
A PLACED BASED APPROACH FINAL REPORT- BURNGREAVE

INTRODUCTION

Active Burngreave has successfully engaged and empowered the community to create a locally driven activity project. Professional and voluntary community leaders have emerged over the two-year period, supported by the project team, who have created the conditions for change to take place. The approach taken with this project has allowed the project team, and the community itself to discover local strengths, build on these and then celebrate them. Decisions are devolved to community members, and people have thrived on this opportunity. The style and approach of this project means the community is able to measure the impact of activity on issues that are important to them. For this reason, they begin to understand that Active Burngreave has the community's interest at its heart, and therefore trust forms from both sides. The project has set out to allow people to who live in the community to feel connected. Activity is used as a means to bring people together. People in Burngreave come for the content, but they stay for the community.

“Active Burngreave is about people; however the community has lacked a positive light to shine on them. The community are willing and passionate about working, helping themselves to better their lives and their family lives. It is more than sport, losing weight, gym, following a recipe, or ticking a box. It is about uplifting the forgotten, the pushed behind individuals or the misunderstood. We worked on the strengths of each person, approached the youth with youth, let them motivate each other, uplifted them spiritually, emotionally and now a bond in the community is born and it will stay sustainable because they are so many volunteers that work selflessly. They no longer fear tomorrow.”
Safiya Saeed, CDW

Please visit our website a series of videos, which provide an overview of the project:
<http://www.yorkshiresport.org/what-we-do/in-the-community/active-burngreave/>

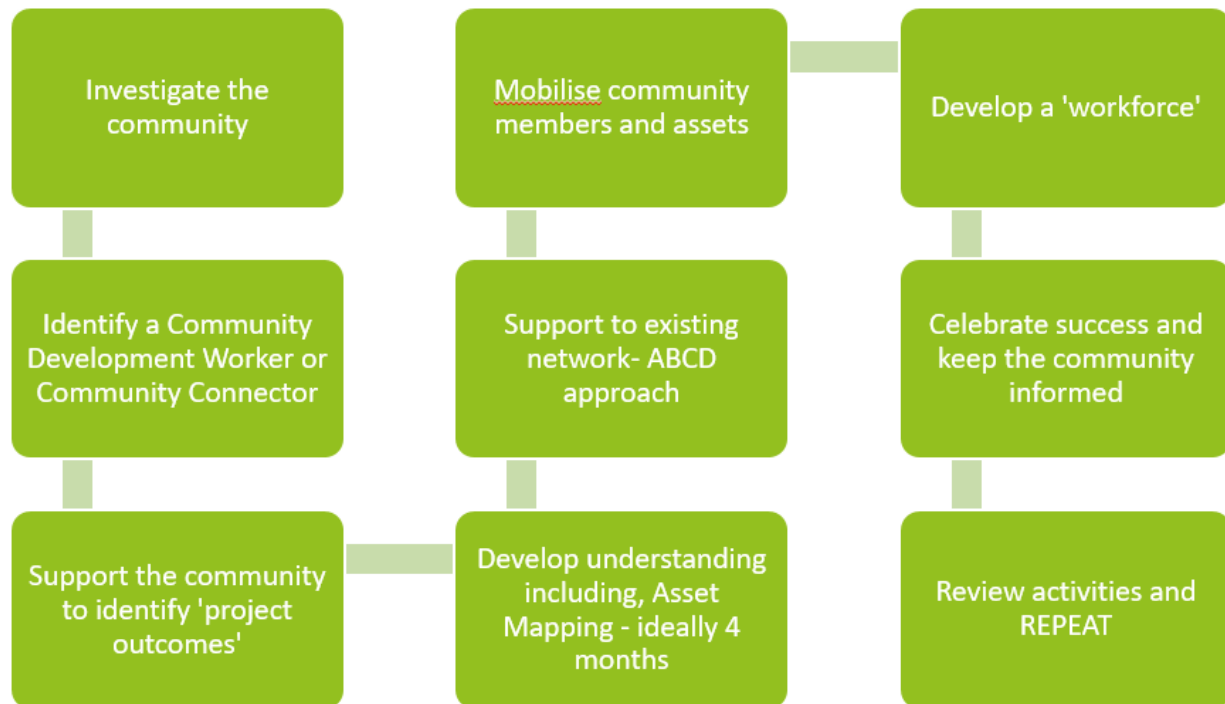
HEADLINE STATISTICS

Detail below is taken from the online Views system being used by deliverers to track activity. This breakdown also includes sessional data from the 'Community Grant' projects.

- 1043 participants involved in activity
- 15149 throughput
- 580 different 'weekly sessions' have been delivered across the Ward
- Participants demographic reflect that of the areas:
 - 63% Asian, 17% Somali, 10% Roma/Slovak, 4% Arab, 3% White British

KEY LEARNING

Below suggests a series of 'stages' which should be undertaken when approaching a Place Based Project



INGREDIENTS FOR SUCCESS

1. **Identify CONNECTORS**- local people who are able to bring people together
2. **Develop TRUST** – both in the community's ability to make informed decisions and with the 'project team'
3. **Allow sufficient time for DISCOVERY**- immerse yourself within community life to fully understand 'community conditions'
4. **Clearly defined RESPONSIBILITIES for a project team**- The CDW acts as mentor, supporter and connector. The project manager provides professional support managing decisions relating to money and power.
5. **Activity delivered FLEXIBLY**- be prepared to allow activity to fit the needs of the community. Facilitators with engagement skills are more likely to be effective than highly qualified sport coaches
6. **Ongoing SUPPORT to local groups/ individuals**- this is more than just commissioning or recruiting volunteers. Ongoing support to groups in receipt of money is essential to ensure projects remain effective but more importantly to allow the skills of community organisations/leaders to grow

7. **Support from INSTITUTIONS**- advocacy with institutions is possible once you are able to develop trust with the community. This is crucial to allow the project to grow, working in partnership with as many associations and institutions as possible.
8. **Consider the WHOLE PERSON/SYSTEM** –Behaviour change is only possible when you consider all aspects of what influences a person. Take an interest in the whole person, rather than just their inactivity level.

DELIVERY AND IMPACT

Active Burngreave has focussed on supporting local assets to deliver activity which is reflective of the needs of the community. This has been vital to ensure the project reaches inactive community members and those who are most isolated. In order to ensure we have this reach, the project has invested in groups which are already embedded in the community and have built social trust with residents. Often, groups provide a plethora of other services, and may not have even delivered sport or physical activity before.

A summary of commissioned delivery is included in [Appendix 1](#). There is a wide range of activities on offer, engaging young children through to older adults.

The following number of projects have been commissioned to date;

| Funding Type | No. Of Projects funded |
|---------------------------------------|--|
| £500 Community Grants | 12 projects Projects all deliver for a minimum of 12 weeks, however in all cases have sustained activity after the initial 12-week period |
| £5000 Building Capacity Grants | 14 projects (receiving up to £5000) All projects are delivering for a minimum of 6 months. |
| £10,000 Large Community Grants | 6 projects (receiving up to £10,000) All projects are delivering for a minimum of 12 months. |

IMPACT

A selection of quotes and 'stories' explain the progress against the Active Burngreave outcomes.

INCREASED OWNERSHIP OF DESERTED PLACES AMONGST COMMUNITY TO KEEP CLEAN SAFE AND USABLE

Throughout the project, the community has been encouraged to make better use of local assets, including green spaces. This will be crucial to ensuring access to activities remains sustainable within this locality, particularly due to the lack of quality leisure facilities. Training for volunteers has focussed on how people can make better use of green spaces. It has given people the confidence to go out to explore their local area and facilitate others to do so too. There is feedback from participants they are making more use of public space. Participants rated their frequency of use as 3.5 out of 10 at the start of the project, increasing to 8.3 out of 10 at the end. The following highlight specific actions which show ownership of local areas has increased;

- Community events- Active Burngreave volunteers were involved in "CommUnity Event"- a resident led fun day where people can together to celebrate diversity, culture and highlight the positives in the community. The event took place over two local green spaces and involved road closures, seeing the community host a large street party.
- Football provision- we have supported several local groups who previously went out of the area to provide recreational football sessions for their families. IN partnership with Sheffield City Council, we have developed two green spaces into 'football pitches' – one of which now acts as the home for Aden Steelers FC. The community have continued to maintain these spaces, conducting litter picks to ensure they are safe spaces to play.
- Walking and Running Groups- Three Active Burngreave Leaders have received Leadership in Running Fitness Qualifications and have developed a Burngreave Running Group which meets weekly. The group use local spaces to run or walk together, and have built the confidence to enter the Race for Life two years running. Another volunteer has set up a group called 'Active Talk' which involves local walks within the community, learning about local history and discussing issues which are affecting them including FGM, isolation, mental health issues and cultural barriers.
- Active Burngreave facility management- Active Burngreave has developed a partnership agreed with Sheffield City Council regarding the management of a local leisure facility. This building will now act at the 'community hub' for Active Burngreave- providing a safe pace for the community and an information sharing point. Active Burngreave will manage bookings, increasing the current previous operating hours, and ensuring access is available during School Holidays.

REDUCED SOCIAL ISOLATION

As a result of Active Burngreave, people feel more connected to others within their immediate community. Evidence suggests that Active Burngreave is effective in providing a reason for people to come together, meet new people, and create a feeling of 'community' amongst neighbours. In providing activities locally, the community have felt able to access activities, often for the first time in years. Surveys suggest that people feel better informed about what is available to them, and how to get involved. The use of Active Burngreave Volunteers has created a team of mentors, who are able to support vulnerable people into activity, and means that there is always 'someone like me' in attendance or directly involved in delivery. ***'A lady that lives on my street attends the class and I had never spoke to her before but now we are good friends and attend together' AB Participant***

In being part of a project like this, residents have said they have developed their 'own identity' and feel part of a wider family. ***'I would never normally have considered a sports project, but I heard a lady talking about it and thought I would give it a go. I came here from London and this was my first point for making friends' AB Participant***

Aspiring Communities Together are working with women aged 50+, providing low level activity and nutritional support to BME women. None of the group have taken part in sport or physical activity in the last five years, some as much as 20 years since they were last 'active'. Many of the women are socially isolated, dependant on families to support them to get out of the house. The project has trained three local women to acts as 'buddies'. These volunteers collect women from their houses and walk them to the centre and back.

'This project has quite simply changed my life. I was lonely and isolated, like many women are here. I have little English and am not confident to go out of the house. I now have the confidence to go out once a week, and do something for me. It is the highlight of my week and gives me hope that things can change' AB Participant



Picture: ACT Walking Group

Participants have told us, that since the start of the project, perceptions of women and traditional/cultural views of women taking part in activity have changed. As a result of women feeling more confident to take part in activity, and female volunteers taking social action to create more opportunities for women; women have noticed views on them being active have changed in their households. Local female only gym, Fir Vale Healthy Centre stated, ***“We have seen a big increase in the number of men encouraging their wives and daughters to get involved. Previously the woman’s role would be to run the household and to stay home, but now, men seem more comfortable to allow women to be active in the community”***

Picture: Somali Women’s Disability Group involved in Chair Based exercise.

Somali Women’s Disability Group provide opportunities for women who have physical disabilities and/or mental health issues. The project has now been running for 4 months and the group size has increased to over 30 women. In each session, women are given the opportunity to be active, socialise with others and gain much needed mentoring/ support from a range of services. The group of 30 adults involved in this group have been inactive for over 20 years. ***‘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***



INCREASED ACTIVITY LEVELS & UNDERSTANDING OF THE IMPORTANCE OF PHYSICAL ACTIVITY

Active Burngreave has been effective in increasing opportunities for people to be active in their own environment. The project has a wide reach, with participants as young as 4 and as old as 91 years of age. The project was successful in engaging inactive people. Of those that completed surveys, 73% of participants were identified as inactive. Since the beginning of Active Burngreave, the percentage of participants doing less than 30 minutes of physical activity 5 times a week fell from 73% to 52%. Surveys suggest, that number of participants doing more than 30 minutes of activity 5 times a week increased from 27% to 43%. Participants in Active Burngreave have also shown an increase in their awareness of how to lead a healthy lifestyle. ***“My way of looking at eating has changed, it has opened up a new way of life’ AB Participant***

I am learning that leading a healthier lifestyle is easier than I thought and I can fit this in with my children’s school times. A few small changes to my choice of food is making such a difference. I feel mentally refreshed and I am also walking more’. AB Participant

Pakistani Advice Centre (now called Fir Vale Community Hub due to an increase in customer base) have delivered an Active Body Active Mind project. This project has brought together South Asian and Romani women with an aim of improving their lifestyle. Each week women take part in an hour of activity and then nutritional sessions. Women are then tasked with sharing that message with friends and family. Volunteers now access the centre independently and share recipe ideas from country of birth. The group has grown rapidly, with over 60 women having accessed the provision. ***‘I looked after my father-in-law and my husband – he was in bed for 3 years and I stayed at home looking after the children. I started the class and started to get out more maybe about 8 or 9 months ago. I’ve lost 1 and half stone, I’m now more happy and losing weight’ AB Participant***

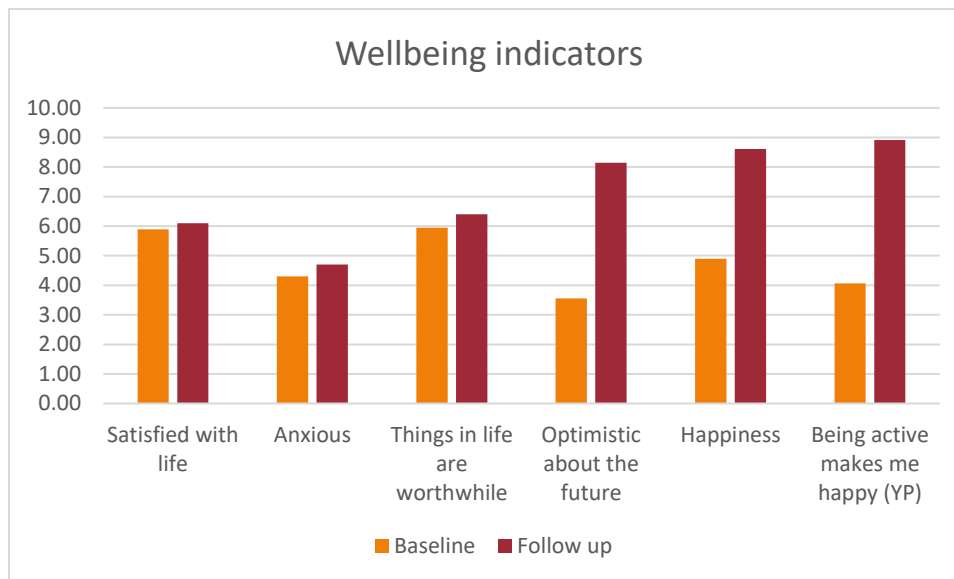


Picture: Active Body Active Mind session

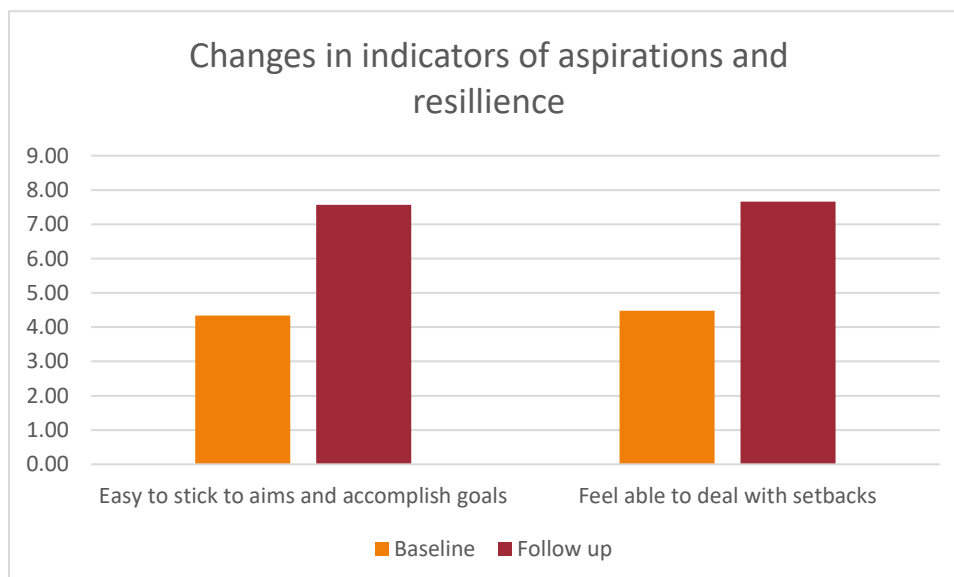
Active Burngreave has provided Mental Health Awareness training, which has increased understanding and acceptance of people with Mental Health Issues. Local volunteers now act as Mental Health advocates, and are far more aware of the impact activity can have on mental health. Maan (Somali Mental Health Charity) has delivered awareness workshops with over 100 attendees across four events.

MORE RESILIENT

Data from participant surveys suggest residents feel more connected and understand where to go to access activity. Participants in Active Burngreave have shown an increase in key indicators of wellbeing, shown below. The biggest impact is on self-reported levels of happiness and feelings of optimism about the future.



In engaging the community in activities, Active Burngreave has been able to show the power of sport in improving wellbeing. ***“Exercise has helped me physically but also has helped motivate me to have confidence to do more and to believe I can achieve more. I really enjoy the project’ AB Participant***



We have seen an increased resilience of participants, particularly of those who have accessed training as an Active Burngreave Leader. Skills and knowledge gained through training and mentoring, has equipped local people to feel able to make changes for themselves and help others to make changes. One volunteer has felt empowered because of the skills learnt within the Active Burngreave Leader training, and has brought together a Parents Group at a local Primary School;

“I learned with Active Burngreave leadership course how to be organised, book a meeting room, to collect data and to chair a meeting. Other parents were very keen to take part in this unique group and collectively wrote a letter to the Headteacher with suggestions of improvements. We have had two of our ideas implemented already! We now have a weekly meeting and each parent is asked to share a skill with the group” Pye Bank Parents Group Leader and AB Volunteer.

INCREASE IN ASPIRATIONS

The second year of the project has seen a focus on increasing aspirations and employability, particularly with young adults. Active Burngreave has been able to highlight the positive behaviour of young people locally, to start to change the mind-set of young people and perceptions the community has of young people. The community has deep rooted issues of drug and gang crime, which will take significantly more time to affect upon; however it is clear that this project has started to make small changes. The volunteer and training scheme Active Burngreave have developed locally, helps to bring opportunities much closer to the people who need it and therefore we are aware that more of the community see sport, coaching and youth work as an eventual career. The project has been effective in creating local role models, which in turn, allows more community members to see wider possibilities for their futures. We have groups of young people interested in becoming sports coaches and community development workers- both careers which were overlooked or unknown to the community previously.

One particular social action project has developed into a real success. Big Brother Burngreave is a project designed by young people for young people, providing positive activities for young men aged 16-22. The project looks to provide a safe space for young people to express themselves, show their abilities and develop relationships with other young people in their area. The project uses sport as a tool to bring young people together, and is led by three young men who have undertaken sports qualifications and training to provide something positive for young people to be involved in. The CDW provides support at sessions and via one to one mentoring sessions. The group are also involved in discussions about removing negative stereotypes, improving aspirations and are offered training opportunities to develop their employability. The group meet weekly and numbers have risen to 60 young men attending regularly. Five young people have been supported into employment as a result of the first 6 weeks of mentoring support. Active Burngreave have worked to develop partnerships with organisations and authorities regarding skills, training and employment. The project has worked with 3 providers of the National Citizenship Service in Sheffield, not only to increase participant numbers, but also to help recruit young staff members from Burngreave. The project has also partnered with SY Fire

and Rescue Service and SY Police to create a pathway for young people to participate in Cadet and Apprenticeship schemes.

Active Burngreave has also provided opportunities for adults via training and skill development. Training and Volunteering opportunities are detailed in the report below, and have provided local people with the confidence to seek additional development. Locally Active Burngreave has been involved in the Sheffield City Council Walking for Purpose programme. Two groups are now operating in Burngreave, providing support to adults out of work. The programme uses walking as a tool to engage adults, whilst employment, skills and training services are included in a 12 week programme. Active Burngreave will look to develop this initiative in the future, widening the activity offer and increasing the wrap-around support, which has been so successful with the Big brother Burngreave project.



Picture: Big Brother Burngreave Project

INCREASE IN SUSTAINABLE PHYSICAL ACTIVITY

Of the 32 projects receiving investment, only two have ceased and have no plans to continue or would need additional funding. The model outlined above has ensured that where activity has been developed, it has done so by local people, who are committed to continuing these opportunities. In most cases,

funding supported training and equipment rather than coaching or instructor fees, therefore reducing the need for continued financial support.

Football provision has proven particularly popular and during the two year period, 3 new community teams have developed and one team have increased opportunities to 4 new age groups. Initial funding was required, however support to local leaders has identified how they can manage funds to ensure a sustainable model through membership fees and local business sponsorship.

Funding workshops provided by Active Burngreave has enabled groups to access additional grant funding, and improve their confidence in developing applications. Evaluation workshops and the use of the Views System, has enabled groups to monitor the value of their work far better, therefore helping them to make the case for future grant funding.

'Reach Up Group' have continued to deliver a multi-sport 'club' for women, starting with basketball the group have formed 'Sisterhood Basketball Team'. The project has engaged over 40 women and girls who play Basketball every Sunday. The Group have now moved on to providing Futsal sessions, sourcing a local qualified female coach to deliver. Girls and women have now begun playing futsal every week, many for the first time ever, ***'I never even considered football before, its only something my boys play, but I really enjoy it'***. The participants contribute money each week, which covers facility costs. A number of the women have undertaken training to be able to deliver different activities. If there is an activity they would like to do but lack training, a coach provides a few taster sessions, until they are confident to lead themselves. ***'Since I was divorced 5 years ago I moved to Burngreave not knowing anyone, I felt isolated and depressed, sisterhood basketball (reach up) gave me friends and helped me to remember who I was before the divorce I look forward to Sundays like a child.'*** AB Participant

VOLUNTEERING & TRAINING

In order to create sustainable change, the recruitment, development and mentoring of volunteers is essential. Active Burngreave has successfully inspired local people to take action, to feel empowered to want to make a change. Training and mentoring support has enabled a number of these volunteers to lead their own sessions locally, facilitating more people to be active.

We have been able to offer the following qualifications/ skill development opportunities locally;

Active Burngreave Leaders Training (Bespoke training aimed at entry level volunteers) Safeguarding Training, First Aid Training, Mental Health Awareness Training, Rounders Activator Training, Walk Leaders Training, Badminton Activator, Leadership in Running Fitness, Community Sports Leadership Award, Learn to Ride (Cycling) Training, FA Level 1 and Level 2 qualifications, BOX Leaders Qualification, Level 2 Gym Instructor Course.

Of the 72 volunteers who have accessed this service;

- 45 had never volunteered before
- 24 have developed their own activity sessions locally and are involved in one of our 'Social Action Projects'
- 30 volunteers have completed over 100 hours of volunteering
- 15 volunteers have completed over 50 hours of volunteering.
- 72 have supported at least 2 events in the last two years.
- 5 young people accessing paid sport coaching opportunities as a result of training.



Picture: Active Burngreave Celebration Event (Volunteers receiving 100 hours certificates)

The community have developed a better understanding about the importance of volunteering, whilst ensuring that volunteers are equipped to support their community in the best way possible. There is no word for volunteer in several of the languages spoken in Burngreave, and therefore engagement work was needed to ensure the concept of volunteering was understood.

The model created by Active Burngreave is crucial to ensuring activities remain sustainable. Volunteers must be mentored and supported, as well as provided with sufficient training. The ethos is create a local workforce that want to create change for themselves. Social Action Projects have been influential in allowing local people to develop their own projects and activities. They are able to see the impact of their work, which encourages them to continue. The Community Grant Scheme and mentoring support from CDW allows activity ideas to be created, organised and mobilised quickly, ensuring motivation and momentum is maintained.

Celebrating success and raising the profile of the volunteers means there is a steady stream of people coming forward to volunteer the skills and time. Active Burngreave has harnessed this enthusiasm and ensured that local people have been given opportunities.

ROLE OF THE COMMUNITY DEVELOPMENT WORKER

The success of Active Burngreave, can in part be attributed to the role the Community Development Worker has undertaken. The role itself is a clear indication of the importance of the 'right people' delivering and driving a placed based project. The Community Development Worker does not have to be an 'expert in the field' and in most cases is effective because she does not represent an expert. Whilst not every community development worker will look the same, it is possible that the 'right person' can be found in every community. See [Appendix 2 for CDW Final Report](#)- a summary of the role from CDW perspective is detailed below;

“My role is to become the glue to hold the community together and don’t let them sway from each other.

My role is to be the silver lining with the youth who don’t have a chance to find opportunities.

My role is to translate the language so the individual overcome the barriers,

My role is to support and enhance the qualities they already have

My role is to create a trust and a stronger relationship between the community organisations and authorities

My role is provide professional guidance and train groups so they become sustainable

My role is to give them a VOICE “

FUTURE PLANS AND SUSTAINABILITY

- **Active Burngreave CIC**

Future plans are to professionalise this partnership and establish Active Burngreave as a Community Interest Community (CIC). Existing steering group members have expressed interest in making up a committee group to govern the new organisation. We will also be seeking Trustees/Committee members with specific skills to add value to this group.

- **Active Burngreave Local Asset Management (Verdon Recreation Centre)**

Sheffield City Council have reached an agreement with Active Burngreave over the management of the community building, Verdon Recreation Centre. This will start with a trial period, and involve a partnership which sees the building remaining under council ownership (including the responsible party for maintenance and utilities) however building letting will be managed by Active Burngreave. This will allow a more flexible letting system than previously operated, allowing more access to the building. It will also act as an office base for the CDW, a centre for volunteer development and an information sharing point.

- **Volunteer management, Social Enterprises and Apprenticeships**

The project will continue to recruit and mentor local volunteers, building a strong community workforce. The focus for the foreseeable future will be investment into training and skill development of local people. In order to improve employability, the project will also provide business support to those interested in Social Enterprises or Start-Ups. We are currently investigating opportunities to offer Community Development Apprenticeships in partnership with local and regional partners.

CHALLENGES AND THREATS

Despite achieving a large amount of success to date, there will continue to be challenges to this project moving forward.

- **Overcoming deep rooted community issues**

A number of societal issues have remained over the past 20 years and beyond, and it is difficult to address these in a relatively short period. As an inner-city area, the community has a long history of crime, in particular drug and gang related crime. Active Burngreave can be part of a solution to this, however must work closely with others, in particular South Yorkshire Police, to make significant change. Unemployment and low skill levels are also prominent within this

community; however, this is akin to many other communities across the country. Whilst Active Burngreave can be part of a solution, more needs to be done to increase job opportunities.

- **Challenging perceptions of ‘safety’ within the community**

Although we have experienced some success in this area, there is still a long way to go to improve the ‘image’ of Burngreave, both from those within the community and outside. As aforementioned, the areas still has one of the highest crime rates in the city, and this is visible to residents. This will continue to discourage the community to explore certain areas of their community and fear they may well become victims of crime. We must continue to celebrate the diversity, opportunity and assets within the community, in order to build a more positive picture.