

Neighbourhood Keepers Taster Weekend Report

1. Background Information

The Neighbourhood Keepers (NK) programme is a £2m, five-year long benefit fund to the Church Street Community, paid for by Westminster City Council (WCC). Better neighbourhood upkeep, improvements to landscape and to Broadley Street and Lisson Gardens were part of the 2013 Futures Plan package that 87% of the community members who turned out voted for. The Future Steering Group (FSG) and former Infrastructure and Public Realm Working Group (IPR WG) then drew up the specification for the Neighbourhood Keepers programme, aimed at improving health, well-being and environmental awareness in the neighbourhood. The funding therefore addresses public health and tries to facilitate a sense of place and ownership of the new green spaces that will be provided through the regeneration.

After last year's decision by WCC to administer the fund in-house, the Church Street regeneration team have been leading on this project.

2. Processes

Applying lessons learned about application processes from the CREATE fund, the decision was made to keep the bidding process for NK as simple as possible. Based on the original NK spec drafted by the FSG and IPR WG, a Call for Proposals was drafted, as well as proposal guidelines, for a taster week, originally set to take place during May Half-Term, and for Summer 2017. These were sent out to community organisations, individuals, residents and stakeholders of the Church Street community. After the announcement of the general election, in consultation with the WCC Communications team regarding the guidelines for the pre-election period, the NK taster week was postponed to the weekend of 30 June / 1 July / 2 July. All contacted parties were made aware of that.

Having been forced to push back the date, a summer NK programme unfortunately became unfeasible. The deadline for the taster weekend was 30 May 2017. By that day, the office had received a total of 21 applications from 19 different individuals/organisations. The highest bid was for £5,000, and the smallest for £285.

On 2 June, representatives of the FSG and WCC officers met to discuss the proposals. The WCC project lead presented the projects and they were judged in terms of feasibility, whether they targeted local residents and addressed local needs, and whether they represented good value for money.

11 projects were accepted, and the organisers, as well as all other applicants were informed about the decision accordingly. Some organisers were asked to modify their proposals, and all except one had done so satisfactorily by the end of the week after the decisions were made. Project ALCHEMY, an initially successful applicant, was unable to respond to the questions raised about their application and withdrew from the process.

All successful applicants went through an administration process and were sent WCC logos to use for their own promotion. They were then asked to return their posters to the office for WCC Communications to approve. Due to the support being provided to RBKC in the wake of the Grenfell Tower Fire there were some unavoidable delays in producing and approving publicity materials. However in order to try and combat this the Regeneration team, particularly the Community Connectors, undertook a leaflet drop at key locations across the ward including outside schools and in community venues.

The NK taster weekend then took place on 30 June / 1 July / 2 July, with 11 different organisations and individuals putting on events across Church Street. The total amount of funding given was **£16,455.95**. Each activity is detailed below.

3. Neighbourhood Keepers Taster Activities

3.1. Raincrew – Stoprockshop at 35-37 Church Street

Cost: £4,999.64

Attendees: 41

The Raincrew is a dance company based in East London. They delivered dance workshops of various styles, as well as dance competitions in the empty shop front at 35-37 Church Street. The styles included Hip Hop, Breaking, Locking, Breaking, House, and more. Sessions went from midday until 8pm, and included kids' only workshops.

“Very accommodating, for all ages, brilliant event for kids and adults, more like this is needed”
“Teacher was amazing, she was really good with everyone, especially the younger kids and she was very accommodating to me even though I only showed up at the end”
“Wicked” “I love it we need more”



For a short video clip of the weekend, please visit

<https://www.facebook.com/raincrewuk/videos/1588460321165787/>

3.2. Ark Paddington Green Primary Academy – ‘Edible Basket Planting Day’

Cost: 2,320.31

Attendees: 319

The school's environmental tutor, Sophia Iannou, delivered these sessions to all classes, as well as the pupils' parents during Friday 30 June. The children and their parents had the

opportunity to plant up a pot of culinary herbs and edible flowers to take home, watch grow, harvest and eat.

“Fantastic, very fun event”; “We love plants. It was fun. We will look after them very well. Thank you so much.”

“Plants make us breathe. Fun. Very fun. Educational plants. Take care of plants, learned about new plants”

“Fantastic workshop for children and parents.”

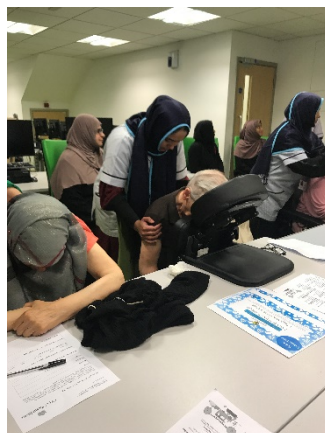


3.3. Mosaic Community Trust - Exercise & Indian Head Massages for Women

Cost: £2,644.00

Attendees: 102

MCT provided exercises as well as head and upper back massages to women in the library's downstairs community space on Friday 30 June and Saturday 1 July. The therapists had been trained by MCT to also offer counselling and WB advice, in addition to the massages. Childcare was provided for in the adjacent room.

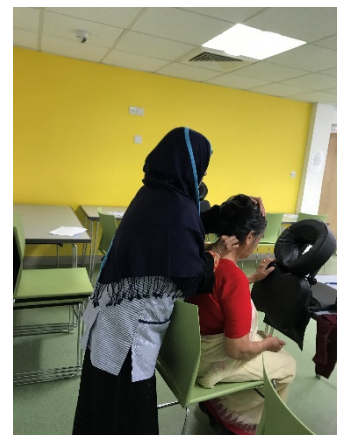


“Very nice relax and relief pain”;

“Massaging is a very difficult job.

The way the ladies did it for me was just amazing yet it was timely and free. Thank you very much”

“I am happy and very relaxed”; “need more such services”



3.4. Mytimeactive – Fun Family Festival at Broadley Street Gardens

Cost: £2500.00

Attendees: 97, plus children

Mytimeactive put on a family festival at Broadley Street Gardens, with a prize draw, face painting, sports and other activities Friday afternoon.

“I would like to see this more often”; “Great for children's health”;
“Children were very happy”; “the kids had a lot of fun; have more
activities to play and have these events more often”; “Excellent”



3.5. Penfold Hub – Wellbeing activities for the >50s

Cost: £1,757

Attendees: 132

The Penfold Hub put on a whole series of events for the over 50s at their venue, trying out new activities like Zumba, Community Singing or Mindfulness. Their activities ran both days on Friday 30 June and Saturday 1 July.

“Enjoyed it - rated 10/10”; Cannot recommend the staff and
volunteers enough. Well done”; “It was a very nice event, hope
there'll be more like this”; “Very good, enjoyable, Great
music”; “I loved everything today and I am so happy thank you
so much”



3.6. Andrea – Zumba Sessions at the Four Feathers Youth Club and the Penfold Hub

Cost: £235.00

Attendees: 22



Andrea put on a Zumba for all session at the Four Feathers Youth Club, as well as a session for the over 50s at the Penfold Hub. She made use of her own contacts, as she has many years of experience in teaching

Zumba in and around Church Street.



“Very good teacher, made the whole lesson fun as well as good for one, it was excellent”; “I love Zumba...Thank you very much!”; Brilliant Class, love it, love Zumba always, Andrea is a brilliant teacher”; “Fun way to exercise”; Instructor demonstrates steps before each song, which is brilliant”; “Would love more”

3.7. Hammersmith Community Gardening Association – Environmental Play and Sports activities for all ages

Cost: £1500.00

Attendees: 4 families plus their children (approx. 15 in total)

HCGA put on a variety of activities on Fisherton Estate, in and around the Quiet Garden inside the estate. Children could make a miniature garden with HCGA, create their own nature picture using sunlight photography with Urbanwise London, try out some sports with London Sports Trust and have a go at making a smoothie with HCGA’s pedal powered smoothie bike.

“I liked making the sun pictures. My smoothie tastes great.”;
“Very nice and good for children”; They enjoyed it and we want more about this”



3.8. St. Paul’s Church – Big Get Together

Cost: £500.00

Attendees: 36

Alex Cameron organised a community Get Together at the Vicarage Gardens with afternoon tea, tote bag painting and children’s activities.

“Glad the local council supported this event and happy that the Great Get Togethers are happening all over London.”; “Good Community Atmosphere”;
“Needed every weekend. ... Got contact for job prospects alone from this event today!”;
“Wonderful, please have more”; “Excellent”



4. Monitoring & Feedback

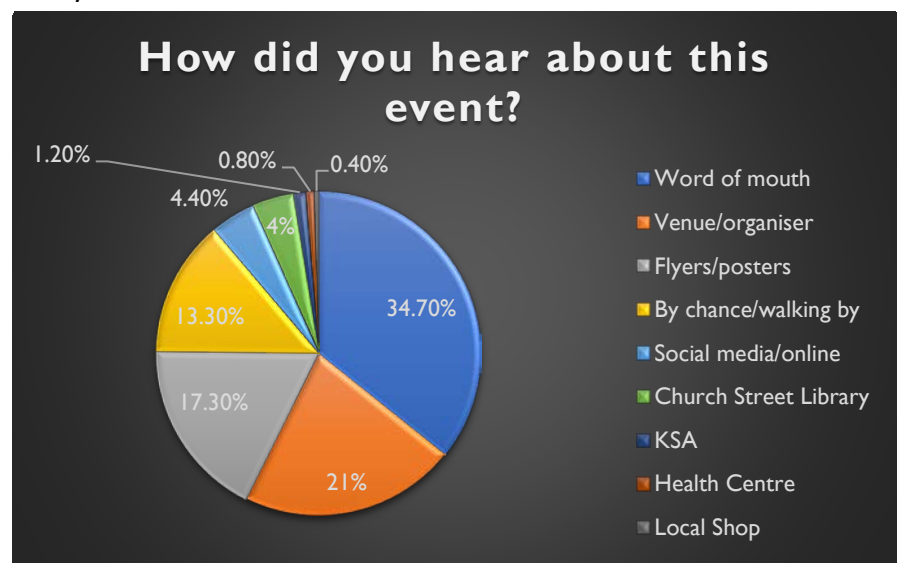
Every event organiser was provided with sign-in sheets and feedback forms, asking participants to fill in their names, addresses and contact details. The feedback form also asked whether the activity was suitable to the participant's age group and fitness level, and asked how they found out about the event. The organisers were also asked to take and send us photos during their events.

Throughout the weekend, our Community Connectors proved themselves a valuable asset in collecting feedback and taking photos, particularly at events that were taking place outdoors and/or over a longer time frame.

Overall, 748 people attended all NK taster sessions, over 3 days.

Of the people 248 who told us how they found out about the event:

- 86 by word of mouth
- 52 from venue/organisers
- 43 from flyers/posters
- 33 by chance or walking by
- 11 from social media or online
- 10 from Church Street Library
- 3 via King Solomon Academy
- 2 from the Health Centre
- 1 from a local shop



Of the 311 people who rated the events:

- 257 rated "Very Good" (82.6%)
- 50 rated "Good" (16.1%)
- 4 rated "Average" (0.01%)

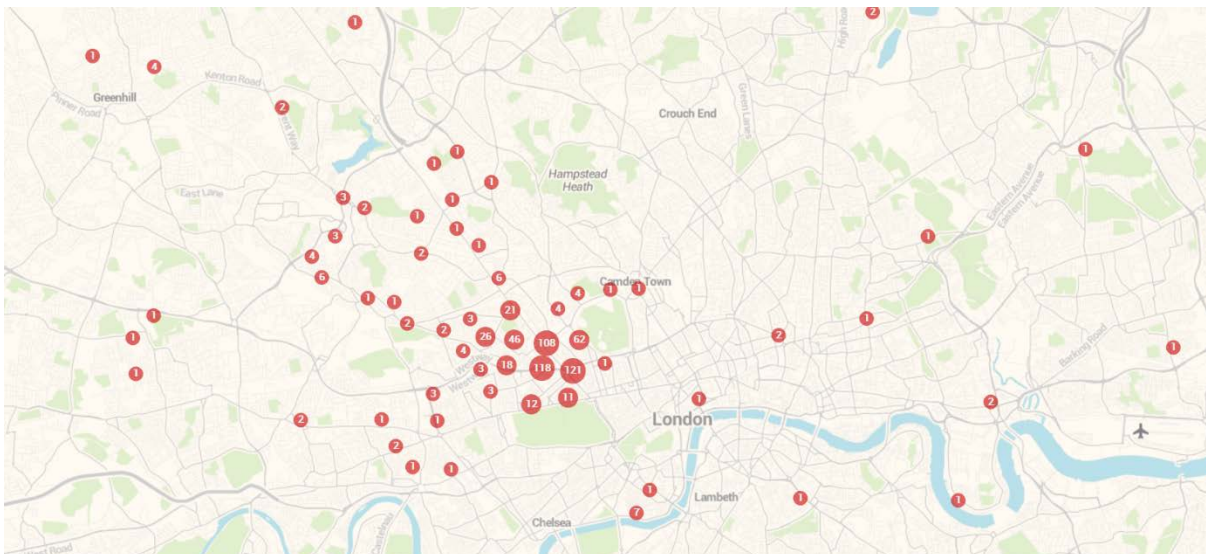
295 people (99.3%) thought the activity they took part in was suitable to their age group, while only 2 people didn't think so.

284 people (97.3%) who responded thought the activity they rated was suitable to their level of physical health, while only 1 person didn't think so, while 4 weren't sure.

The postcode analysis showed that:

- 270 postcodes were Church Street Ward postcodes
- 222 postcodes originated from just across Edgware Road (W2-9, NW8)
- 108 postcodes originated from just across the ward's northern border, towards St. John's Wood

The vast majority of postcodes were from the immediate surrounding areas of Church Street: Edgware Road, Kilburn, Maida Vale, St John's Wood, Harrow Road, Paddington etc. The following screenshot shows about 650 postcodes, or 86.9% of all postcodes, which are mostly from the wider West London/Church Street area.



The map was created using www.mapdatauk.gov.uk. Any inaccuracies are due to scale.

5. Lessons Learned

5.1. Event organisers:

- Ensure organisers stick to advertised timetable (cf. Raincrew “All day” vs 12 – 8pm; Mytimeactive “3pm” vs actual starting time 3.30pm)
- No advance payments for anyone, except in very particular circumstances that must be detailed and justified in proposal thus greatly reducing finance work load ahead of events. This requirement will be understood via changes to the Call for Projects form.
- Contingency must not show up as post on invoice, only actual spends may be invoiced for.
- Budgets need to include allowance for printing materials and the Regeneration team will only provide printing support on a small scale in exceptional circumstance. A list of projects receiving support will be kept at 99 Church Street to avoid duplication.
- Cross-promotion among events (e.g. Raincrew had lots of staff that could have gone to Broadley Gardens, for example, to draw more people; Penfold Hub could have benefitted from elderly people attending Indian Head Massage) needs to be encouraged, by ensuring all providers know about the wider programme.
- If event is for all age groups, encourage kids ONLY/family activities during the event

5.2. Advertising:

- Add Paddington Green Venues that are used by many Church Street residents to public poster delivery (Little Venice Sports Centre, Ark Paddington Green Academy, Youth Offending, Medical Centre, Estate Office)
- Table just outside Tesco worked a few days in advance worked really well, not on actual pitch but just by entrance; Bina Patel (WCC) is point of contact to reserve pitch/licence
- Connectors on the day worked really well, essential for drawing crowds
- Provide bidders with poster template, to be handed in with proposal, along with their filled in supplier form; Poster can either be in Powerpoint, Word or Publisher format

5.3. Internal organisation:

- Flexibility for project staff – looking at TOIL or other ways to ensure presence on crucial days for NK activities, without compromising on other commitments/working patterns
- Brief Connectors once, all together to avoid duplicating work. If necessary arrange for them to come in time in advance; email rota to team in advance
- Ensure wider Regeneration team has contact details for everyone running events

5.4. Assessments:

- Consider running blind assessments for the panel, removing names and details of bidders when presenting to panel; ensure officer's advice is heard
- Ensure panel membership includes an FSG representative and encourage wider community representation. Also consider having a rotating provider slot.

5.5. Feedback from Organisations:

The main feedback from the 3 organisers that have filled in our feedback form for organisations was the need for more lead time to plan and advertise especially. Another comment mentioned that it would have been helpful to know the names of all Westminster staff that came to help on the day so that they could have prepared to greet them.

However, the 3 organisers who gave feedback were really pleased with their events, and thought that the planning was very straightforward and easy – apart from the advertising issues. All of them said they would apply again.

6. Next Steps

The Call for Proposals for the next round of funding is being issued currently. Following our lessons learned, we have updated the proposal guidelines, and now ask applicants to include a template poster, their New Vendor Request form and a risk assessment with their proposal. The deadline for the autumn 2017 round is **16 August 2017**.

Queries during the application process will be dealt with by the Regeneration team. An officer review and summary of all applications will take place on 17/18 August. The new panel will be invited to meet the week after to review the applications.