

SMALL DISADVANTAGED AREAS FUND

Application Fund



Closing date for this fund: 1 December 2010

Contact details	Help Notes
<p>Q1 Name of Local Committee: <i>WOKING</i></p>	<p>The name of the Local Committee submitting the bid</p>
<p>Q2 Name of recipient organisation: Woking Borough Council</p>	<p>This is the name of the organisation which will carry out the activities funded or hold the funds on behalf of a partnership</p>
<p>Q3 Contact person: Title: Community Development Worker First Name: Bob Surname: Morgan Position held in the organisation: CDW Contact address: Parkview Centre for the Community Blackmore Crescent, Sheerwater, Post code: GU21 5NZ Telephone: 01483 74 3340 07971 008 539 Fax: E-mail: bob.morgan@woking.gov.uk</p>	<p>This is the person we will contact if we need information about this application</p>
What are you seeking funding for ?	
<p>Q4 Describe the area where the funding applied for would be spent. The project will be based in Sheerwater and Maybury. Sheerwater Sheerwater is essentially a large housing estate built in the 1950s to house bombed out Londoners. There were originally 1300 homes but several hundred more have been added over the years. It contains the majority of the small social homes in the Borough housing stock and therefore houses many people with additional challenges in their lives. Sheerwater has a significant and growing South Asian community as well as smaller East European; Nepalese and African populations. Around a third of the population in Sheerwater are under 20 years of age. Around 60% of new pupils to Broadmere Primary School in Sheerwater have English as a second or third language.</p>	<p>Give details of the neighborhood or locality which is being targeted by this proposal</p>

<p>The Sheerwater estate is geographically isolated from the rest of Woking. It is bordered by the Basingstoke Canal to the North and the railway line to the south. There is essentially one road in and out. Public transport provision is not good and car ownership is the lowest in the Borough</p> <p>Maybury</p> <p>Maybury borders Sheerwater and together they form a Borough Ward. Maybury is a largely a residential area with some retail premises and other small business. It is made up of a number of different estates each of which have their own sense of place and in that way it is seen as a fragmented community. The population of Maybury is also very diverse with a large South Asian community as well as an old Italian community and many others. Maybury shares many deprivation issues with Sheerwater.</p> <p>Around 90% of children at Maybury's New Monument School have English as a second or third language.</p> <p>The intention is to involve other areas of the Borough in this project as it develops.</p>	
<p>Q5 Provide evidence of the local needs which the funding would address</p> <p>According to the Indices of Deprivation 2007 Sheerwater and Maybury contain Super Output Areas (SOA) which are amongst the most deprived in Surrey and are in the top 15% of most deprived in the UK. The SOA formed by Dartmouth and Devonshire Avenues in Sheerwater is ranked as the number one most deprived in Surrey. They are deprived in terms of employment, income, education and training and health and wellbeing.</p> <p>The average life expectancy in Sheerwater and Maybury is 76 compared with 83 years for other areas in Woking (ONS data 1999 – 2003). Figures from the Sheerwater GPs Surgery show the area has the second highest incidence of chronic pulmonary disease and diabetes. The comparative illness and disability ratio of Maybury is 125.8 in one part and 105.4 in another compared to the Surrey average of 64.</p> <p>Maybury and Sheerwater have the second poorest overall mental health scoring in Surrey. When compared to the national average Dartmouth and Devonshire Avenues have 26% more adults with mood and anxiety disorders.</p> <p>It is generally agreed that many young residents have low levels of aspiration and ambition and low levels of self confidence. According to the IMD 2007 Sheerwater pupils at Key Stage 4 (16 year olds) performed poorly with 22 pupils from Devonshire and Dartmouth Avenues scoring 304.8 uncapped points compared to a Surrey and Woking average of 419.9. Key stage 4 pupils from the Walton Road area of</p>	<p>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.</p>

<p>Maybury attained scores of 325.6.</p> <p>Pupils from Devonshire and Dartmouth Avenues have the highest school absence rate in the area and the highest number of pupils not staying in school after 16. Maybury has a high number of people not staying on at school after 16 – 46.7 compared to the Surrey average of 21.6.</p>	
<p>Q6 Describe the project or activities you are seeking funding for</p> <p>The funding is sought to purchase equipment to set up an Internet Based Community Radio Station for Sheerwater and Maybury. It is a radio station which is listened to via a website rather than transmitting through conventional aerials. This would involve many local people being trained in IT and ‘radio skills’ There is not a similar project in existence in the Borough. This will be aimed at all sections of the community across cultural and generational barriers although it will start with young people before being extended to the wider community.</p> <p>Radio broadcasting and computer equipment will be purchased and local people will be trained and encouraged to record and broadcast radio programs and features. It will also include outside broadcasts and recordings. In addition there will be a presence on social networking sites such as Facebook and Twitter. This money will provide a community facility to use for years to come. This sort of scheme has been put in place in Bracknell in the form of Hug Radio as well as other places in the UK – TD1 Radio in Scotland and Deben Radio in Suffolk.</p> <p>The project will enable local people to be trained in many internet based skills as well as all the other skills involved in producing music and documentary programming. They will learn to work as a team with people from different backgrounds.</p> <p>Appropriate governance will be put in place to ensure that appropriate standards are achieved and maintained. The first programs will be pre-recorded to ensure appropriate editorial control. This governance is likely to take the form of a steering group formed by stakeholders. This enterprise could form the basis of a Community Interest Company.</p> <p>The project will begin with making single programs that can be ‘broadcast’ via Hug Radio. The Sheerwater and Maybury radio station will be developed as the skills base is built up.</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>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).</p>	<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</p>

<p>This project will help Surrey County Council deliver services to young people aged 13 to 19 years. This project will also help deliver one of Surrey County Council's service improvement priorities for 2009/2010: namely protecting vulnerable children and young people by increasing engagement with them.</p> <p>The project will achieve this by delivering the following to local young people (and later other parts of the community):</p> <ul style="list-style-type: none"> • Experience of working as part of a team. • Experience of project development, budgeting and planning. • Increased self confidence and greater aspirations in terms of career ambitions for those involved. • Greater sense of place and being one community. • Better understanding of other people in the community • Greater understanding of the role of the statutory services and voluntary organizations through working with them on this project. • Increasing engagement between young people and service providers. • Increase in skills and training in IT and communications for local people • Promotion of healthy life styles to address physical and mental health issues. 	<p>against these must be detailed in the report which you will be required to submit at the end of the funding period.</p>
<p>Q8 How would you involve residents in the project ?</p> <p>The project would be initially based in the Sheerwater Youth Centre (but will serve Sheerwater and Maybury) as agreed by the newly appointed Youth Worker Lorriane Parker (currently a Director of a similar radio project in Bracknell – Hug Radio). Young people would be trained in the skills needed to produce programming which would, at first, be pre –recorded. The project will be partnered with the Hug Radio Project which is already up and running in Bracknell.</p> <p>Several partner organizations are interested in this project and their support will help with community engagement.</p> <p>Bob Morgan Woking Borough Council Community Development Worker will support this project and work to involve young people and other residents.</p> <p>Terry Eckersley, CEO of Woking YMCA has expressed support for the idea and sees ways of linking it into their work recording music with young people. Reply from Terry - "Bob, yes, we would</p>	<p>Describe how you would establish a relationship with residents and voluntary organisations</p>

be very interested in this, and would build on our recording studio and Gig work etc”

Tony Hutt of the **Woking Association of Voluntary Services** has expressed his support of this project as a way of involving and encouraging volunteering in the area.

The local Neighbourhood **Police** Inspector, Insp. Griffiths expressed his support for the idea so they too are likely to encourage people to become involved.

Margot West, Chair of the **Sheerwater Community Forum** said “This could be a very good project for the community to get involved in”.

Tasha Feddery of the **Surrey Wildlife Trust** has said they would be interested in getting involved in this project to promote their work in encouraging interest in wildlife issues.

Barney Tremblay from the **Woking Asian Business Forum** said she was “completely and totally supportive” of the scheme on behalf of the Forum. She has a good deal of broadcasting experience and is keen to become involved.

Sandra Scott, manager of the **Woking SureStart Centre** has expressed her support for the project.

As the project develops older people and people from different parts of the Community will become involved. This will require the young people to work with people they would not normally meet.

Q9 The fund is available for one year only; how will any project initiated during this period be sustained in the longer term ?

The project will be supported from the beginning by the Sheerwater Youth Worker and the Sheerwater Community Development Officer. Other organizations such as the YMCA and the Woking Association of Voluntary Services and the Surrey Wildlife Trust have all expressed strong support for this project and are highly likely to lend support to this project in year two and beyond. Additionally this project will be linked with the existing Hug Radio project in Bracknell which will also add to the available resources and support.

Explain how you intend to develop local capacity to sustain the project after the funding ends.

<p>Q10 How will you measure your success in carrying out the activities and achieving the outcomes you have set out above ?</p> <p>This project is not about developing large audiences but it about bringing many parts of the community together through producing programming as well as listening to the output.</p> <p>Likely measures of success</p> <ul style="list-style-type: none"> • Number of people involved in the project. • The number of different parts of the community engaged with. • Number of people who receive training for the project. • Number of organizations involved in supporting the project. • Number and type of programs produced. 	<p>We don't want to create reporting burdens so do keep systems simple, realistic and informative.</p>
<p>Q11 Please set out the project timescale and key project milestones</p> <p>January 2011 – purchase equipment. January 2011 – recruit volunteers. February 2011 – begin training for volunteers. February 2011 – begin program making. May 2011 – expand number of type of volunteers involved.</p>	<p>We will be requiring a brief quarterly update on progress and these milestones will form the basis of that update</p>
<p>Q12 Who are your key partners and how are you developing a shared approach to the area?</p> <p>Key partners will be: -</p> <p>Surrey Youth and Development Service Woking Borough Council Surrey Wildlife Trust Woking Asian Business Forum Sheerwater Community Forum YMCA Woking Hug Radio Project, Bracknell Surrey Police</p> <p>This project will in itself help develop a 'joined up' approach to issues in Sheerwater by engagement between the partner organizations.</p> <p>The Woking Partnership (LSP & CSP) has encouraged the submission of this application.</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>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.</p> <ul style="list-style-type: none"> • The Surrey Strategic Partnership have identified Sheerwater and Maybury as a Priority Place. • The Woking Partnership (LSP and CSP) have received reports on areas of deprivation in the Borough and have determined that resources should be re-directed to priority community areas ie. Sheerwater, Maybury and Lakeview. • The members on the Local Committee receive information on the areas of disadvantage, for example areas of disadvantage were covered at an annual away evening of county and borough members on the local committee. 	<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>
<p>Q14 What has the Local Committee done in the past to support multi-agency activity to respond to the needs of disadvantaged communities ?</p> <p>The local committee has consistently used their member allocation funding to support interventions in areas of relative disadvantage.</p>	<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>
Financial Questions	
<p>Q15 How much are you applying for ?</p> <p>Total - £12,960</p> <p><u>Cost Breakdown</u></p> <p>Equipment for studio set up including computer softwear £7872.50</p>	<p>This should be the total amount of money you are requesting from this fund.</p>

<p>Laptops (x2) £435.00 each = £870</p> <p>HDD 1 Terrabite (x2) £59.99 = £119</p> <p>H2 Zoom recorder (x2) £149.00 = £298</p> <p>Delivery £300 Approx for studio equipment</p> <p>PRS and PPL – music licences £1000 Approx.</p> <p>Marketing and training £2000.00</p> <p>Desk Top PC to stream transmissions £500</p> <p>These costs were provided by the Hug Radio Project Team, based on their experience.</p>	
<p>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)</p> <p>The funding is to enable the purchase the equipment necessary to produce and transmit programs. Support in kind will be added through the time spent on the project by the Sheerwater Youth Worker and Community Development Worker and staff from other partner agencies .</p> <p>If no funding is made available than the project will not proceed. It part funding is provided then funding from other sources will be sought.</p>	
<p>Q17 What resources are available from other partners in the project and how far are these dependent on SCC funding ?</p> <p>Woking Borough Council and other partner organizations will provide support in kind through staff time. This will initially involve the Sheerwater CDW but will also involve other Woking Borough Council staff later on - including youth and cultural engagement staff.</p> <p>Estimated annual costs for approx three days a month spent on the project by CDW and Youth Worker = £4,320</p> <p>Hug Radio Project Staff will provide support their time and support.</p>	

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.				This information helps SCC to continue to monitor its support to Surrey organisations and promote collaboration between departments.
Name of Funding	Name of Manager	Amount	When	
Youth Justice Funding	Bob Morgan	£5,000	July 2010	
Priority Community Group Funding	Bob Morgan	£4,400	2009	

**Completing this form does not guarantee success when applying for funding
All successful projects will be required to complete an evaluation form outlining the
outcomes of the project**

**I confirm that to the best of my knowledge the information contained within this
Application Form and the enclosed supporting documentation is accurate.**

Print Name: Robert Morgan

Organisations and Status: Community
Development Worker.

Signature:

Date:

Bids should be submitted electronically to localpartnerships.woking@surreycc.gov.uk

Office Use

Grant Programme title: Local Committees Small Disadvantaged Areas Fund

Date received and who by:

All documents attached: