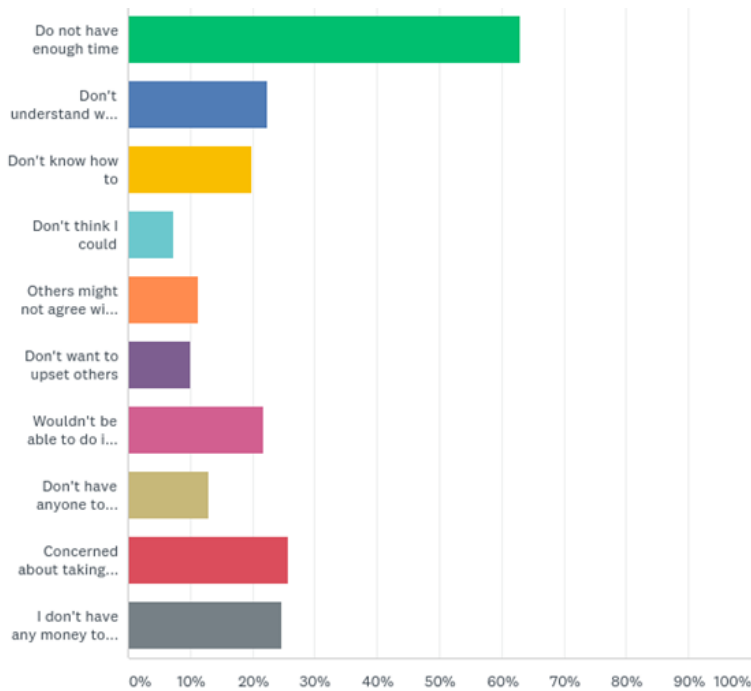
Surprisingly just over 50% of respondents responded 'Yes' to this question

**Question 3: Do you already give your time to help make your community a great place to live?**



Encouragingly just under 50% of respondents responded 'Yes' to this question

**Question 4: What stops you from getting involved and doing more to make your community a great place to live?**

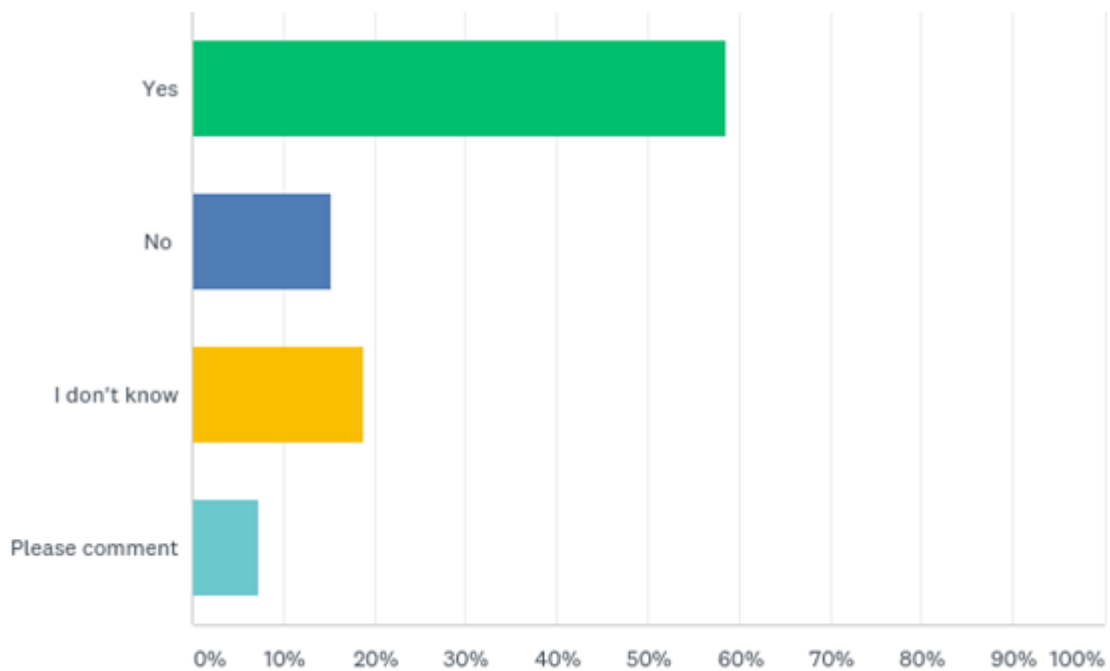


ANSWER CHOICES	RESPONSES	
Do not have enough time	63.04%	174
Don't understand what I could do?	22.46%	62
Don't know how to	19.93%	55
Don't think I could	7.25%	20
Others might not agree with me	11.23%	31
Don't want to upset others	10.14%	28
Wouldn't be able to do it on my own	21.74%	60
Don't have anyone to support / help me	13.04%	36
Concerned about taking too much on for myself	25.72%	71
I don't have any money to do anything	24.64%	68
<b>Total Respondents: 276</b>		

Beyond the barriers of time and money, responses show that key barriers for people are: 'concerned about taking too much on for themselves', 'Don't understand what they could do', 'Wouldn't be able to do it on their own' and 'Don't know how to'.

These responses suggest that there is a lack of understanding and knowledge in 'what' and 'how' to help make their communities a better place to live along with a need for support so that people don't feel that they are doing it alone.

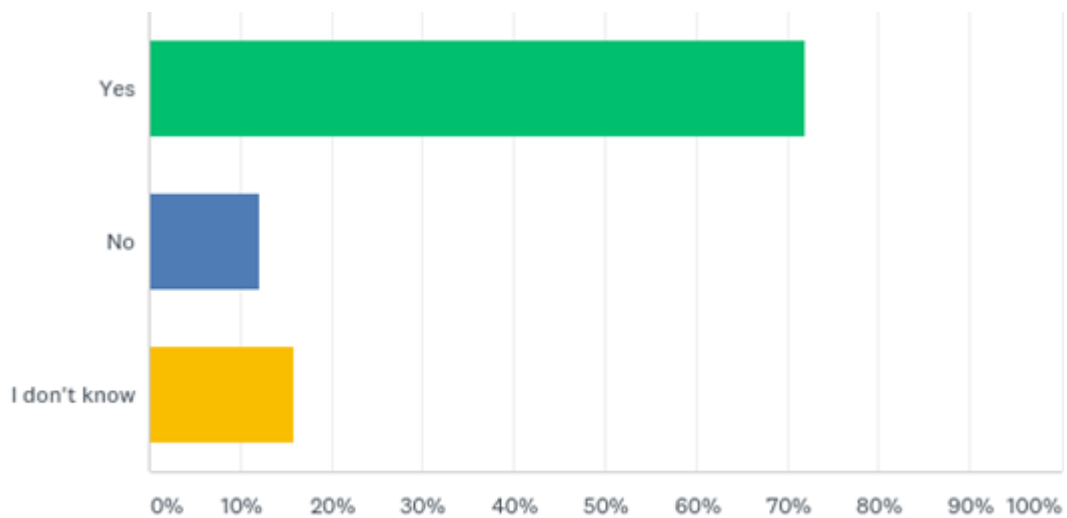
**Question 5: Would it be helpful if you could have access to support to help you know what to do to make your community a better place to live?**



Community Coordinators reported that when people were asked this question many said they didn't want to answer and didn't want to give their time to making their community a better place to live. This is supported by 103 people choosing to not answer this question. However, of those who did answer, just under 60% (of 354 respondents) answered 'Yes'.

This supports the response to the previous question suggesting a strong desire for support to help people make their communities a better place to live.

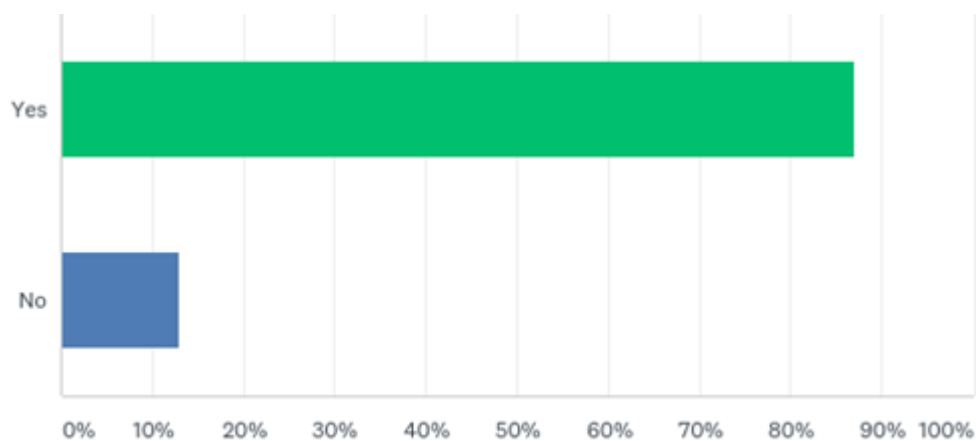
**Question 6: Do you think it would be helpful to meet up with others who want to make their communities a better place?**



110 people chose not to answer this question, however, of the 354 who did answer just over 70% said it would be helpful to meet up with others who want to make their communities a better place.

This indicates the importance of bringing people who want to make their communities better places together for inspiration, motivation, knowledge sharing, learning and support.

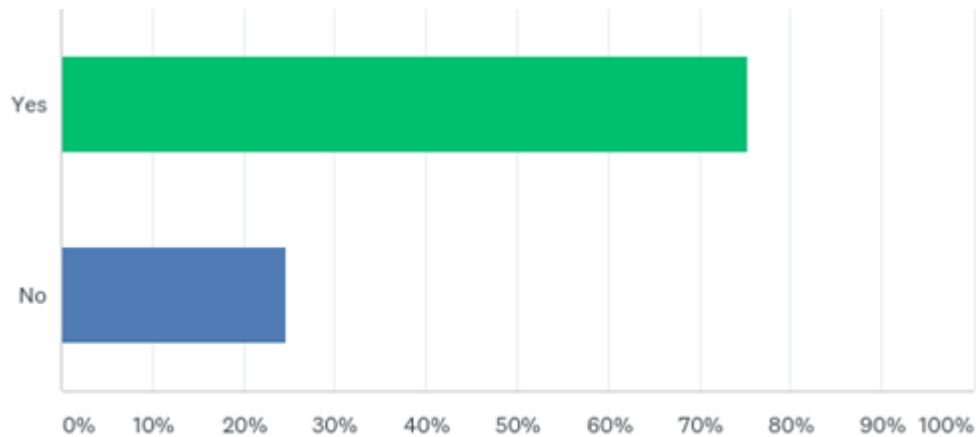
**Question 7: Would it be helpful if people who had done things to make their communities a better place shared their experiences with you and others?**



111 people did not answer this question, however, of the 354 who did just under 90% said it would be helpful if people who had done things to make their communities a better place shared their experiences.

This supports the responses to the previous question and indicates a strong need to inspire and motivate people by sharing examples of what other people have done to make their communities better places to live.

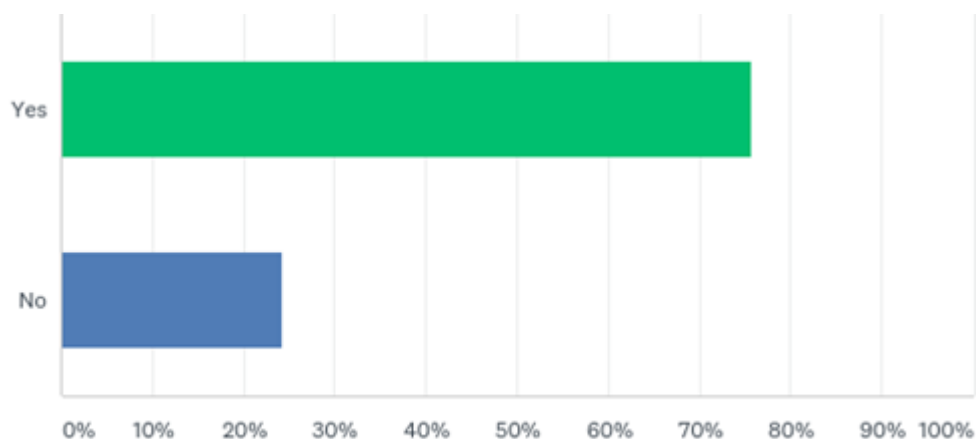
**Question 8: Would it be helpful if someone could explain how to go about making your voice heard so you could influence decisions?**



Of the 343 people who answered this question, 75% said it would be helpful if someone could explain how to go about making their voice heard so they could influence decisions.

This is interesting to compare with the response to Question 2 in which just over 50% of people said they knew how to get their voice heard. It appears to suggest that although they perhaps have an understanding of the mechanisms in place, they don't know how to go about engaging in the process / mechanisms and would appreciate help to do this.

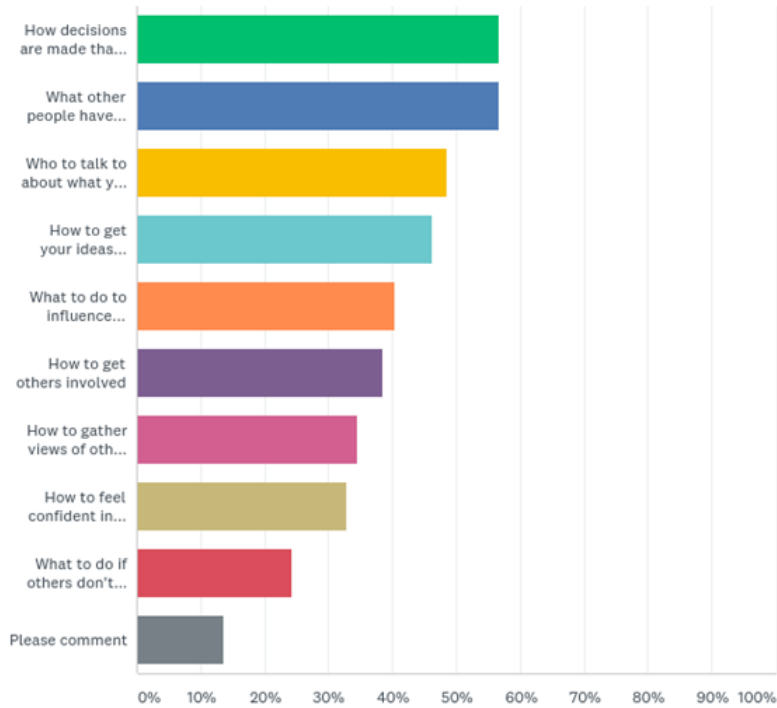
**Question 9: Would it be helpful if you had access to someone who you could talk to about things you don't understand and get their help?**





116 people did not answer this question but of the 341 who did, 75% said it be helpful if they had access to someone who they could talk to about things they don't understand and get their help

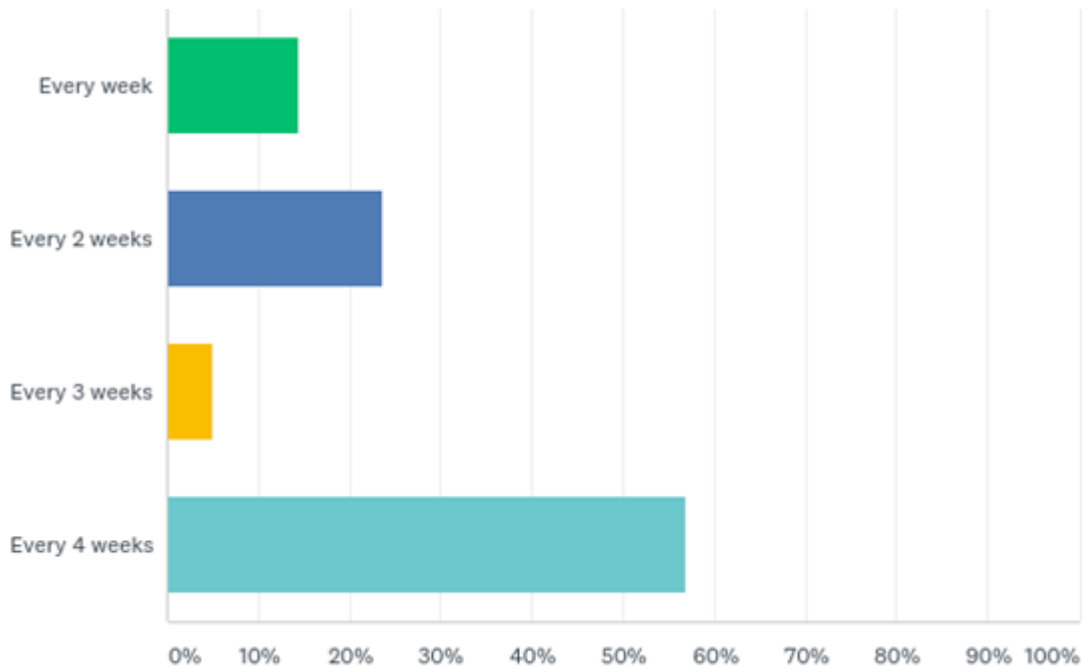
**Question 10: Would it be helpful if you could find out or learn:**



ANSWER CHOICES	RESPONSES	
How decisions are made that affect you and your community	56.70%	199
What other people have done to make their communities better places	56.70%	199
Who to talk to about what you want to improve	48.43%	170
How to get your ideas heard	46.15%	162
What to do to influence decisions	40.46%	142
How to get others involved	38.46%	135
How to gather views of others in your community	34.47%	121
How to feel confident in speaking out to get your point across	32.76%	115
What to do if others don't agree with you	24.22%	85
Please comment	13.68%	48
<b>Total Respondents: 351</b>		

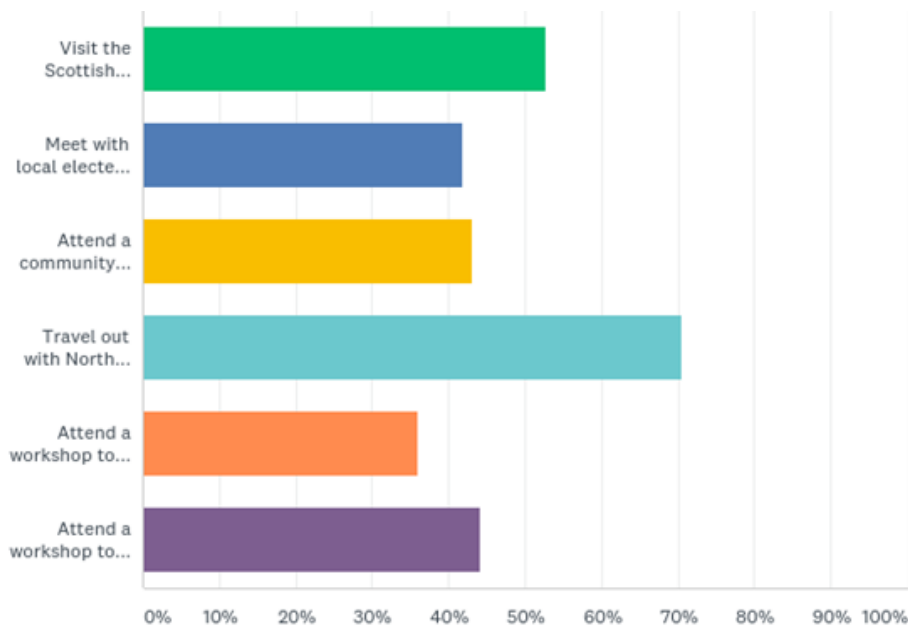
351 people answered this question and 107 people chose not to. There was a similar high level of interest in learning about the all the topics and notably over 50% of people said it would be helpful to find out about and learn ‘ How decisions are made that affect them and their community’ and ‘What other people have done to make their communities better places’.

**Question 11: If we could devise a programme of support to help you and others who want to do similar things, how often would you be willing to meet up to find out how to do things**



314 people answered this question and 144 chose not to. Almost 60% said that if we were able to devise a programme of support they would be willing to meet up every 4 weeks.

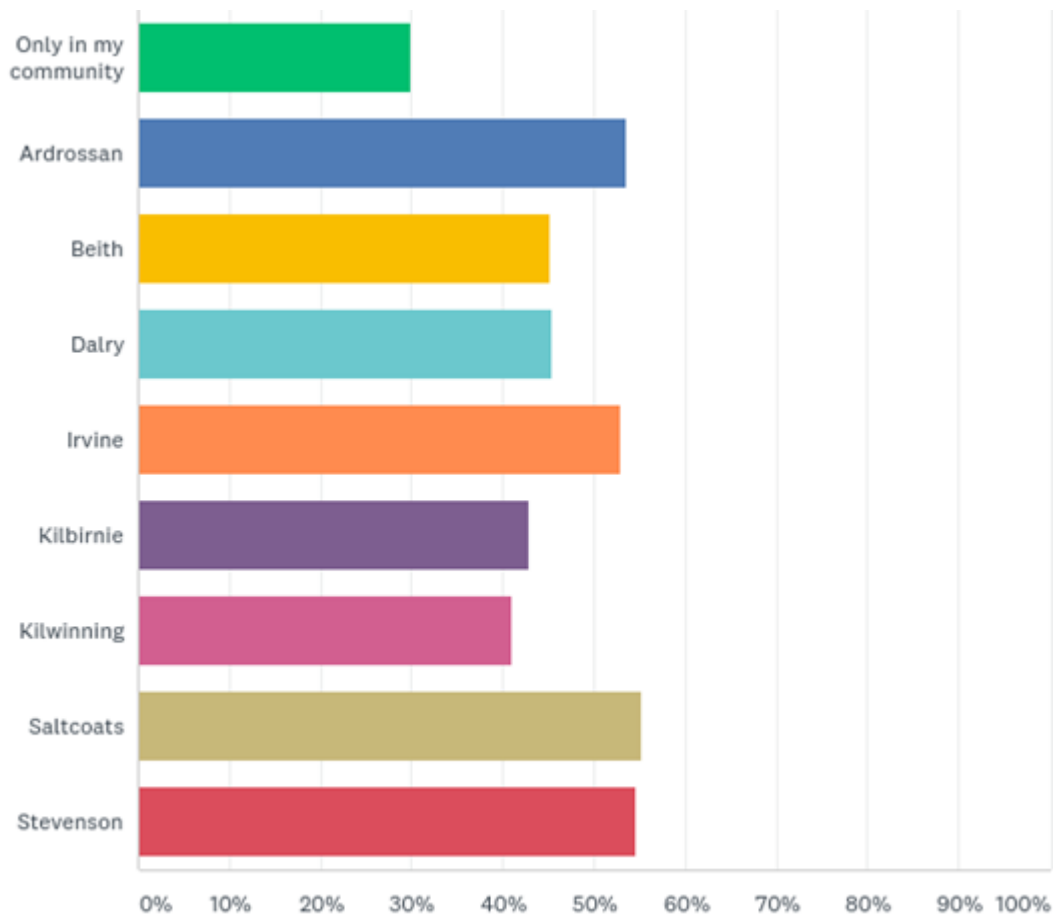
**Question 12: If travel expenses were paid, would you like to:**



ANSWER CHOICES	RESPONSES
Visit the Scottish Parliament to see how it works	52.82% 159
Meet with local elected members	41.86% 126
Attend a community council meeting to see how it operates	43.19% 130
Travel out with North Ayrshire to visit places in Scotland where people have done things to make a difference in their community	70.43% 212
Attend a workshop to learn how to make a presentation	35.88% 108
Attend a workshop to learn how to put a proposal together to get your idea across	44.19% 133
Total Respondents: 301	

301 people answered this question and 157 chose not to. There was an high level of interest overall in the suggested activities with 'Travel outwith North Ayrshire to visit places in Scotland where people have done things to make a difference in their community' and a 'Visit to the Scottish Parliament to see how it works' gaining the most interest.

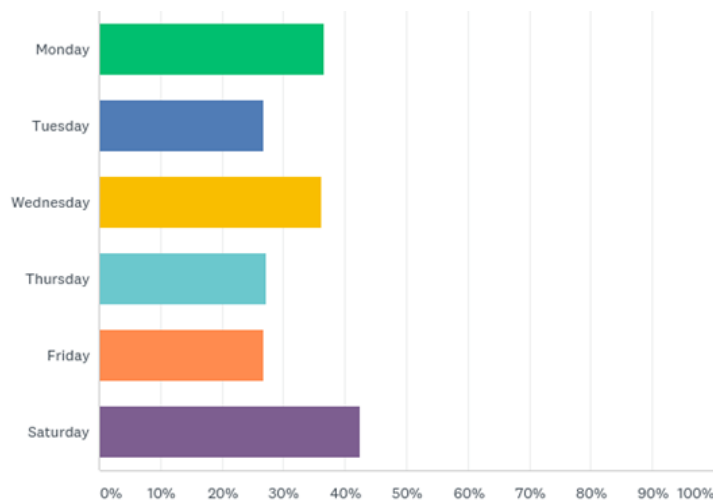
**Question 13: If travel costs were paid, which places would you be willing to travel to so you could meet up with others who want to make their communities great places to live?**



310 people answered this question and 148 chose not to. 30% of respondents said they would only be happy to travel within their community whilst the majority of 70% said they would be willing to travel to the other communities if travel expenses were paid.

It seems most appropriate to ensure that group meetings are held in each of the communities so that travel is shared between participants in the programme. The actual location of group meetings will be influenced by the location of people on the programme and the availability of suitable facilities. For example, if there was no-one participating in the programme from Kilwinning there would not be a strong need to hold a group meeting there.

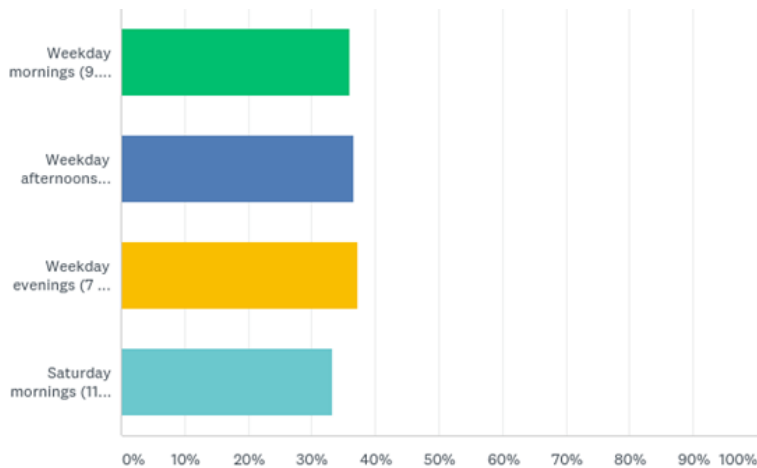
**Question 14: Which days of the week would work best for you?**



287 people answered this question and 171 chose not to. It appears that there is a spread of opinions on which day of the week is best for group meetings with Mondays, Wednesdays and Saturdays preferred.

It would be prudent to check this with a live cohort of participants and seek to accommodate their preferences,

**Question 15: Which times of the day would work best for you?**



300 people answered this question and 158 chose not to. There is no clear preference for time of the day with all those suggested attracting fairly equal responses.

It would be prudent to check this with a live cohort of participants and accommodate their preferences.

*Conclusions*

- There are wide range of things that people want to be improved in their communities (Q1).
- There is a lack of understanding and knowledge in 'what to do' and 'how to do it' to help make their communities a better place to live (Q4).
- There is a strong desire for support to help people make their communities a better place to live so that people don't feel that they are doing it alone (Q5).
- There is a need to provide events to bring people who want to make their communities better places together for inspiration, motivation, knowledge sharing, learning and support (Q6)
- There is a need to facilitate the sharing of experiences by those who have undertaken projects to make their communities better places to live to inspire and motivate others (Q7)
- There is a need for to explain to people how to go about making their voice heard so they can influence decisions (Q8).
- There is a need to provide access to someone who people who want to make their communities better places could talk to about things they don't understand and get their help (Q9).
- There is interest in learning about a range of topics relating to improving communities notably ' How decisions are made that affect people and their communities' and 'What other people have done to make their communities better places' (Q10)
- People who actively want to volunteer their time to make their communities better places would be willing to meet up every 4 weeks (Q11)
- There is strong interest in travelling outwith North Ayrshire to visit places in Scotland where people have done things to make a difference in their community (Q12)
- There is a willingness to travel across communities in North Ayrshire to meet up with others who want to make their communities better places (Q13)
- There are no clear preferences for which days of the week are preferred for group meetings (Q14)
- There are no clear preferences on which times of the day are preferred for group meetings (Q15)

*Utilising information to inform development of the programme*

The conclusions drawn from the analysis of the information have been used to inform the design of the programme.

Section 2 of this report describes the concept, objectives and structure of the programme along with the management and staffing requirements.

# SECTION 2

## Design of programme

- Concept of programme
- Fit with Scottish government and local priorities
- Design principles
- Objectives of programme
- Structure and duration of programme
- Programme accreditation
- Qualifications for participants

## Piloting and roll out

- Management and staffing
- Marketing and promotion
- Recruitment and supporting participants
- Recruitment and training of mentors
- Recruitment and induction of life coaches
- Funding requirements



## DESIGN OF PROGRAMME

### Concept of programme

The Be Inspired programme is an 'enabling' programme (reference Carnegie Trust - Enabling State). The focus of the programme is to enable people who live in deprived communities in North Ayrshire to effect improvements by volunteering their time to lead projects that make their communities better places to live.

Be Inspired aligns with a community based asset approach which 'asserts that strong communities are built by recognising, celebrating and harnessing the 'community assets' that are already there' (Croydon Asset Based Community Development Pilot Project Report. April 2014). The key asset in any community is the people and their desire and capability to achieve change.

Be Inspired aims to support sustainable community-driven development by inspiring people to realise that community driven change is achievable, build the capacity of people in the community to impact change and support them on their journey to achieve change.

### Fit with Scottish government and local priorities

#### *Fit with national plans*

The purpose of the 'Be Inspired' programme is to support and encourage people to contribute to making their communities better places to live. This aligns with the Scottish Government's strategic priority of Inclusive Growth. It also supports the national outcome to build strong, supportive and resilient communities. The Community Empowerment (Scotland) Act 2015 focuses on enabling communities to have a greater influence or control over things that are important to them. One of its key themes is the strengthening of community planning processes to give communities a greater say in how public services are planned and provided. The 'Be Inspired' programme will support community empowerment and promote inclusive growth by motivating and empowering local people to contribute effectively to community planning and have a greater influence on how public services are planned. It will support them to lead projects that will make their communities better places to live.

#### *Fit with local plans*

Community planning helps local public services to work together and with local communities to plan and deliver better services that make a real difference to people's lives. The priorities of North Ayrshire Community Planning Partnership are to have a:

- Healthier North Ayrshire

- Working North Ayrshire
- Safe and Secure North Ayrshire

Themes that run across all three priorities are:

- Reducing inequalities
- Build Community Capacity
- Prevention and early intervention

The 'Be Inspired' programme will support the theme of 'Building Community Capacity' by increasing knowledge and improving the skills of local people to enable them to contribute effectively to community planning processes and have a greater influence on how public services are planned and provided.

It will further support 'Building Community Capacity' by developing the capability of people in communities to lead projects that will improve their communities. Our aim is that through participating in the programme people will be inspired to do more for themselves in their communities rather than relying on the local authority to take the lead.

*Fit with local infrastructures and initiatives*

Locality Partnerships have emerged across six localities in North Ayrshire. These partnerships have been developed as a mechanism to engage with the local community so they can have a voice. Aligned to Locality Partnerships, six Locality Forums have been established and each has identified local priorities. Each Locality Forum manages allocation of a budget to projects that meet local priorities. The Be Inspired programme will provide the opportunity for support to individuals and groups who wish to impact change projects supported by the Locality Forums.

The recent Three Towns Charette carried out in December 2017 covers Ardrossan, Stevenson and Saltcoats. It has highlighted potential projects across the towns such as:

- Developing the shoreline
- Caring for the greenspace network
- Increasing food growing

Effective implementation of these projects will require people in the communities to volunteer their time to contribute to the projects. The Be Inspired programme will provide the opportunity of support to people who volunteer to do this.

## Objectives of programme

The objectives of the Be Inspired programme are to provide support to deprived communities in North Ayrshire to:

- Motivate a greater number of people from diverse backgrounds to be inspired to volunteer their time to contribute to community planning and become involved in or lead community development projects
- Develop the knowledge and skills of volunteers to enable them to contribute effectively to community planning and lead projects that will contribute to the improvement of their communities

## Design principles

The core design principles for the programme have been identified through discussions with community members and stakeholders and are:

- Flexible, tailored support to facilitate the achievement of participant community change projects
- Need to inspire people to become involved and throughout their journey on the programme by sharing examples of where others have achieved community change projects
- Support must meet the needs of diverse types of community development projects
- Support must meet the needs of people with diverse skill sets and facilitate the achievement of projects and development of personal skills
- The available support needs to be available at times to suit individual participants whose employment and family circumstances will impact on their available time to progress their projects
- Need for one to one tailored coaching support and peer group support to help build and maintain resilience in participants
- Need for mentoring support from people who can support and guide participants through use of their experience and expertise
- Need for knowledge sharing from organisations whose role is relevant to participants community change projects e.g. Locality Partnerships

## Structure and duration of programme

### *Concept*

Research through engagement with the community has shown that the programme needs to meet the needs of a very diverse range of potential change projects. From discussions, examples of the types of needs where support was considered desirable were highlighted

as:

- Developing the asset of the seafront at Saltcoats e.g. to establish / attract a coffee shop, perhaps a social enterprise modelled on Social Bite that could benefit the local community in a range of ways
- Developing small community groups to bring about the changes that people want to see e.g. improving the support for people with mental health issues / preventing the development of mental health issues
- Raising awareness of existing local community change projects and encouraging more people to get involved or inspiring and empowering them to establish and lead other projects
- Supporting individuals to understand and navigate their way through local government community planning processes to get their voice heard and bring about improvement and change

The concept, developed through analysis of feedback from the community and other stakeholders, is a continuous programme of support during which participants can join at any point and receive support tailored to their specific personal and project needs.

Participants will have the opportunity for support to enable them to achieve a choice of SQA unit qualifications. Undertaking SQA unit qualifications will be optional for participants as it is recognised that depending on personal circumstances this may be perceived as attractive or may not be of interest.

Participants may graduate at any point on achievement of their project and personal development goals.

#### *Duration*

The pilot phase of the programme will be for 12 months.

#### *Structure*

The core elements of the programme are:

<b>Element</b>	<b>Purpose</b>
Recruitment	Recruitment will be ongoing throughout the twelve month duration of the pilot programme. An essential element of the recruitment process will be support to participants to enable them to develop clear project and personal development goals. In the latter months, participant project goals will be

	<p>tailored to ensure the remaining period available can support realistic goals. Recruitment will be carried out by the Community Coaches who will attend local community events, host pop up events and engage with community members throughout the duration of the programme to identify those who might wish to participate in the programme.</p>
<p>One to one support from Community Coaches x 2 (employed staff)</p>	<p>Community coaches will recruit participants, provide encouragement, coaching support and signposting for participants to appropriate people, organisations and resources. Their role is to facilitate the progression of participant community development projects. Each Community Coach will develop a portfolio of up to 15 participants / projects at any one time and will maintain this level of portfolio by recruiting new participants / projects as others graduate. Community Coaches will organise Be Inspired events, organise and facilitate peer group support meetings, liaise with tutors to arrange learning support appropriate to participant needs, match participants with appropriate mentors and coordinate all day to day activities related to the smooth running of the programme. Aligned to good practice in mentoring and coaching, coaches will be provided with 'supervision' during their involvement in the programme. This will provide them with an opportunity to reflect on their practice and learning and have access to support to help them resolve any challenges. A role profile is included in the appendices.</p>
<p>Be Inspired Events</p>	<p>One of the clear outcomes from engaging with the community highlighted the importance of inspiring people to become involved in making their communities a better place to live. There will be bi-monthly Be Inspired events. These events will aim to be innovative and engaging and the purpose will be to inspire people already on the programme and those who have not already engaged. They will be promoted across the target communities via social media, local press, local advertising and through speaking engagements at other community events. Be Inspired events will take different formats and will be tailored to meet the needs of the participating cohort. Examples include:</p> <ul style="list-style-type: none"> <li>● Visit to Scottish Parliament to gain an understanding of how it works</li> <li>● A summertime event along the seafront showcasing local community development initiatives to encourage people to get involved and inspire them to lead their</li> </ul>

	<p>own project / set up a community group</p> <ul style="list-style-type: none"> <li>● Showcase events where people from other communities, areas or countries share their challenges and successes in making their communities better places to live. These may be a combination of live and video / virtual showcases</li> <li>● Showcase events where people from North Ayrshire share their story of achievement. For example: <ul style="list-style-type: none"> <li>○ Ardrossan Music Experience - what inspired Peter to set it up and his story</li> <li>○ Santa abseiling down the clock tower in Saltcoats - how Alec came up with the idea and how he worked with people from the council and local retailers to enable it to happen</li> <li>○ Cameo Group - what inspired Elaine to start the group which supports people suffering from depression, what she did and how people are benefitting</li> <li>○ Whitlees Community Centre, Ardrossan - their community kitchen</li> </ul> </li> </ul>
Facilitated peer group support meetings	<p>The importance of peer support was highlighted in discussions with community members to maintain motivation, sustain resilience and learn from one another. Community Coaches will organise and facilitate peer support meetings. These will give participants the opportunity to share their challenges and successes and get support from their peers. Learning will also take place at these meetings through short talks by people / organisations / tutor relevant to the learning needs of the participant group. E.g. How to present your case / How the locality forums operate Peer group support meetings will take place bi- monthly.</p>
One to one support from Mentors (up to 20 volunteers)	<p>Participants will be matched with a mentor. Volunteer mentors will be identified from within North Ayrshire and will be provided with training in how to be an effective mentor / mentoring skills. Mentors will be carefully matched with participants and there will be a matching process in place that enables mentor or mentee to leave the relationship at any point. Aligned to good practice in mentoring and coaching, mentors will be provided with 'supervision' during their involvement in the programme. This will provide them with an opportunity to reflect on their practice and learning and have access to support to help them resolve any challenges. A role</p>

	profile is included in the appendices.
SQA unit qualifications for participants	Participants will be offered the opportunity to develop and submit a portfolio of work to enable them to gain an SQA unit qualification(s). This will be optional as we recognise that for some this will be attractive perhaps as a means to evidence their skills for employment or career development. Others may not find it an attractive proposition. We have identified three SQA unit qualifications that we believe will align with the practical learning and activities participants will be undertaking when progressing their community development projects. Further details on the SQA units is provided on subsequent pages.
Tutor support x 2 (employed staff)	Tutors will provide one to one and group learning sessions to help participants develop the knowledge and skills to achieve their community change project. They will also provide support and guidance to participants to enable them to create portfolios to submit to achieve SQA unit qualifications. Learning sessions will be tailored to meet the needs of each group of participants and will therefore topics will be identified and materials developed during the programme pilot phase and adapted during subsequent iterations of the programme. Research has identified topics might include: presenting your case; assertiveness and self confidence; understanding how steering groups and committees work; good practice in managing meetings; coordinating volunteers
SQA unit assessment (TACT staff not fully employed on the project)	As an accredited SQA Centre The Ayrshire Community Trust (TACT) is required to have qualified assessors and an internal verifier. The assessors and internal verifier will not be fully employed on the Be Inspired project but will provide assessment support when required to assess participant submissions.
Programme Manager x (employed)	The programme manager will lead on the implementation of the pilot phase of Be Inspired. He / she will: manage the team; develop and manage reporting mechanisms; manage the budget and develop the systems and processes for the programme aligned to the international standards for mentoring and coaching programmes (see additional information below about seeking accreditation for the programme). A role profile is included in the appendices.

The accompanying diagram (Appendix 1) 'Colour Visual of Be Inspired Programme' shows

the core elements of the structure.

## **Programme accreditation**

The Ayrshire Community Trust plans to seek accreditation for the programme from the European Mentoring and Coaching Council which delivers accreditation through their International Standards for Mentoring and Coaching Programmes (ISMCP) Award. There are three levels of accreditation: bronze, silver and gold. Accreditation can only be achieved after the programme has run for at least one cohort as one of the assessment criteria is feedback is gathered from participants on their experience of participating. The processes for management of the Be Inspired programme will be designed and implemented to meet the ISMCP standards.

The core standards for achievement of accreditation are:

1. Clarity of purpose
2. Stakeholder training and briefing
3. Process for selection and matching
4. Processes for measurement and review
5. Maintains high standards of ethics
6. Administration and support

Additional detail on the requirements and process for accreditation are in the accompanying document ISMCP Guide to Applying.

## **Qualifications for participants**

The Ayrshire Community Trust is currently seeking re-accreditation as an SQA Centre. We have identified three unit qualifications from SQA which we anticipate will meet the needs of most programme participants. These are:

- Working with Communities - Volunteering
- Working with Communities - Local Community Investigations
- Working with Communities - Understanding Committees

The units are all at level 6 on the SCQF and this level has been selected to be accessible for people with a wide range of levels of ability.



## Piloting and roll out

### *Management and staffing*

Staffing requirements for the programme have been identified as:

Job title	Quantity	Full time / Part time	Salaried / Voluntary
Programme Manager	1	Part time	Salaried
Community Coaches	2	Full time	Salaried
Tutor	1	Part time	Salaried
Supervision for Coaches and Mentors	1	Part time	Salaried
Mentors	Several	Part time	Voluntary
SQA assessors	2	Part time	Provided from TACT staff
SQA internal verifier	1	Part time	Provided from TACT staff
Chairperson of steering group	1	Part time	Provided by TACT Chief Executive
Steering group	6	Part time	Voluntary
Financial management support	1	Part time	Provided from TACT staff

Role profiles for staff are included in Appendix 2

### *Marketing and promotion*

The two key objectives of the marketing and promotion strategy will be:

- a) To raise awareness of the Be Inspired programme within the target communities to inspire and motivate people to volunteer their time to participate in the programme to help make their communities better places to live
- b) To raise awareness of the Be Inspired programme within a network of stakeholder organisations to encourage referral of potential participants

A key aspect of the marketing and promotion strategy will involve holding pop up events to engage with people in locations where local people from the target communities in North

Ayrshire will be. These will include supermarkets, community centres, leisure centres, and community events organised by stakeholder organisations.

Another key aspect of the marketing strategy will be the networking activities of the community coaches in the community to gain the confidence of potential participants and encourage them to participate. In addition, the community coaches will network with key people within stakeholder organisations to encourage and support the referral process. E.g with Locality Forums.

#### *Recruitment and supporting participants*

The Community Coaches will lead on the recruitment of participants by building supportive, professional relationships. They will implement a structured recruitment process which will support each participant to clarify the goal of their community project along with identification of personal development goals. It will be important for Community Coaches to help participants clarify project goals that are realistic within the programme duration of 12 months (or less depending on when the participant joins the programme). If the ultimate goal of the project appears unachievable with the programme timescale the Community Coaches will help the participant break the ultimate goal down into supporting goals that can be realistically achieved within the available time. E.g. a participant may wish to lead or contribute to a significant change project that needs the involvement of a range of stakeholders, requires investigations, permissions and funding.

Participants will be matched with one of the two Community Coaches taking into consideration which Coach has the most appropriate expertise and relationship with the participant. Community Coaches will support participants through one to one meetings and / or calls, within peer group meetings and through the selection of a suitable mentor and introduction to their network of contacts within stakeholder organisations.

#### *Recruitment and training of mentors*

Mentors will be sought from a diverse range of backgrounds. For example, they may be retired professionals who have knowledge and expertise they can share with participants to advance their community change projects. Or they may be people who have successfully brought about change in their communities and can share their insights with participants.

The Community Coaches will network with a range of people to raise awareness of the need for mentors and will identify and match mentors with participants. They will follow a rigorous matching process that aligns with the requirements of the International Standards of Mentoring and Coaching Programmes (ISMCP).

Mentors will undergo a structured induction and training programme that aligns to ISMCP to equip them to mentor participants effectively. They will receive 'supervision' to enable them to reflect on their practice, and receive support to resolve any challenges they face in their role as a mentor.

### *Funding requirements*

Funding is required for the following:

Programme manager salary  
Community coaches x 2 salaries  
Tutor salary  
Coaching supervisor salary

Funding is also required for:

- Marketing and promotion to support recruitment of participants
- Running Be Inspired events
- Running facilitated peer group meetings
- Cost of office and desk space for staff
- Cost of providing IT equipment for staff
- Cost of specialist trainers eg. to provide training for mentors
- Travel expenses (for participants, volunteer mentors, staff and those sharing knowledge and experience at events)
- SQA learner registration costs
- Fee for accreditation to International Standards in Coaching and Mentoring Programme (ISCMP)
- Costs of TACT assessors and internal verifiers time
- Cost of TACT financial manager's time
- Cost of TACT Chief Executive's time

We are in the process of seeking potential match funding from three North Ayrshire Locality Partnerships and North Ayrshire Ventures Trust and are aiming to secure in the region of £40,000.

In addition, we are exploring if the NHS Endowment Fund might be a source of funding.