



Real Community Engagement:

Engaging with communities from the grassroots, understanding a place and the people who live there

House rules

- Honesty and simplicity
- We are not always the experts
- This is not new
- No pre-conceptions
- No interventions
- We recognise there are "problems", but they are not our focus

An Approach or Mindset :
We should concentrate more on
what matters to people as
opposed to what 'the matter' is
with people

Asset Based Working

- Asset-based Community Development is a bottom-up way of working with communities that focuses on community strengths and assets.
- Focuses on community **assets** and **strengths** rather than problems and needs
- It **identifies** and **mobilises** individual and community assets, skills and passions
- It is community & relationship driven.
- Assets can be classified into 5 groups;
 - Individuals
 - Associations
 - Institutions
 - Physical Assets
 - Connections



What are community health assets?

All communities have health assets that can contribute to positive health and wellbeing

The skills, knowledge and commitment of individual community members



The resources and facilities within the public, private and third sector



Assets include:

Friendships, good neighbours, local groups and community and voluntary associations



Physical, environmental and economic resources that enhance wellbeing

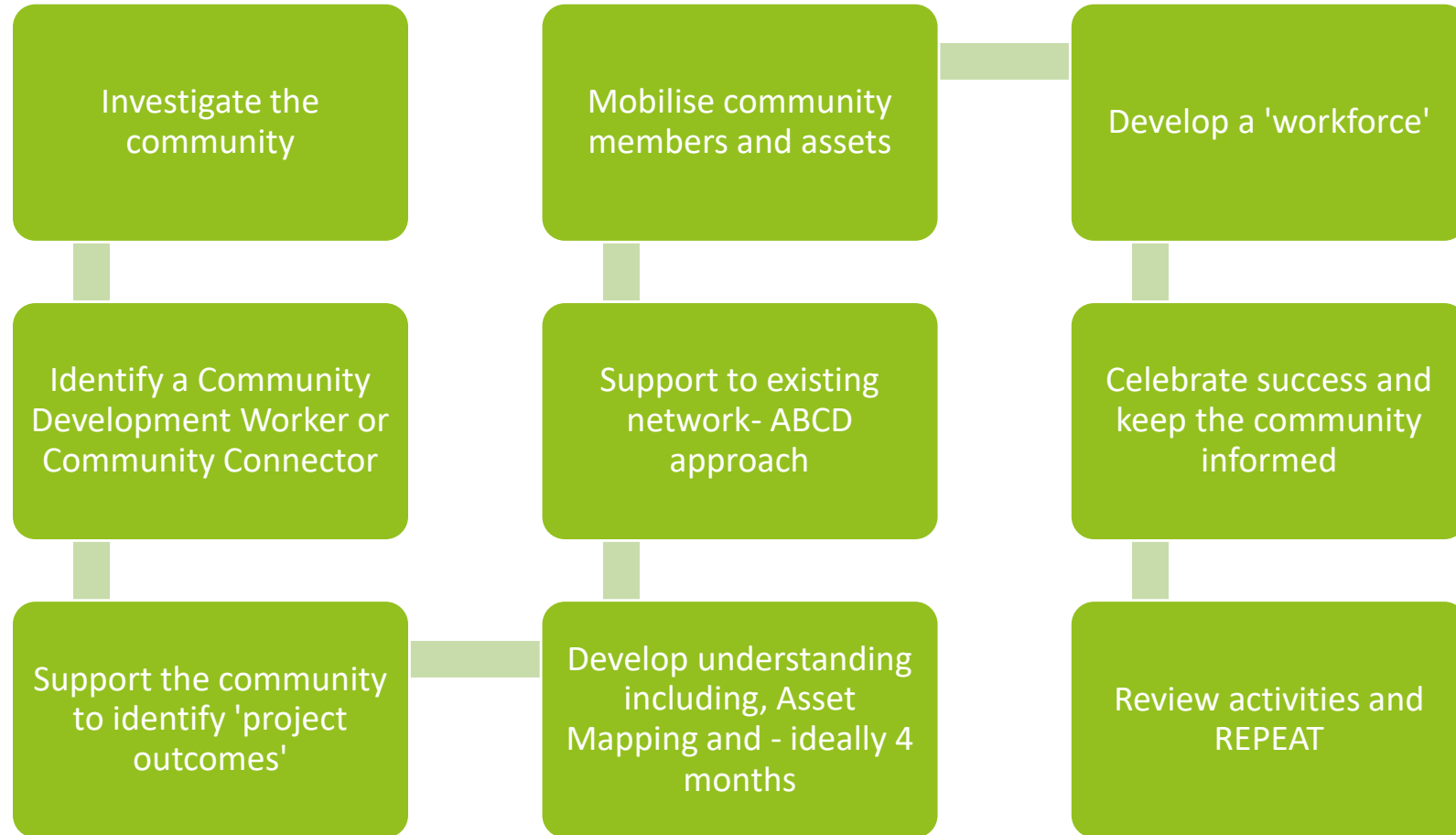


Using Sport as a Tool...

- **DISCOVER** - local strengths, support assets and co-produce solutions, asset identification and project development
- **IDENTIFY (ENGAGE)** - Build trust and develop a rapport
- **CONNECT** people, groups and local assets
- **MOBILISE & EMPOWER** local people and trust communities to shape their futures

EDUCATE AND ADVOCATE THROUGHOUT -Recognise and build on leadership in the community- workforce is vital which includes 'community leaders', trained staff

The YSF Approach



Key Principles

- Take time to develop trust
- Identify local strengths, support assets and co-produce solutions.
- Make the most of the physical environment
- Create a culture of enterprise and creativity
- Ensure services are developed to suit the needs of the community
- Build strong connections especially with 'social businesses'.
- Celebrate culture and local talents
- Recognise and build on leadership in the community
- Empower local people and trust communities to shape their futures

A Practical Example: Active Burngreave

Active Burngreave priority outcomes: “Learning to Action”

- Increase in physical activity
- Reduction in social isolation
- Improved health and wellbeing
- Improved aspirations
- Increasing use of public space
- Increasing training and education opportunities
- Increasing resilience

Connectors, Development Workers or Builders

- Community Connectors are natural networkers, relationship builders, positive, playful, optimistic, caring and compassionate local people. They are not paid workers and any attempts to turn them into 'professionals' should be resisted. Their priceless contribution is connecting people, associations and institutions more widely to the community, and in weaving the community together

Community Building

- Community Development Worker
- Helps to **identify** and **mobilise** individual and community assets, skills and passions
- Creates and maintains **connections**
- Acts as a role model and provides unique access to her community
- Provides mentoring support to local volunteers and organisations, community feel **empowered** to deliver change themselves



Gain Trust- Why a Community Development Worker?

- It is the link between the community and service providers
- It is the voice for the unrepresented, old, isolated, broken families, and immigrants
- It is the motivator/mentor for organisations and the individuals
- It is the lifeline most community members reach to in desperation; to feel protected, to feel involved, to feel important.
- It is important for the Community Development Worker to be from that environment and the same background- 'someone like me'



Headlines

- 26 projects commissioned – 95% of projects delivered by groups based in Burngreave.
- 1089 participants engaged so far
- 95% of participants are 'inactive'
- Social isolation= 2.8 point increase
- Aspiration= 5 point increase
- Understanding of importance of P.A= 8 point increase
- 156 training opportunities
- 74 volunteers engaged

‘Honestly speaking I am not the same, this course has made me gain what I lost in the past. It's the eye opener to me and reminds me I can do more that was I was expecting. I am really looking forward to do more’ AB Participant

- Active Burngreave in 60 Seconds

- <http://www.yorkshiresport.org/what-we-do/in-the-community/active-burngreave/>

PROCESS

DISCOVER: 2 months of investigation work. Conduct 'Walk Arounds', talk to people, understand 'where people go'. Start to identify assets (physical and community groups/networks/ associations). Try to identify 'community builders or connectors', these could be in faith groups, schools, community networks or associations (Libraries, Council services).

IDENTIFY: Build rapport with Community Builders/ Connectors, identify and map assets. Develop a 'Community profile' including demographics, data & statistics, facilities and spaces, people and strengths.

CONNECT: Attend existing networks and develop where they don't exist. Encourage groups to work together and share good practice. Raise awareness of the power of communities and the 'Community Builder(s)/ Connector(s)'. Attend community events (local Safety meetings, School events, TARA meetings, Council meetings. Support newly formed groups, professionalise 3rd sector organisations. Provide governance and funding support to groups. **BUILD TRUST**- understand how you can support people and groups to help themselves. If possible, deliver events locally and raise awareness.

MOBILISE: Mentor, deliver training, upskill community members, recruit 'leaders' or additional community builders/ connectors. Ensure any delivery is needs led, and is delivered by the community, for the community. Share and celebrate success.

Burngreave Community Profile



DISCOVER



40%

Children at risk of living in poverty



30%

Families claim benefits



10 years

Less life expectancy than other areas of Sheffield



36%

Working age people have no formal qualifications



IDENTIFY



Issues - what they mean for the community?

- Community groups lack leadership and professionalism in order to attract funding and sustain any provision.
- Lack of services for young people aged 13+ years
- Lack of quality facilities which can bring the community together- where they exist they are not maintained.
- Poor facilities at local Parks and lack of open spaces- many are unsafe and therefore underused
- Lack of playgrounds or safe places for families and young children to play.
- Fear of crime- Anti-social behaviour- in all public areas means 'No-go' areas
- Drug related crime- needles and drug use evident, as well as gang related behaviour and young children involved in drug running.
- Poor role models leading to a cycle of anti-social behaviour
- Gang crime- particularly in key public areas (outside Vestry Hall)
- Lack of sustainability and the community has lost hope due to previous poor management of the New Deal.
- Lack of swimming facilities and challenges in accessing these in other areas of the city.
- Health issues- Obesity, Diabetes in particular due to diet and inactivity.
- Mental Health issues- isolation leading to depression
- Stigma of Muslim women being active in the community.
- Poor relationships with SY Police (any police presence is negative)
- Language barrier creates more social isolation, particularly in older adults
- Poor morale and feeling of low life chances
- Lack of employment opportunities

Strengths and Assets



- The people, a number with a range of skills
- Friendly people and neighbours 'help me cope'
- Community Cohesion, well connected to each other and from a variety of backgrounds
- Community shops and services in close proximity
- Verdon Recreational Centre
- Vestry Hall
- Pakistani Advice Centre
- Ellsemere Youth Project
- Green City Action
- Burngreave Messenger
- Burngreave Works
- Citizen Advice Bureau
- The Furnival (Community building)
- Burngreave Foodbank
- Burngreave Ashram (Community Building)
- Several local Mosques
- Yorkshire Muslim Academy
- Rock Christian Centre
- Sorby House
- TARA Groups
- MAAN (Somali Mental Health Sheffield)
- Local Safety Forum
- Burngreave Youth Network
- Pitsmoor Adventure Playground
- Abbeyfield park and other green spaces
- Fir Vale Healthy Living Centre
- Indoor Cricket Centre
- Good Primary Schools (Pye Bank particularly)
- Longley College
- Entrepreneurs and development of social enterprises locally
- Excellent transport links
- Large Tesco Superstore
- Factories offering low-skilled work
- Community Leaders (Faith Groups and local Role Models)



CONNECT

01

Attend local forums/ networks:

Further understand the community and promote partnership working- where these don't exist- **CREATE THEM!**

Sorby House- Community Groups based in one building
Burngreave Health Network
Adult Learning Network
Page Hall Community Network
Burngreave Community Safety Group
Burngreave 'Community Unity' Network- organising local events promoting inclusion and community cohesion- **CREATED**
Burngreave Youth Providers Network- **CREATED**

02

Build on Strengths:

Examples of training delivered; Active Burngreave Leaders Workshop (Developed by YSF)
First Aid
Safeguarding
Walk Leaders Training
Activator Courses (Rounders, Badminton)
Community Sport Leaders Award



MOBILISE



Men's Social Café

Mothers of Burngreave

Reach Up Basketball

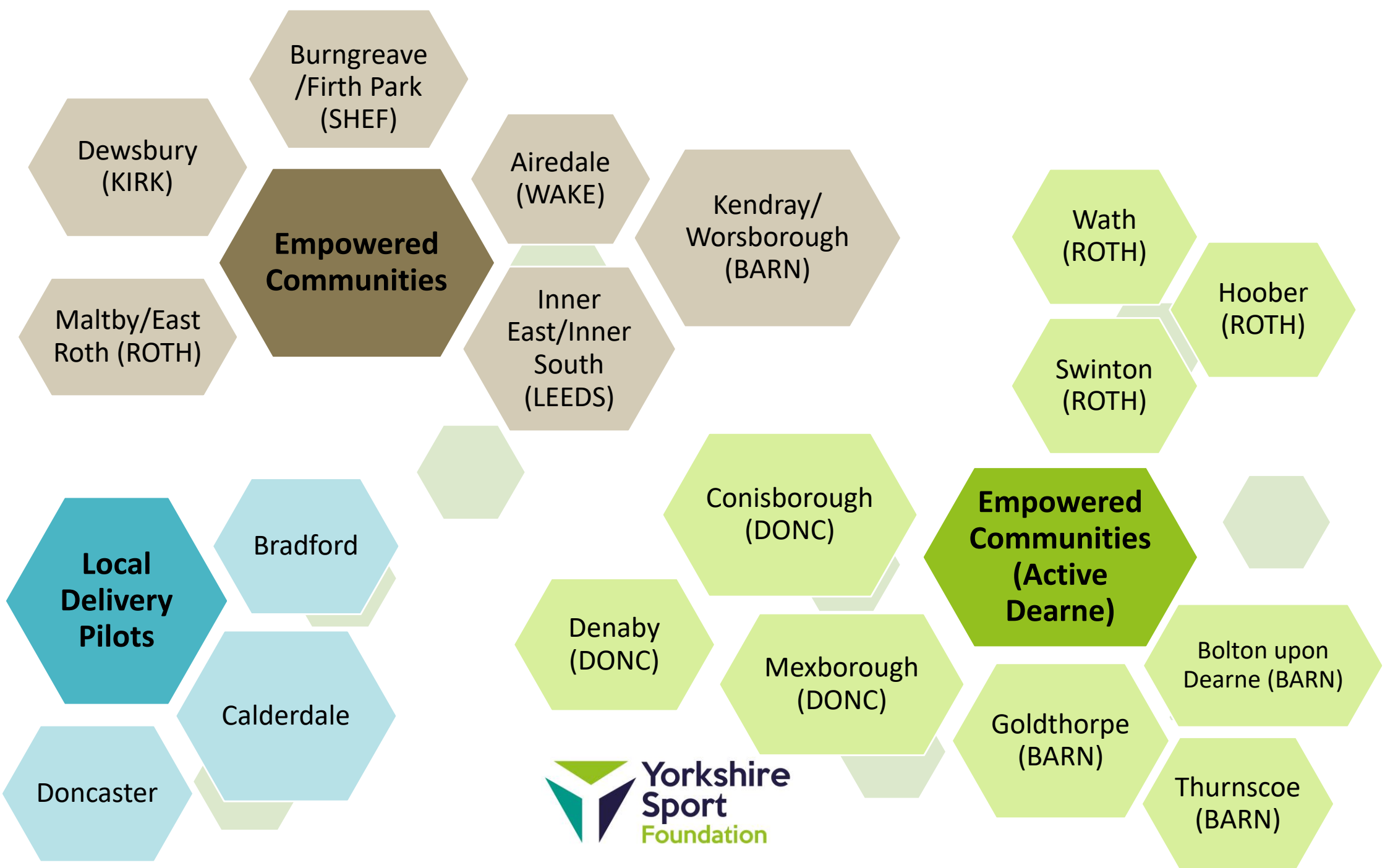


Learning from an ABCD Approach

1. Areas will get quicker engagement with projects, asset identification and project development when building on an existing base
2. CDWs should focus on community development work
3. Most areas are likely to need a small pot of £500 to £1,000 and larger pot of between £5,000 and £10,000
4. You need a different steering group depending on the area but all areas, regardless of starting point should involve the local community
5. Need a Workforce Development Strand

Learning from an ABCD Approach

1. To deliver sport for change outcomes, there has to be a focus on them – they don't just happen by chance
2. Outputs from an area will be different depending on the strength of the community and voluntary sector in an area
3. This type of approach can create a focal point for sport in an area
4. Providers delivering under these types of project need to be flexible and there needs to be a balance between organisations that can engage the community and organisations that can deliver sport
5. Need more time



Working Towards System Change

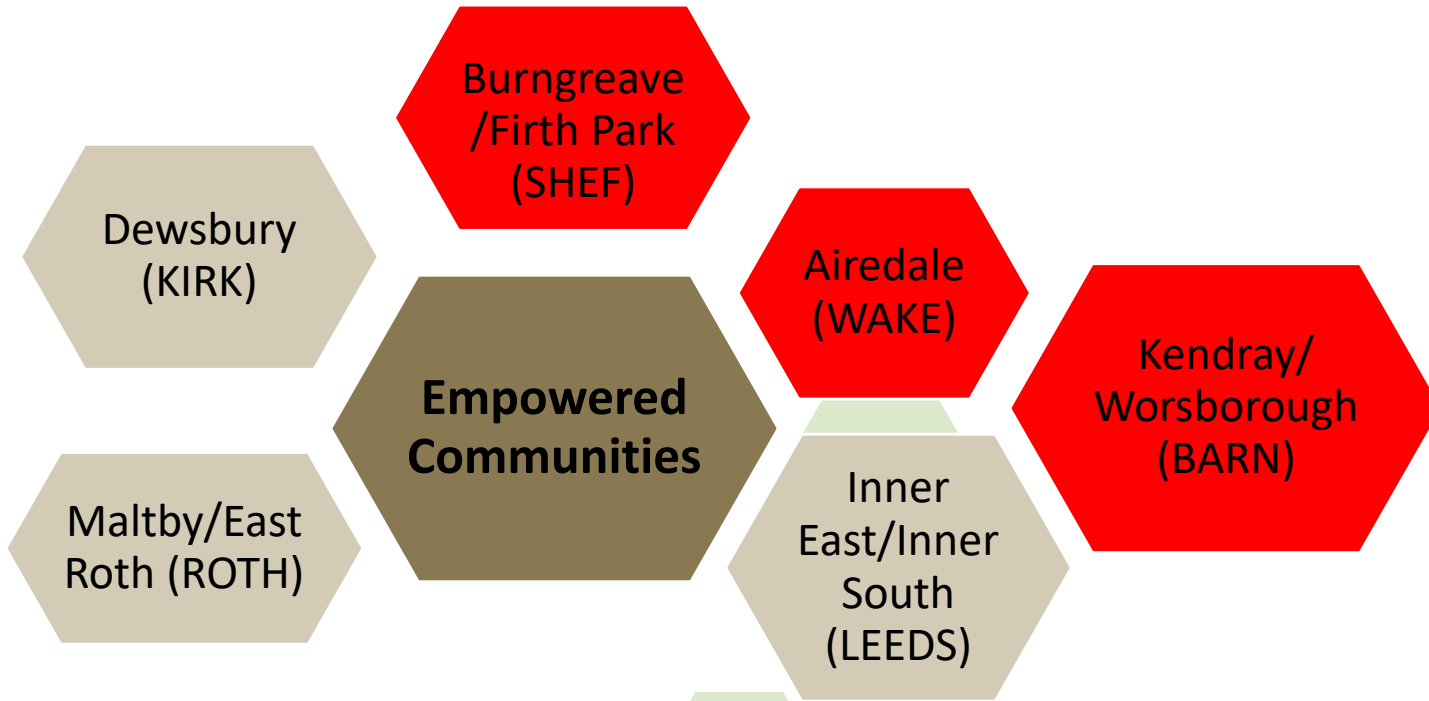
- Comprehensive and involve non user surveys in the communities as well as user surveys for those engaging in provision. ***Assessing the impact the approach has on population level change in communities. Inactivity and Outcomes Focus.***
- We will work with and through the respective DAP's and local authorities to share learning, raise the profile and connect to existing and planned community development/health/sport provision.
- We will work with our emerging combined authority structures and LEPs to project the value of our approach in contributing to social outcomes such as skills and employability, mental health and community capacity.

Empathy Gap



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Expansion of the 'Community Development Worker' approach. Airedale posts to be employed by Coalfields Regeneration Trust with focus on skills and employability.

Continue to deliver a grant programme that is flexible and responsive to need and unbureaucratic. Supporting delivery, volunteering, skills and training and other elements as dictated by the community consultation and need/demand.

Delivery will be local and focus on long term capacity building. Sport/physical activity deliverers will be used through a mentoring approach to support this where it is appropriate and needed.

Evaluation and Impact

- What we will track (users and non users)
 - Physical activity
 - Wellbeing
 - Skills development/ employability (users only)
 - Awareness of opportunities
 - Uptake of opportunities
- What we will measure
 - Community Assets
- Who we will track
 - Longitudinal case studies

What can we do tomorrow?

- Provide expertise and professionalism
- Training and experience – develop understanding of Community Development
- Get to know 'someone who knows'
- Widen partnerships

Contact

- **Kathryn Mudge**, Development Manager
- Kathryn.mudge@yorkshiresport.org
- 07702 211896

- **Safiya Saeed**, Community Development Worker
- Safiya.saeed@yorkshiresport.org
- 07473 527520