


| <b>SMALL DISADVANTAGED AREAS FUND</b><br><br><b>Application Fund</b>   |   | <br><b>SURREY</b><br>COUNTY COUNCIL |
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| <b>Closing date for this fund:</b> 1 December 2010<br>(Bids to be received by Local Partnerships Team by 25 August 2010)   |   |  |
| Contact details  | Help Notes  |  |
| <b>Q1</b><br><b>Name of Local Committee:</b> Elmbridge Local Committee   | The name of the Local Committee submitting the bid  |  |
| <b>Q2</b><br><b>Name of recipient organisation:</b><br>Voluntary Action Elmbridge (VAE)  | This is the name of the organisation which will carry out the activities funded or hold the funds on behalf of a partnership  |  |
| <b>Q3</b><br><b>Contact person:</b> Carole Ann Roycroft<br><b>Title:</b> Mrs<br><b>First Name:</b> Carole Ann<br><b>Surname:</b> Roycroft<br><b>Position held in the organisation:</b> Chief Executive<br><b>Contact address:</b> Resident's House, Community Walk, Esher<br><b>Post code:</b> KT10 9RA<br><b>Telephone:</b> 01327 463587<br><b>Fax:</b> 01372 462111<br><b>E-mail:</b> <a href="mailto:caroleann@vae.org.uk">caroleann@vae.org.uk</a> | This is the person we will contact if we need information about this application  |  |
| What are you seeking funding for?  |   |  |
| <b>Q4 Describe the area where the funding applied for would be spent</b><br><br>The money would be spent in the following disadvantaged areas of Elmbridge: <ul style="list-style-type: none"> <li>• Walton North</li> <li>• Walton Ambleside</li> <li>• Molesey South</li> <li>• Lower Green</li> <li>• Cobham Fairmile</li> </ul>  | Give details of the neighbourhood or locality which is being targeted by this proposal  |  |
| <b>Q5 Provide evidence of the local needs which the funding would address</b><br><br>The following data has been used to identify the high level needs for these communities:<br><br><u>Elmbridge Health Profiles</u><br>Elmbridge has the seventh highest level for hazardous drinking in England and has a hard core of smokers which results in relatively poor reduction rates compared to other Boroughs in Surrey.                               | Provide data, e.g. Index of Multiple Deprivation, Joint Strategic Needs Assessment, and details of any local consultation which support your application for this area. |  |

The level of those who quit in 2009/10 was 69.47% compared to the best borough Spelthorne at 130.49%. In 2008/09 the 27.2% of the population of Walton North smoked, in Walton Ambleside this was 25.2% and in Molesey South it was 25.3%.

#### Joint Strategic Needs Assessment

As well as the Hidden Surrey report which highlights high levels of older people suffering deprivation in the County living in Walton North and Molesey South, Elmbridge generally has a higher than average number of people over 75 living in the Borough.

#### SCC Heat Mapping and Indices of Multiple Deprivation

Income deprivation affecting children Walton Ambleside (39.1% and Walton North (36.4%) are identified as high need areas. Lower Green has (31.3%).

#### Surrey Fire and Rescue Service Borough Plan

Cobham Fairmile and St Johns (Walton) are prioritised for addressing unwanted calls and St Johns is also identified as a priority area for reducing arson.

#### Surrey Police Crime statistics for Elmbridge

Around half the residents of Walton North and Walton Ambleside aired concerns that young people hang around in groups, which have an intimidating effect, have nothing to do and some as young as 7 are out late at night. These are all instigators for problem behaviour in these areas.

#### NOMIS

In February 2010, the proportion of people claiming out of work benefits was 9.9% in Molesey South, 9.3% in Walton Ambleside and 11% in Walton North compared to a Surrey average of 6.4%

#### North Surrey Domestic Abuse Outreach Service

The highest number of referrals to this service came from Walton North and Molesey South.

#### Surrey County Council Childrens' Centre designation

Walton North has an area 8 level Children's Centre at Grovelands School

#### National Indicators

NI 117 (Number of people aged 16-18 NEET) – In February 2010 Walton North (21) was identified as high need with Molesey South (12) of relatively high need.

NI 75 (% of pupils attaining A\* -C) - Both Cobham Fairmile (44%) and Lower Green (50%) were identified as high need areas

#### Education

Walton Oak School in Walton Ambleside receives amongst the highest level of social enhancement funding (ranked as 4<sup>th</sup> most deprived in Surrey for 2009/10). It also has a higher than average number of pupils claiming free school meals (24%) and of pupils with English as an additional language currently 15%.

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| <p><b>Q6 Describe the project or activities you are seeking funding for</b></p> <p>The main aim of the project will be to:</p> <ul style="list-style-type: none"> <li>• To hold a Community development day in each area to help bring the community together and to find out what the needs, concerns and priorities are as identified by the residents, and through this process with help from within the communities and with practical support from a Community Development Worker set up projects supported and delivered by community groups and/or individuals.</li> <li>• Develop champions from within these five disadvantaged communities, as described in the Coalition Government’s ‘Big Society’ proposal.</li> <li>• Provide the Community champions with the tools to be able to take control of their communities. This will be done by supporting them to identify imaginative and sustainable solutions to issues identified by the communities using Total Place principles and Community engagement tools such as the Surrey Community Engagement Framework and Tenant Services Authority new model approach to tackling entrenched behaviour on small housing estates. ( The end of regeneration: improving what matters on small housing estates) VAE has copies of this paper. The communities will also be assisted in harnessing funding streams from Health, Local and County Councils and other funders, based on a ‘Total Place’ model in which all authorities would be encouraged to work together.</li> </ul> <p>As there is currently no one person who has either the knowledge or time to help engage with these communities in a sustainable and supportive manner, the employment of a Community Development Worker (CDW) will be the catalyst for these communities, enabling the setting up of projects and the bringing in of other services to help improve these communities.</p> <p>This project will encourage personal responsibility and by working together and delivering services locally it is hoped that the environment for these communities will improve their lifestyle choices and increased access to appropriate services.</p> | <p>Briefly describe the proposed actions and the activities that will be undertaken; explain how the project would offer something new to the area</p>   |
| <p><b>Q7 What outcomes and outputs will you be aiming to achieve and how do they help SCC achieve its strategic priorities? Please also say what SCC services are involved and the named contact(s).</b></p> <ol style="list-style-type: none"> <li>1. Outputs (as identified by data streams used see question 5) <ul style="list-style-type: none"> <li>• Identify No’s of NEETS</li> <li>• Identify No’s of community groupings i.e. one parent families, older people, unemployed</li> <li>• Identify health challenges and no’s affected</li> <li>• Set up and hold one community event per identified area per annum</li> </ul> </li> <li>2. Expected Outcomes <ul style="list-style-type: none"> <li>• Increased no’s of NEETS engaged in education, volunteering or employment or other community activities such as sport or digital awareness</li> </ul> </li> </ol>  | <p>An outcome is the direct difference your project will make. The outcomes and quantifiable outputs you specify will form part of our funding agreement with you and progress against these must be detailed in the report which you will be required to submit at the end of the funding period.</p> |

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| <ul style="list-style-type: none"> <li>• Increased no's of one parent families accessing services and engaged in community activities, as well as education, employment or training on opportunities for digital accessibility</li> <li>• Improved community cohesion with more people taking control of their neighbourhood and helping to prevent poor behaviour which affects the community environment</li> <li>• The holding of more regular community events linked to resident's requirements.</li> </ul> <p>The outcomes will assist SCC to achieve its strategic priorities by:</p> <ol style="list-style-type: none"> <li>1. Establishing Community Champions and liaison groups of residents providing the Council with a tangible contact point with which to consult in these disadvantaged areas regarding their needs and changes to the council's CORE OFFER.</li> <li>2. Community Champions can coordinate concerns and issues of residents within their communities and liaise with council officers and other statutory agencies to identify possible solutions that would benefit a host of individuals, families and community groups. This will foster engagement with the process and PERSONAL RESPONSIBILITY for the solutions identified.</li> <li>3. Decisions on service requirements will be MADE AND DELIVERED LOCALLY through liaison between council, other public services and community champions.</li> <li>4. The ability to ANTICIPATE AND PREVENT issues developing within the communities will increase with greater involvement of the community champions who will be able to notice areas of concern earlier.</li> <li>5. The community champions will have a strong working relationship with Voluntary action Elmbridge who will be able to work together with other partner agencies on the Elmbridge Community Partnership to tackle both entrenched and rising issues in these communities.</li> </ol> <p>The SCC contacts involved in this project are;</p> <ul style="list-style-type: none"> <li>• Elizabeth Whiddett (Surrey LLP)</li> <li>• Michelle Grieve (SCC Local Committee and Partnerships Officer)</li> <li>• Elmbridge Borough Inspector Richard Haycock (Surrey Police)</li> <li>• Kevin Noble (Surrey Fire and Rescue Service)</li> <li>• Variety of colleagues within the Children and Adults services dependent on projects including the Youth Justice Services and their work with persistent offending in young people</li> </ul> |   |
| <p><b>Q8 How would you involve residents in the project?</b></p> <ul style="list-style-type: none"> <li>• The CDW will actively work with residents to build capacity within communities, consulting with them to identify local needs and requirements. The CDW will then be working with the communities, giving them the support they need to enable the resident's to take control of their community activities and projects.</li> </ul>  | <p>Describe how you would establish a relationship with residents and voluntary organisations</p> |

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| <ul style="list-style-type: none"> <li>• The CDW will be based within the communities to establish a presence/rapport with the residents. With the help of steering group partners, who through in kind support will be providing places for the CDW to work from within the communities, the CDW will be able to build up the trust and knowledge needed to help the residents identify their own needs, requirements and concerns.</li> <li>• The community champions would be from the residents themselves, people who express an interest in working with the CDW to improve their neighbourhoods. In this way residents are an integral part of the project.</li> <li>• With support from VAE and the 305 voluntary, community and Faith organisations listed as members, the CDW will be able to use the expertise of these organisations to help benefit the communities.</li> <li>• The CDW will ensure that all activities and developments adhere to equal opportunities, diversity and health and safety polices so that no one in these communities are discriminated against.</li> <li>• The CDW would be accountable to the Chief Executive of VAE and the Elmbridge Community Partnership, which includes elected members, business, police and fire representatives, and would act as the initial link between the organisations and the community champions during the length of the project fostering good relationships between them.</li> </ul> |  |
| <p><b>Q9 The fund is available for one year only; how will any project initiated during this period be sustained in the longer term?</b></p> <p>The work that VAE carries out on a daily basis with its members such as Homestart, Surrey Crossroads and Multi-faith forum and the engagement of the Voluntary, Community and Faith sector in these communities will help to ensure that residents are able to take control and responsibility for their own communities.</p> <p>By identifying lead contacts and other bodies such as Health professionals and Leisure services officers the CDW will enable the residents to identify activities which they can take responsibility for in a regular and sustainable manner.</p> <p>Assisted by VAE where access will be made available to a funding database, the CDW will help find funding opportunities that will lead to sustainable ‘communities in control’ with the co-operation of local, regional and national stakeholders.</p>   | <p>Explain how you intend to develop local capacity to sustain the project after the funding ends.</p> |
| <p><b>Q10 How will you measure your success in carrying out the activities and achieving the outcomes you have set out above?</b></p> <p>It is important to bear in mind that each area has different challenges and environments and are of varying sizes it is intended that the results for each area will reflect the level of current engagement. For example, much has already been achieved in Lower Green and whilst there is still a great deal to be done to enable the sustainability of this work the need here is for</p>   | <p>We don’t want to create reporting burdens so do keep systems simple, realistic and informative.</p> |

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| <p>more development support where as the community in South Molesey has yet to begin to assess its needs and requirements but also has a more ethnically diverse population.</p> <ol style="list-style-type: none"> <li>1. That there will be an increase in the numbers of people in the community participating in education, volunteering or employment programmes</li> <li>2. That there will be an increase in the numbers of NEETS in the community participating in education, volunteering or employment programmes</li> <li>3. That there will be an increase in the numbers of people in the community participating in community events</li> <li>4. That there will be an increase in the numbers of people in the community taking responsibility for the activities in their community</li> <li>5. That there will be an increase in the numbers of people working to improve their lifestyle for example giving up smoking ( latest smoking data shows that Elmbridge has a core group of smokers who are finding it increasingly hard to stop and therefore stop smoking levels are below other areas in Surrey)</li> </ol> |  |
| <p><b>Q11 Please set out the project timescale and key project milestones</b></p> <p><b>See Annex A</b></p>  | <p>We will be requiring a brief quarterly update on progress and these milestones will form the basis of that update</p> |

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| <p><b>Q12 Who are your key partners and how are you developing a shared approach to the area?</b></p> <p><u>Voluntary Action Elmbridge</u> will be the lead partner. Facilitating the recruitment of key community voluntary, community and faith sector champions in each area such as Home Start, Residents Associations, Love of Learning, CABs. Following completion of the projects in 2012, to provide support/link for the community champions and to support residents in developing new or existing groups into more formalised bodies for example the setting up of social enterprises/charities where appropriate.</p> <p><u>Elmbridge Community Partnership</u> – Monitor and support the projects and identify areas of need for the community champions. To provide continuity as well as to enable the partners such as the Elmbridge Business network to engage with these communities.</p> <p><u>Elmbridge Borough Council</u> – To respond to need in leisure, housing benefits and council tax as well as informing the engagement of elected members with the communities.</p> <p><u>Elmbridge Housing Trust</u> – To provide a key link to other housing trusts; to provide engagement, expertise, in kind support</p> <p><u>Walton on Thames Charity</u> – Extra support and sustainability for the projects linked to their charitable objects which may include some financial support</p> <p><u>Surrey Fire and Rescue Services/Elmbridge Area Director</u> – Community Engagement, providing YES Courses, Community Development Days. Links to the community.</p> <p><u>Surrey Police/ Elmbridge Borough Inspector</u>- Provision of data, Community presence, provide role model</p> <p><u>Surrey LLP</u> will work with the group to engage and set up skills and learning where need is identified.</p> <p><u>Surrey County Council</u> – Links and contacts to services, guidance and access to newly emerging funding streams</p> <p><u>NHS Surrey</u> – Health issues identification and solutions as well as access to emerging funding streams</p> <p>It is anticipated that some partners will make up a small steering group and that others will attend and work in an ad hoc and representative manner depending on the requirements of different projects and needs of the communities.</p> | <p>Please list the partner organisations you are working with and the strategic and local objectives you wish to achieve; explain how partners' contributions will represent an integrated solution to the needs of the area.</p> |
| <p><b>Q13 Provide details of reports received by the Local Committee which have contributed to an understanding of disadvantage in your borough/district as a whole and in this area in particular.</b></p> <ul style="list-style-type: none"> <li>• Elmbridge Community Safety reports March and December 2009; June 2010</li> <li>• Youth Service Local Delivery Plan – March 2010</li> </ul>  | <p>Demonstrate that the Committee has developed an understanding of the profile of disadvantage locally and of the opportunities for joint working and leadership.</p>  |

**ITEM 11 ANNEX A**

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| <p><b>Q14 What has the Local Committee done in the past to support multi-agency activity to respond to the needs of disadvantaged communities?</b></p> <ol style="list-style-type: none"> <li>1. Upgrade of Facilities at Lower Green Community Centre (Disadvantaged Area)</li> <li>2. CHEER - Expansion of the Befriending Scheme (Vulnerable Groups and Multi-Agency)</li> <li>3. Love of Learning - Play and Stay Connected Through Art)</li> <li>4. Love of Learning - Drumming All Over The World Dittons Schools</li> <li>5. Elmbridge Taxi Voucher Scheme (Disadvantaged Area and Multi Agency)</li> <li>6. Cobham Conservation &amp; Heritage Trust (Improved access for disabled people and Multi-Agency)</li> <li>7. Elmbridge Young Persons of Honour Awards Event 2010 - also part funded through a variety of local businesses and local football club - multi agency</li> </ol>   | <p>Describe any projects supported in high-need areas and initiatives which have increased the influence of their residents on local services and opportunities.</p> |
| <p><b>Financial Questions</b></p>  |  |
| <p><b>Q15 How much are you applying for?</b>    £25,000</p>  | <p>This should be the total amount of money you are requesting from this fund.</p>   |
| <p><b>Q16 How will this funding help the project or initiative? What are the implications of not receiving the funding you have requested from SCC? What are the implications of receiving part of the funding you have requested from SCC? (Please keep answer brief)</b></p> <p>The money will be used to;</p> <ol style="list-style-type: none"> <li>1. Provide funding for the CDW to support the communities in their projects</li> <li>2. Provide the funds to pay for any development of projects</li> <li>3. Provide seed money for the communities to develop their ideas and resources</li> </ol> <p>If the money is not awarded then it is unlikely that the CDW projects will be able to be consolidated across each area. Partial funding of the project will result in decisions needing to be made about the varying needs and competing requirements of each community and that not all expectations will be able to be met.</p> |  |



**Q17 What resources are available from other partners in the project and how far are these dependent on SCC funding?**

Currently social inclusion funding from Elmbridge Borough Council is funding the set up and project worker costs until December 2010. Activity and equipment money has been awarded from the Targeted Support fund and Voluntary Action Elmbridge (VAE) will be supporting the project with any other costs.

Elmbridge Housing Trust, statutory partners and VAE and other Voluntary, Community and Faith sector partners will also provide resources in kind. VAE will also be supporting the CDW to look for other streams of funding to help the communities to develop their projects as well as helping with volunteer training and recruitment.

Funding for year 2011-2012 will also be supported by other partners though the amounts have yet to be confirmed and VAE will be seeking further external funding to help ensure the sustainability of the project.

**Q18 Has the area received financial support from any part of SCC (including Local Committee allocations and funding from the former self-reliance budget) in the last 2 years? If yes, please give brief details.**

Yes

| Name of Funding | Name of Manager | Amount | When       |
|-----------------|-----------------|--------|------------|
| Self Reliance   | Jenny French    | £1,250 | March 2010 |
|                 |                 |        |            |
|                 |                 |        |            |

This information helps SCC to continue to monitor its support to Surrey organisations and promote collaboration between departments.

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| <p><b>Completing this form does not guarantee success when applying for funding</b><br/> <b>All successful projects will be required to complete an evaluation form outlining the outcomes of the project</b></p> |   |
| <p><b>I confirm that to the best of my knowledge the information contained within this Application Form and the enclosed supporting documentation is accurate.</b></p>  |   |
| <p><b>Print Name:</b> Carole Ann Roycroft</p>   | <p><b>Organisations and Status:</b><br/><br/>Voluntary Action Elmbridge Chief Executive</p> |
| <p><b>Signature:</b> CAS Roycroft</p>   | <p><b>Date:</b> 19th August 2010</p>  |

**Bids should be submitted electronically to [michelle.grieve@surreycc.gov.uk](mailto:michelle.grieve@surreycc.gov.uk) by  
 24<sup>th</sup> August 2010**

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| <b>Office Use</b>   |                                |
| <b>Grant Programme title: Local Committees Small Disadvantaged Areas Fund</b> |                                |
| <b>Date received and who by:</b>  | <b>All documents attached:</b> |