

# Reaching Out Project

The logos for Peterhead and Fraserburgh are positioned below the main title. Each logo features a silhouette of a town skyline with a prominent spire, set against a rainbow arch. The word 'Peterhead' is written in a small font below the first logo, and 'Fraserburgh' is written below the second logo.

Draft Social Accounts  
January 2010 – March 2011

Reaching Out Project,  
C/o The Hotspot,  
1-3 Kirk Street,  
Peterhead,  
AB42 1RT,  
Telephone 01779 871450

## Contents page

	Page
Summary	1
Introduction	2
Mission, Values, Objectives and Activities.	6
Stakeholders, Methodology and Scope	11
Report on Performance and Outcomes – Objective One	14
Report on Performance and Outcomes – Objective Two	21
Report on Performance and Outcomes – Objective Three	26
Key Aspects Checklist – Environmental and Economic Impact	32
Compliance and Staff Feedback	39
Summary of Comments and Action Points	41
Dissemination of Accounts	43
Appendices	attached

## Summary

These first set of social accounts for the Reaching Out Project (ROP) cover the period January 2010 to March 2011. The accounts were carried out in order to

- **demonstrate impact** and have evidence of the difference made.
- **sustain future funding** based on this evidence.
- **look forward and engage with local groups** and partners to identify what the ROP should be doing in the next few years.

During the social accounting period a small steering group drafted a revised Mission, Values, Objectives and Activities (MVOA) statement which formed the basis for these accounts.

The work of the project has been shown to be delivering a range of Outcomes which are directly contributing to both the Aberdeenshire Single Outcome Agreement and the Banff and Buchan and Buchan Local Community Plans.

The accounts demonstrate that the Partnership approach adopted by the Reaching out Project has been very effective in allowing partners to work more effectively together and has help them to reach more people in Fraserburgh and Peterhead.

Partners have been able to demonstrate the impact of their work and have shown how their involvement in the project has allowed them to make best use of existing resources and to lever in new funding.

The accounts have quantified the positive economic impact of the project using Social Return on Investment (SROI) methodology show an SROI return of between £1.50 and £4.50 for each pound invested.

Community groups who are represented in two Local Operational Groups have been engaged around the future direction and priorities. They have further developed the MVOA framework to take into account particular local priorities. The local groups have fed back that they are happy with their current level of involvement, although they do feel that there is a need to be clearer about the role of the Strategy Group.

The current delivery model which sees two Development Workers employed through Bridge CVS with each having specific accountability to a local Operational Group is seen as being positive and worth continuing with.

Feedback from staff has highlighted a need to develop more structured support for volunteers.

Working to empower local groups will remain a key task over the next stage of the Reaching Out Project including increased community involvement in the running of the Hotspot in Peterhead.

## Introduction

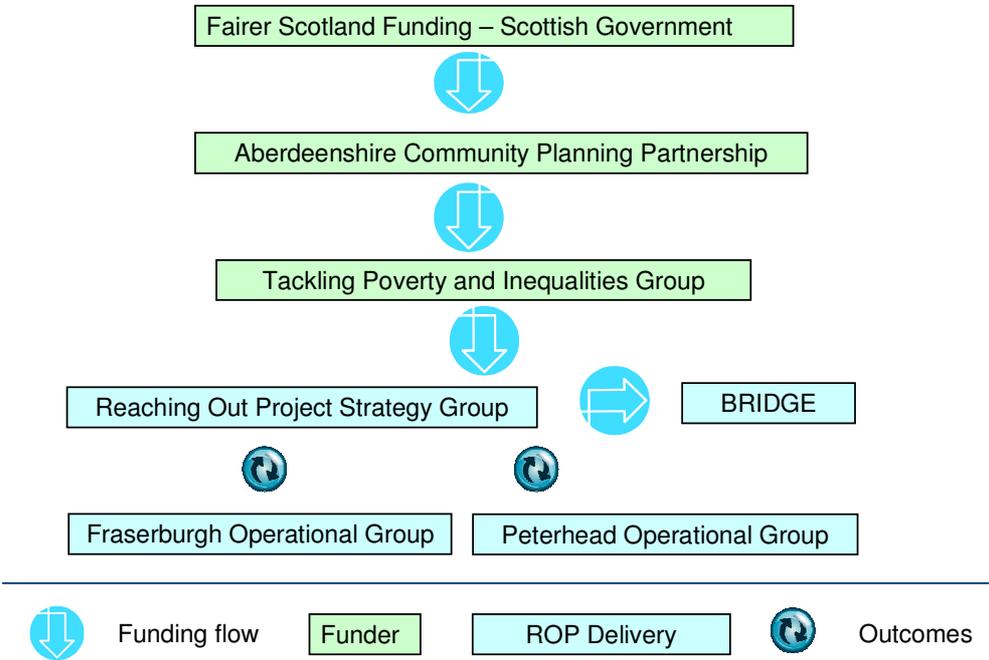
The Reaching Out Project (ROP) is a partnership initiative working in the Regeneration areas of Fraserburgh and Peterhead. The ROP has existed since 2005 and is currently funded by the Fairer Scotland Fund (£180,000 per year) which is awarded locally through the Tackling Poverty and Inequalities Group within Aberdeenshire Community Planning Partnership.

The project is managed locally by an agency Strategy Group with two Local Operational Groups – one in Fraserburgh and one in Peterhead.

Fraserburgh and Peterhead are classified as Regeneration Areas in Aberdeenshire, both being large settlements which feature prominently in the Scottish Multiple Index for Deprivation (SMID) The Reaching Out Project has been a key plank of the wider regeneration strategy in these towns, building on the existing social capital in the areas and in response to the changing economic and demographic factors in the areas.

The communities of Fraserburgh and Peterhead have changed over recent years. A large migrant worker population has settled and now includes families rather than individuals. Major regeneration projects have seen new housing developments and relocation of established communities. The changing economic climate in 2009/10 has seen increasing unemployment, particularly amongst younger people.

### ROP Structure



- A Strategy Group with representatives from Aberdeenshire Council, Community Planning, NHS Grampian, BRIDGE CVS, and Langstane Housing Association is responsible for the delivery of the project. One of these partners (BRIDGE CVS) takes responsibility through a Service Level Agreement for the employment and management of two Development Workers and a part-time clerical assistant. Aberdeenshire Council has a Senior CLD Worker with a responsibility for regeneration activity in both towns.
- The Development Workers are located in BRIDGE's office in Mintlaw, with one covering Peterhead and the other Fraserburgh. A key task for staff is to support the Local Operational Groups which brings together community groups and agencies to identify and meet local needs.
- Local groups can apply to the Community Voices Small Grant Programme which distributes 30k per year to support local groups who are working towards the objectives of the ROP. During the audit period the ROP consulted with potential applicants on plans to award more smaller grants and changes to the way the funding was distributed with a small proportion of the grant being held back until the final report was submitted. All those who were involved in the workshop supported this approach and agreed that it would not impact on their aim of applying to the scheme. (The workshop feedback and a list of funded projects is included in the appendices)
- Another key plank of the project and its public identity is The Hotspot, a community hub facility in Peterhead with a community café with internet access, an NHS Healthpoint, meeting rooms and a local base for a wide range of organisations and agencies. The building is leased from Langstane Housing Association who then sub-let back desk space for one of their local staff members. The two Healthpoint staff are funded by NHS Grampian with all other staff employed by Aberdeenshire Council through the Fairer Scotland Fund.

### Why Social Accounting?

The Strategy Group were aware that there was a need to demonstrate the impact of the Reaching Out Project in a more formal way. This was particularly relevant as it was unclear whether or not there would be continued funding at the same level for the project beyond March 2011. There was a need therefore to

- **demonstrate impact** and have evidence of the difference made.
- **sustain future funding** based on this evidence.
- **look forward and engage with local groups** and partners to identify what the ROP should be doing in the next few years.

After discussion the Strategy Group agreed to use social accounting as the method to gather this information and set up a small social accounting group to take forward this process.

The social accounting group consisted of the two Development Workers, The Bridge CVS Chief Officer; The Senior CLD Worker for Regeneration; and the CLD Strategy Development Officer (SDO) for Community Capacity Building. There was additional input from the part-time administrator and the Hotspot Administrator in relation to information gathering systems already in place.

An initial training session was led by the SDO, after which the group formalised the Mission, Values, Outcomes and Actions document which was then shared with the two local groups. The MVOA was developed from the existing activities to ensure that included all of the key historical strands of the project in relation to young people, social inclusion; health and well-being and older people.

The ROP reports back to funders in relation to Outcomes – the difference made as a result of the activities. The MVOA was further developed to include information on the Outcomes sought and the likely sources of information or indicators which would evidence the difference made as a result of the project.

The activities of the ROP are firmly established in the Single Outcome Agreement. All of the social accounting group members with the exception of the SDO are members of the Local Community Planning Groups, and ROP activity is included in both the Local Community Plans for Banff and Buchan (Fraserburgh) and Buchan (Peterhead) as well as in the overall Community Plan for Aberdeenshire.

## Reaching Out Project – Historical Timeline

### 2005/6

- Community Regeneration Outcome agreement signed for Fraserburgh North and Peterhead central as the only Aberdeenshire areas featuring in the worst 15% of data zones in the Scottish Index of Multiple Deprivation.
- Funding managed by a Strategy Group headed by the Aberdeenshire Council Area Manager (Buchan).
- Community consultations held in both communities.
- Development Worker post created in Fraserburgh.
- Local Operational Groups were formed in Fraserburgh and Peterhead.

### 2006/7

- The JIC/Link-Up building in Fraserburgh was refurbished to create a community hub and work began on the development of a 'one stop-shop' in Peterhead. This was named as 'The Hotspot' in a community competition.
- A steering group was working towards the opening of the Hotspot.
- Outcomes Groups were formed in Fraserburgh around the themes of youth; employability; older people and health.
- Research provides evidence of high number of migrant workers in both communities.

### 2007/8

- Migrant Worker Support group set up to provide support and advocacy services.
- Hotspot opened doors in October 2007.

?

### 2008/9

- ROP awarded the COSLA Best Team Award and COSLA Silver Award for Advancing Community and Citizen Well-Being.
- Large scale community theatre event in Peterhead – Pandemonium.
- Funding provided through the Fairer Scotland Fund.
- Short –term Temporary Development Worker post in Peterhead with a social enterprise remit.

### 2009/10

- Development Worker post created for Peterhead.
- Ministerial Visits from John Swinney MSP and Keith Brown MSP.
- Migrant Worker Association becomes the Peterhead International Association.
- Pandemonium, a major community arts event involves hundreds of young people and thousands of spectators and is nominated for the Arts and Business Award Fantasmagoria for the Hollis Award.
- Work with Theatre MODO and Twilight Basketball win Aberdeenshire Community Planning Partnership Community Safety Awards.
- Healthpoint facility developed with NHS in the Hotspot

## Mission, Values, Objectives and Activities

### Framework of *Reaching Out Project*

Dates of Social Accounting: *Jan 2010 – March 2011*

#### Mission:

**The Reaching Out Project aims to make a difference in Fraserburgh and Peterhead by encouraging people to participate in opportunities which will help them to develop and share skills; improve health and wellbeing; increase participation in community affairs and encourage lifelong learning.**

#### Values:

- Approachability – We aim to operate as a friendly, safe and supportive organisation which is responsive to local communities.
- Inclusive – We aim to be inclusive, giving equal and fair treatment to all sections of the community.
- Supportive – We will provide support to people in a non-judgmental and confidential way and signpost to other sources of support if we are unable to help directly.
- Positive – We aim to have a ‘can-do’ approach when working with individuals and groups.

#### Objectives:

##### **1. To reduce barriers for residents in accessing services, resources, information and advice by**

**1.1** Working in partnership with key services, agencies and community organisations to identify and meet local needs.

**1.2** Providing support, advice and guidance through two Outreach Development Workers.

**1.3** Operating the Hotspot facility in Peterhead offering access to a community café; health services, internet access, volunteering and training opportunities

## 2. To widen participation levels in community activity and strengthen existing and new community groups by

**2.1** Creating opportunities for individuals to volunteer to support community projects and to develop and share skills.

**2.2** Offering access to learning programmes to help individuals to move on from challenging experiences.

**2.3** Providing targeted support to interest groups such as young people, migrant workers and those on low incomes.

## 3. To work to promote wider community empowerment and capacity building by

**3.1** Increasing community ownership and involvement in the governance of the Hotspot in Peterhead

**3.2** Increasing community ownership and involvement in the governance of Fraserburgh and Peterhead Local Operational Groups

**3.3** Operating the Community Voices Small Grants programme to support initiatives which will widen participation.

The MVOA has been developed for the overall Reaching Out Project. The two local operational groups were engaged in future planning workshops during the social accounting process through which they tweaked some of the activities to reflect local priorities. The refreshed MVOA's for the local groups are included in the appendices.

### Links to the Aberdeenshire Single Outcome Agreement

Local Outcome 6.1:	People in Aberdeenshire, especially those in disadvantaged communities, have improved health and wellbeing, and are empowered to sustain their health.
Local Outcome 7.2:	Improved quality of life in the most deprived communities of Aberdeenshire.
Local Outcome 9.3	People in Aberdeenshire feel safer from antisocial behaviour and experience an improved quality of life.
Local Outcome 11.1:	An improved approach to engagement and consultation with actively involved residents and communities.
Local Outcome 11.2	Successful, achieving communities with the confidence and capability to tackle the things that matter to them, in particular strong, resilient communities in Aberdeenshire's regeneration areas.
Local Outcome 11.3	The successful integration of migrant workers and other minority groups into Aberdeenshire communities.
Local Outcome 11.4:	Effective, well-developed partnerships – community planning, community councils, shared services, joined-up delivery
Local Outcome 13.2:	Fewer people in Aberdeenshire experience deprivation

<b>Objective</b> <b>1. To reduce barriers for residents in accessing services, resources, information and advice by</b>	<b>Outcomes</b>	<b>Indicators / evidence source</b>	<b>SOA</b>
1.1 Working in partnership with key services, agencies and community organisations to identify and meet local needs	Partners make better use of resources to deliver joined –up services	User numbers for Healthpoint; credit union, shared resources (IT) Info from delivery partners like FOYER, B and B College	11.4
1.2 Providing support, advice and guidance through two Outreach Development Workers.	Local groups feel well supported and able to access help when they need it	Number and range of new community led groups and projects Level of funding levered in.	11.1
1.3 Operating The Hotspot facility in Peterhead offering access to a community café; health services, internet access, volunteering and training opportunities	Individuals feel able to access services in a safe and welcoming environment The Hotspot acts as a welcoming Community hub facility with a wide cross section of the community using the facilities	Hotspot – users, meals, computer use, magic moments book, volunteer book etc  Feedback from volunteers / users of services	6.1 , 11.1, 11.2

Objective 2. To widen participation levels in community activity and strengthen existing and new community groups by	Outcomes	Indicators / evidence source	SOA
2.1 Creating opportunities for individuals to volunteer to support community projects and to develop and share skills.	Increased confidence in individuals Increased social cohesion	Stats on number and range of volunteering opportunities	11.2
2.2 Offering access to learning programmes to help individuals to move on from challenging experiences.	Learners have Increased confidence and sense of purpose	Evaluations of learning programmes like Confidence to Cook, etc Evidence of positive destinations for service users	6.1 & 7.2
2.3 Providing targeted support to interest groups such as young people, migrant workers and those on low incomes.	Increase involvement and participation from potentially excluded groups. Increased integration and interaction between different groups in the community	Numbers of individuals from targeted groups involved Evidence of integration and wider access to mainstream groups and services - e.g. evaluation of Twilight Basketball	11.3

<b>Objective</b> <b>3. To work to promote wider community empowerment and capacity building by</b>	<b>Outcomes</b>	<b>Indicators / evidence source</b>	<b>SOA</b>
3.1 Increasing community ownership and involvement in the governance of the Hotspot in Peterhead	Local people are more involved in shaping the future direction. Local people feel that the Hotspot is a welcoming community facility.	Numbers of local people involved in the Hotspot steering group Feedback from users on how they view the facility.	11.1 &11.2
3.2 Increasing community ownership and involvement in the governance of Fraserburgh and Peterhead Local Operational Groups	Local people are more involved in shaping the future direction of the Reaching Out Project in Fraserburgh and Peterhead.	Numbers of local people involved and attending meetings.	11.1, 11.2 &11.4
3.3 Operating the Community Voices Small Grants programme to support initiatives which will widen participation.	Local groups are better able to widen involvement in their activities and governance	Evidence of wider involvement - numbers and evaluation feedback	7.2& 11.1

## Stakeholders, Methodology and Scope

There are a wide range of stakeholders as outlined in the groupings below.

1. The main participatory discussions took place in two workshops held with the Peterhead and Fraserburgh Operational Groups. A list of the participants is shown overleaf.
2. The Strategy Group are a key stakeholder group. They were **not consulted as an individual grouping** but took part in both the local workshops and through an online partner's survey.
3. Users of the Hotspot were consulted through a Hotspot questionnaire which was available to be filled in individually or with the help of a volunteer. Volunteers of the Hotspot also fed back comments on a post-it wall at a team – building workshop.
4. Staff were consulted through an on-line survey,
5. Partners were consulted through an on-line survey, and some also participated in the local group workshops.
6. Community VOICES grant applicants were consulted through the partner survey and through analysis of their end of grant reports. For a full list of grants awarded please refer to the appendices.

### Scope

For this first set of accounts it was decided to limit the scope for consultation to the above groups, but to have two distinct elements to it.

1. A reflective 'How have we done so far?' element to look backwards and try to identify the impact and outcomes of the ROP.
2. A forward looking, 'What next and how to do it?' strand to engage with key stakeholders to see how they wanted to see the project develop.

### Omissions

There were no significant omissions, although the scope of the accounts limited the **extent** to which all stakeholders were consulted. All key groups of stakeholders identified overleaf were consulted as planned. A stakeholder group which was not consulted directly on the work of the ROP was the wider community in Fraserburgh and Peterhead, although particular projects such as the Theatre MODO events did engage and get feedback from the wider community.

The only glitch was in relation to the on-line staff surveys from the Hotspot which were initially completed on the same computer, meaning that they were seen as a single return and only the last one completed was recognised. This was remedied by sending out individual on-line surveys to ensure that all staff returns were recognised individually.

Other evaluation materials were also used to gather evidence such as the Theatre MODO project evaluations and feedback from the Facebook site.

Stakeholder group 1	Consultation Method	Responses
<b>Fraserburgh and Peterhead Operational Group</b>	<ul style="list-style-type: none"> <li>Interactive workshops – one in Peterhead and one Fraserburgh</li> </ul>	35 individual participants at workshop sessions 4 Strategy Group
Fraserburgh Development Trust ▪ CLD Senior (Regeneration) ▪ Peterhead Projects ▪ Lead Scotland ▪ CLD – Peterhead, ▪ CLD Mintlaw, ▪ Aberdeen Foyer (5) ▪ (NEWS) ▪ Peterhead Fair Trade ▪ Hotspot Administrator ▪ Hotspot Volunteer ▪ Peterhead Community Development Group ▪ CLD Senior Peterhead ▪ Job Centre Plus ▪ Working for Families ( Peterhead) ▪ Peterhead Youth Forum ▪ Banff and Buchan College ▪ North East Scotland Credit Union ▪ Community Planning Officer ▪ FRANRA ▪ NHS Grampian ▪ Community Link ▪ Community Warden (2) ▪ Volunteer Centre Aberdeenshire ▪ Link up Fraserburgh ▪ Working for Families ( Fraserburgh – 2) ▪ Bridge CVS (3)		
Stakeholder group 2	Consultation Method	Responses
<b>Strategy Group</b>	<ul style="list-style-type: none"> <li>Local Workshop Sessions/Partners Questionnaire</li> </ul>	4 out of 6 ( no response sought from SDO as social accountant and TPI as funder)
Bridge CVS ▪ Banff and Buchan Community Planning Officer ▪ Public Health Co-ordinator (North) ▪ Tackling Poverty and Inequalities Manager ▪ CLD Senior (Regeneration) ▪ Langstane Housing ▪ CLD Strategy Development Officer		
Stakeholder group 3	Consultation Method	Responses
<b>Hotspot users</b>	<ul style="list-style-type: none"> <li>Hotspot customer questionnaire.</li> <li>Hotspot volunteers interactive workshop.</li> </ul>	30 responses 8 volunteers
Stakeholder group 4	Consultation Method	Responses
<b>Staff</b>	<ul style="list-style-type: none"> <li>Staff on-line survey.</li> </ul>	5/6 ( Kitchen assistant was on sick leave and not included)
Development Workers (2) ▪ Administrator ▪ Hotspot Administrator ▪ Hotspot Cook ▪ Hotspot Caretaker ▪		

Stakeholder group 5	Consultation Method	Responses
Partner Organisations	<ul style="list-style-type: none"> <li>Partner on-line questionnaire</li> </ul>	44 responses (66%) * = no response
<p>Link Up Fraserburgh * ▪ <b>Community Planning Officer ( Banff and Buchan )</b> ▪ Fairtrade Group ▪ Scottish Sports Future ▪ Healthpoint ▪ Criminal Justice Team ▪ Buchan Development Project ▪ Peterhead Projects ▪ Arkle Training * ▪ <b>NHS Grampian</b> ▪ Job Centre Plus ▪ Grampian Police (2) ▪ Theatre MODO ▪ CLD (3) ▪ <b>CLD ( Regeneration )</b> ▪ Volunteer Centre* ▪ Kinship for Kids* ▪ Banff and Buchan College ▪ All Weather Garden Project ▪ Foyer – Family Signature ▪ Community Warden (2) ▪ Inferno* ▪ International Association* ▪ Princes Trust* ▪ NESCU ▪ Fire and Rescue ▪ CVS Training Initiative* ▪ Fraserburgh Junior Arts ▪ Job Centre Plus* ▪ Broch Story Sacks ▪ FRANRA* ▪ People First ▪ Shell UK ▪ Fraserburgh Library ▪ Urban Croft ▪ Bressuire Twinning Assoc. ▪ NEWS ▪ Community Development Group* ▪ Robertson Road Centre ▪ Willow Bank ▪ Working for Families ▪ LEAD Scotland ▪ Fraserburgh Older Peoples Outcome Group ▪ Peterhead Academy* ▪ Turning Point ▪ <b>Community Planning Officer–Buchan</b> ▪ Learning House* ▪ CLAN ▪ Hotspot Administrator ▪ Youth Forum ▪ Fraserburgh Dev Trust* ▪ Buchan Area Manager ▪ Lifeshapers* ▪ Fraserburgh Mentoring Project* ▪ Active Schools Officer ▪</p>		
Stakeholder group 6	Consultation Method	Responses
Community Voices	<ul style="list-style-type: none"> <li>Project Reports</li> </ul>	<b>Responded to online survey</b>
<p><b>MODO</b> – Fantasmagoria ▪ <b>Twilight Basketball (Scottish Sports Futures)</b> ▪ <b>Fair Trade, Peterhead</b> ▪ Boddam Boffins ▪ Kinship 4 Kids ▪ Inferno ▪ <b>People First</b> ▪ Crimmond Community Garden ▪ Blueskate ▪ Peterhead Asdan groups Environmental Project ▪ <b>Support for older people</b> ▪ Step Forward ▪ All Weather Garden Project ▪ Confidence To Cook ▪ Redirection (Social Work ) ▪ Banff &amp; Buchan Voluntary Counselling Services (BBVCS) ▪ <b>Chillax - Peterhead Youth Forum</b> ▪ Migrant Workers Association International Event ▪ Youth Bash Weekend ▪ Banners Bonding Adventure</p>		

## Report Back On Performance – Objective 1

### 1.1 Working in partnership with key services, agencies and community organisations to identify and meet local needs<sup>1</sup>

#### Outcome sought - Partners make better use of resources to deliver joined –up services

Partnership working is one of the key principles behind the Reaching Out Project. The aim is to provide better services for and with people in Fraserburgh and Peterhead, and to make best use of the resources which are available.

During the social accounting period there were many examples of partnership working such as

- The development of the NHS funded Healthpoint in The Hotspot in Peterhead and a Health Worker and Healthpoint in Fraserburgh located within Fraserburgh Development Trust. The development of both these services demonstrates the commitment of NHS partners to make services accessible to local people in non clinical, community settings.
- The use of The Hotspot facility as a delivery venue for Banff and Buchan College classes in Peterhead. This has the added benefit of allowing people to access qualifications locally and to reinforce the multi-purpose nature of the Hotspot as a community hub facility.
- The development of twilight basketball sessions with Scottish Sports Futures in Peterhead to enhance integration between young people from different backgrounds in response to issues identified by the local police through the Local Community Planning Group.
- Two major projects with Theatre MODO which involved a wide range of community and agency partners. These events were very effective at engaging with young people and in bringing all sections of the community together to participate in and support a large scale performance and procession.
- The relocation of the credit union collection point in Peterhead to the Hotspot. This has saw membership in the area increase from around 150 to 306, with a total of £57,000 of affordable and planned local borrowing from members.
- Funding provided through the NEWS (North East Work Skills) Project to fund a Development Worker for the International Association, set up by migrant workers who had previously been involved in ESOL classes.

Partners were given the opportunity to feed back on how well the ROP has been doing in relation to partnership working by completing an on-line survey. A total of 44 responses were received from partners who hailed mainly from the public and voluntary sectors, as well as some input from private sector partners.

Partners were asked about the added value that they got from Partnership working and whether or not it had had an impact on their work in Fraserburgh and Peterhead.

---

<sup>1</sup> Key SOA Local Indicator Effective, well-developed partnerships – community planning, community councils, shared services, joined-up delivery

- In Partnerships, people and agencies come together to work on shared agendas. Almost all (98%+) of partners identified a link between their organisational objectives and those of the ROP in helping local people develop skills; in relation to enhancing health and well-being; in increasing participation in decision making and in relation to promoting lifelong learning.
- 84% of partners either agreed or strongly agreed that the ROP had helped them to increase participation and involvement from potentially excluded individuals and groups.
- 65% of agencies felt they had been better able to reach more people in Fraserburgh and 73% in Peterhead.
- 81% agreed that working through the ROP had helped to draw down additional resources
- 97% agreed that the ROP has helped meet existing needs better, with 79% also identifying that the ROP has helped in the development of new services to meet emerging needs.
- 63% of partners felt that the ROP had increased volunteering opportunities.
- 86% of partners felt that they had evidence which demonstrated that their work in the ROP had had a positive impact on local people.

**Partner Feedback**

“We have seen a reduction in anti social behaviour in Peterhead during the times that services are provided. Our interaction with young people has improved as a result of the interaction with them” - Police

Police stats show a “reduction of 33% in Vandalism since Twilight Basketball was started and a reduction of 24% in Youth Annoyance since Twilight Basketball was started. - Police

“Increased uptake of the Healthpoint, particularly among the young population. ROP has provided...useful links and contacts for partnership working and reaching out to the community at large” - NHS

“The ROP has enabled partnership working between adults with disability..., volunteers and the Community Service Team. – Social Work

“The ROP currently chair a local Youth Network Group which I or another police officer attend...has resulted in better engagement with hard to reach youths as well as large sections of the local population in respect of MODO”. – Community Warden

“Substantially increased opportunities for people with disabilities to participate in meaningful activity in the workplace both as paid employees and volunteers”- Willowbank

“Many more referrals from partnership working and networking as evidenced by our enquiry forms and where the referrals have come from - more learners in positive destinations – e.g. volunteering, employment or moving on to other organisations as progression routes”. - CLD

## 1.2 Providing support, advice and guidance through two Outreach Development Workers<sup>2</sup>

**Outcome Sought - Local groups feel well supported and able to access help when they need it**

The Reaching Out Project has two Development Workers who are housed in the offices of BRIDGE CVS in Mintlaw. One worker has a remit for Fraserburgh and the other for Peterhead, and on occasion they co-work on projects which involve both communities.

The Development Workers link in with local operational groups made up of local agencies and community groups. There are slight differences in the delivery models used in each community with Fraserburgh having 4 Outcome Groups in addition to the Operational Group, whereas Peterhead only has the Operational Group. However in both communities the work is focussed on four key themes, namely

- Skills
- Youth
- Health
- Involvement / Inclusion

The Development Workers have supported a wide range of support to community groups (see appendices for full listing) and partners including

- Support to Fraserburgh residents group FRANRA in developing a new community base and retail unit in the town centre. ( see case study)
- Developing and supporting a Confidence to Cook Network for participants who have taken part in NHS funded courses including targeted support for young people and employability focussed groups.
- Major community arts projects in both communities in partnership with Theatre MODO. (see links to short evaluation films –‘Pandemonium’ <http://www.youtube.com/user/theatremodo#p/a/u/0/KnfE97gQs0o> .
- ‘Fantasmagoria’ - <http://www.youtube.com/watch?v=Xf52q6n0cyQ>
- Funding advice and support to groups to develop applications. The Development Workers have tracked inward investment of over £130,000 for local groups and events.

### Partner Feedback

“Since the start of the Shell Twilight Basketball in Peterhead, the ROP has been instrumental in the success. Through Liz Scott (Development Worker) we have been able to more effectively promote the session and to source partners and additional funding”

“...they both have their individual areas of expertise and we would be lost without them. The projects where they have come together speak for themselves – first class”

“Diane currently chairs a local Youth Network Group which I or another police officer attend...has resulted in better engagement with hard to reach youths as well as large sections of the local population in respect of Theatre MODO”.

**Quote; from on line partner questionnaire**

<sup>2</sup> Key SOA Local Outcome 11.1 An improved approach to engagement and consultation with actively involved residents and communities

The two Development Workers use a community development approach, and work closely with local partners and through the Local Operational Groups. The workers produce regular updates for the local groups

The extract and table below from a report to the TPI Group in August 2010 gives some indication of the diversity of roles played and how this links into the community planning agenda locally.

### Activity Updates

- Banff and Buchan College have leased the training room in the Hotspot for delivery of a 35 week Childcare training course. This both generates an income stream and widens access to training opportunities for local people.
- Development Workers have been offering support to the Baptist Church in Peterhead and FRANRA in Fraserburgh in relation to developing volunteer led services – examples of the government’s interest of the Big Society in practice.
- Targeted work with young people has been delivered around Confidence to Cook, Safe Sex/Sexual Health Guide, Twilight Basketball Programme, Audacious Disco and Theatre Modo.
- 65 local people participated in a Community signature event in Boddam.
- Hotspot staff preparing for Ministerial Visit on 1<sup>st</sup> September 2010.

**Comment [k1]:** Buchan Community Plan

**Comment [k2]:** Banff and Buchan Community Plan

**Comment [k3]:** Buchan Community Plan

**Comment [k4]:** Banff Buchan Community Plan

**Comment [k5]:** Banff Buchan Community Plan

**Comment [k6]:** Buchan LCP –E6

### Links to Local Community Plans

Comment	Outcome	Plan ref
K1	Buchan LCP –Jobs and the Economy	B15
K2	Buchan LCP –To develop projects in deprived parts of Peterhead and in areas with rural access difficulties.	E8
K3	Buchan LCP – to produce a sustainable business plan for the Hotspot and wider Peterhead Regeneration Network from 2011 –	B7
K4	Buchan LCP – to address the issues of transport to employment, childcare related and training opportunities –	B14
K5	Buchan LCP – Community Assets	B12
K6	Buchan LCP – diverse, inclusive and exciting youth work opportunities.	C5
K7	Banff and Buchan LCP – Prevention of unintended teenage pregnancies – A7 and A5 Improve access to health information and support.	A7 A5
K8	Banff and Buchan LCP – develop family learning, educational and social opportunities for migrant families.	C11
K9	Buchan LCP	E6

### 1.3 Operating The Hotspot facility in Peterhead offering access to a community café; health services, internet access, volunteering and training opportunities<sup>3</sup>

**Outcomes Sought - Individuals feel able to access services in a safe and welcoming environment**

**The Hotspot acts as a welcoming community hub facility with a wide cross section of the community using the facilities**

The Hotspot was developed in Peterhead in 2007 as a local community hub facility. The building is owned by Langstane Housing Association who rent out the ground floor to Aberdeenshire Council, and the flats above to their own tenants.

The Hotspot has office space which is used by an Administrator who manages the building on a day to day basis and by the local Langstane Housing officer. There is a staffed NHS Healthpoint in the building, as well as a number of meeting and training rooms which were used during the audit period by 29 different organisations such as training organisations; local college; MP Surgeries, International Association and local support groups.

A new costing scale for community user groups was developed during the social accounting process in response to some community groups who had fed back concerns that the meeting space in the Hotspot was more expensive than elsewhere in the town. (see appendices) Lets generated £26k revenue in 10/11.

The heart of the building is the community café which aims to provide affordable home-cooked food and a welcoming environment for people to drop in. The café averages 50 customers per day, with the bulk of trade being at lunch time. The revenue of £22k which was generated in 2010/11 is reinvested in the ROP.

The café area has a number of public access computers with internet access which are well used by local people. In the period April-December 2010 there was an average of 622 individual computer sessions each month by Hotspot users.

In a Community Planning Survey of the Aberdeenshire Citizens Panel respondents were asked about awareness of various regeneration/ community projects in their area. The Hotspot had by far the largest recognition factor with 41% of all respondents in the wider Buchan administrative area being aware of the Hotspot (comparable figures for initiatives elsewhere ranged from 14% to 35%).

---

Local Outcome 6.1 - People in Aberdeenshire, especially those in disadvantaged communities, have improved health and wellbeing, and are empowered to sustain their health.

LO – 11.2 - Successful, achieving communities with the confidence and capability to tackle the things that matter to them, in particular strong, resilient communities in Aberdeenshire's regeneration areas

“The Hot Spot in Peterhead was offered as an example of a positive and successful regeneration initiative. The women confirmed that funding and indeed expansion of this type of facility was of critical importance to the area and was a springboard to self determination and independent living for many living with multiple issues of hardship and deprivation”

**The Scottish Women's Convention  
– June 2010**

Was very relaxed and very helpful when I was creating my CV. Thanks, got the job and been working at it for 18 months”.

**Facebook post – Shauni Bremner  
16 July**

## Feedback from Hotspot Users

During November 2011, regular users of the Hotspot were encouraged to self-complete or take part in a semi-structured discussion with a volunteer in relation to a user's questionnaire. A total of 30 surveys were completed, with overwhelmingly positive comments about the Hotspot.

- Over half of the respondents used the café on a daily basis, with others using it at least once a week.
- 92% of respondents identified the Hotspot as a friendly and welcoming place. Nobody identified it as being unwelcoming.
- A similar amount felt that the Hotspot did make a positive difference to the quality of life in the area, with 71% identifying the Hotspot as a place they would go if they needed help to sort out a problem.
- Three quarters of respondents identified the Hotspot as a good place to meet friends and also as a place where a good cross section of the community used the building.
- 96% of respondents felt that the café was providing value for money – which may be a factor in how regularly it is used by people.
- Over half of the customers surveyed had used the computers and internet access.
- One in five had already used the Healthpoint Service and the same amount would consider using it in future.
- A quarter of respondents had used the credit union and a similar amount would consider doing so.
- A third had attended classes or groups, and a fifth would consider doing so in future.
- None of those surveyed had attended an MSP surgery although over 40% agreed that they may in future.

### **Feedback from Hotspot volunteers**

**“Have made so many good friends and have always felt welcome.**

**They provide a service that many people rely on. The food is great value and tastes great.”...**

**Health advice, good food and good company. No need to go anywhere else**

**“The Hot Spot staff are very helpful. It helps me to meet people and have company and help or I would be stuck at home”.**

Respondents were also asked about how they felt the values of the Reaching Out Project were being applied within the Hotspot. It was very reassuring to see that

- 96% agreed that the approachability and supportive values were evident: and 93% agreeing in relation to inclusiveness and the positive ‘can-do’ approach.
- There were no negative scores in relation to the values although there was one comment which showed that someone had “...been annoyed by loud remarks which could be construed as racist or at least anti-incomers”

Whilst in no way wishing to minimise the impact of this response it is very much a minority experience, being the only time when such behaviour has been highlighted. Given that it was not reported to staff at the time there is little that can be done to address it specifically other than to encourage staff and users to be aware of and challenge such behaviour if they come across it in future.

**Comments and Action Points from Objective One**

1. Partnership working does seem to be working well in the ROP. Further feedback on delivery structures and mechanisms are picked up later in relation to Objective Three.
2. Charging structure at the Hotspot were reviewed and reduced in light of concerns from some community groups about the cost of lets.
3. One comment was recorded from a user about racist language being used, although this would appear to have been an isolated incident. The Hotspot will continue to promote itself as a welcoming venue for all in the community and as a place for integration and inter-action.

**Report on Performance – Objective Two**

**2.1 Creating opportunities for individuals to volunteer to support community projects and to develop and share skills<sup>4</sup>**

**Outcomes sought - Increased confidence in individuals  
Increased social cohesion**

The Reaching Out Project takes a community development approach and works with volunteers in a number of different ways. In Peterhead there is a pool of regular volunteers in The Hotspot who take on a myriad of roles in the café and in greeting customers and helping people access the computers, develop CV's etc.

Some of these volunteers have additional support needs and are in turn supported by other volunteers to allow them to participate as independently as possible in a supportive working environment. This approach is closely aligned with the value base of the project which aims to be approachable, inclusive and supportive.

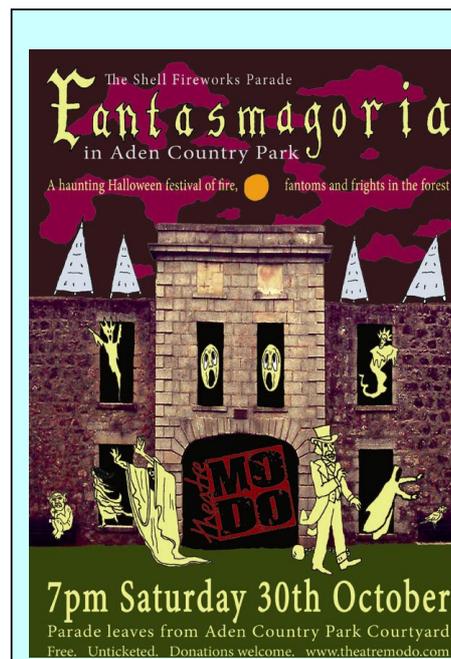
The impact of volunteering to reduce social isolation and build confidence in individuals has been testified to by many volunteers; although the project has not yet been able to put in place a robust system for supporting and developing volunteers. This is an area which staff feels needs to be developed further, but it is recognised that this would require additional resources to do effectively.

Many other volunteers could better be described as community activists; the people who deliver projects and services for the common good. Other people have volunteered for particular events such as the Theatre MODO performances.

The Reaching Out Project has worked with Theatre MODO previously in 2009 and during the current audit period extensive staff support was put into finding funding for and supporting and co-ordinating the delivery of two events called Fantasmagoria. One was a small scale event in Mintlaw (near Peterhead) and the other a large scale community performance in Fraserburgh.

The Theatre MODO model addresses core elements of the ROP objectives in creating volunteering opportunities which increase skills and confidence and which bring people together in community events which build social cohesion and celebrate community identity.

A wider report on the impact of participating in the MODO projects is included in the appendices.



Local Outcome 11.2<sup>4</sup> Successful, achieving communities with the confidence and capability to tackle the things that matter to them, in particular strong, resilient communities in Aberdeenshire's regeneration areas.

### Participant feedback

“Being part of a street drumming band in the space of 3 rehearsals, shows just what can be achieved if people are engaged in an inspiring project. Fabulous to be a small part of a very big picture. The audience turnout is what really made the parade though. .. The sense of community pride that emerged throughout this project and on parade night was one that I believe already existed in Fraserburgh, but was brought to life by the work of a very dedicated team, who we will welcome back warmly to our town”.

“I really enjoyed the workshops because it was a lot of fun and same goes for the parade. I very much liked the performance. It was really good the way it was pieced together and I could see by the reaction of the audience that they really liked it. Which made the parade even better and made you feel like you've accomplished something”

“The reaction of the audience. As we paraded through the town, you could tell from their expressions that they were not expecting what they witnessed!”

“I had the chance to do something good.”

“The whole project has been inspiring, due to our community spirit being directed by Theatre Modo. It has been eye opening to see how they have engaged and included participants in the parade, who would not normally associate themselves with any kind of performance.”

“moi znajomi powiedzieli, e to bylo niesamowite i e jestem odwana :)”

“my friends saw it, they said it was amazing and I was brave. :)”

(All quotes from MODO participant survey)

The Fraserburgh performance attracted a crowd of thousands on to the streets and at the fireworks display which was the culmination of the nights' events. The feedback from both participants and volunteers was very positive and demonstrated clear evidence of people developing personally through volunteering as well as a collective community pride in the actual results. 90% of the audience survey responses agreed that witnessing the event made them “proud to be part of the community”.

As well as those directly engaged in MODO there were other spin-off activities which were linked into the project. Young unemployed people were engaged in a film skills project with commercial company Urban Croft during the MODO residency. This volunteering opportunity was designed to enhance employability. One participant commented

“I am really glad I was part of this project I have learned an array of new skills discovered that I am good at photography found a new interest in film making and will also receive a SVQ in filming to add to my CV and most of all it has helped me to build my self-esteem and confidence and taught me that its okay to try new things.”

The Theatre MODO type of engagement has resulted in many positive outcomes in relation to skills development and building social cohesion as evidenced by participant and partner feedback.

Some partners commented on the amount of staff time involved in the project and queried the rationale for the ROP to take such a lead role in the MODO project rather than others. These comments are picked up later in relation to governance and the desire to increase the local governance of the ROP, but do not detract from the impact evidence of MODO as an engagement vehicle producing outcomes for individuals and the wider community.

**2.2 Offering access to learning programmes to help individuals to move on from challenging experiences.<sup>5</sup>**

**Outcomes sought - Learners have increased confidence and sense of purpose**

A range of projects have been delivered by Partners within the ROP area, with some of the activities being funded through the Community Voices grant scheme.

In line with the overall project ethos, much of the learning which happens begins in the informal arena but this can and does lead to other more formal learning opportunities. Positive outcomes which demonstrate community development and personal development outcomes include

- A young man who attended the Confidence to Cook course has come forward as a volunteer to help us continue to deliver the programme.
- Another client enjoyed the course so much she has enrolled for a full time catering course at college.
- A group of young parents produced their own cookery book. .
- Young people from Chillax have developed their own snack bar enterprise project to sell health food and drinks at their drop-in sessions and youth events and have opened a youth drop in centre

The emphasis on informal learning and celebrating achievement is again illustrated in projects such as ‘Sharks in the Park 2010’ (see case studies). This event was organised by Peterhead Youth Forum & the Blueskate group as a community based fun day to bring people together in an informal setting, to improve understanding, build relationships and provide opportunities for social interaction between different age groups and nationalities. Outcomes from this project included ...

- a new skate based peer mentoring project in response to “...lots of people in the crowd asking where the skaters learned all the tricks etc,“
- Youth Forum members learned lots of new skills, increased confidence and self worth and improved their relationships with other groups who were involved with the event.

This report has previously highlighted the impact of the Theatre MODO work in engaging with young people. It is worth highlighting the impact such work has had in relation to this objective.

- One participant (previously living in supported/homeless accommodation) received a tenancy for a flat partly on the strength of a reference, his commitment to the project and changes he has made to his life.
- Seven young people have been inspired to apply to the local college on the following courses Working with Communities, ONC in Community Work, Media studies and Social Sciences
- Ten young people not in employment training or education have been found courses, become volunteers or otherwise engaged
- 94% of participants felt more confident as a result of taking part.

<sup>5</sup> Local Outcome 7.2 Improved quality of life in the most deprived communities of Aberdeenshire.

**2.3 Providing targeted support to interest groups such as young people, migrant workers and those on low incomes.<sup>6</sup>**

**Outcomes Sought –**

**Increase involvement and participation from potentially excluded groups.  
Increased integration and interaction between different groups in the community**

There have been a range of targeted interventions. Young people have been heavily involved in the Theatre Modo examples outlined previously. Young people have also been involved in a range of different initiatives funded through the Community Voices Grant Fund – see the case study examples for Chillax and Sharks in the Park.

The work in the Hotspot in relation to the affordable café facility and free internet access are attempts to address the low income issue. Credit Union membership has doubled in Peterhead since making the move to the Hotspot base.

One of the major developments over the past 18 months has been the development of the International Association in Peterhead. This group has been developed by CLD from an ESOL group through to becoming a 400 strong independent, member led organisation. This transition was aided by the support of a part-time Development Worker paid for through the ESF NEWS Project.

The International Association now runs language classes as well as providing information, support and advocacy services. The group have hosted two major cultural social evenings which have been well attended and supported. These events have demonstrated the increased integration of the members of the Association with the audience at the first event being mainly the families of group members with the second event including more members of the established local community.



Within the local Community Planning Group there had been some evidence of violence towards young people from migrant worker families. There was a perception from these families that their young people would not always be safe and therefore a reluctance at times to access youth activities. The ROP Development Worker in Peterhead worked to develop a project which would help to aid integration and bring young people together in a safe and enjoyable activity, hence the development of the Twilight Basketball Project.

**Partner Feedback**

**“We have seen a reduction in anti social behaviour in Peterhead during the times that services (Basketball) are provided. Our interaction with young people has improved as a result of the interaction with them” - Police**

<sup>6</sup> Local Outcome 11.3 - The successful integration of migrant workers and other minority groups into Aberdeenshire communities.

**Comments and Action Points from Objective Two**

4. The ROP works with a wide range of volunteers. Volunteer support and development has been done alongside other activities. Project staff recognise that this is an area for future development which would benefit from someone being employed purely to support and develop volunteers. It is likely that additional resources will be required to do this effectively.
5. Large scale arts based projects like Theatre MODO required extensive amounts of staff time to lever in funding and to support the delivery. However, there is clear evidence that these inputs led to successful outcomes for many young people and contribute to wider community regeneration. The ROP will continue to work with MODO to deliver projects and develop a sustainable model for the future.
6. Good capacity building work has been done to move the International Association from a group of service users to an independent group in their own right. Support should be given to help them develop their activities beyond their current period of funding and this community development approach should be applied to other supported groups.

**Report back on Objective 3 - To work to promote wider community empowerment and capacity building by**

**3.1 Increasing community ownership and involvement in the governance of the Hotspot in Peterhead<sup>7</sup>**

**Outcomes Sought –**

**Local people are more involved in shaping the future direction of The Hotspot**

**Local people feel that the Hotspot is a welcoming community facility.**

During the audit period the Strategy Group took a conscious decision to try and increase the feeling of community ownership of the Hotspot facility in Peterhead. The longer term plan is to work towards a strong community/user group which will direct the work within the building and which would have the ability to draw down its own independent sources of developmental funding.

This was partly a response to the current funding climate and as a way to ensure that additional funding could be drawn in to promote activities. By drawing down external funding and developing a track record in project delivery the management group would grow in confidence and would have the option, at a future date to consider taking over control or ownership of the facility.

However, during the audit period the goals were much simpler – in the first instance the short term target was to develop a users group. A group of 8 volunteers and community representatives have been meeting under the title of ‘Friends of the Hotspot’. They have met a number of times to explore how they can get more involved in steering and directing work in the project.

The group held a team building session in January 2011 which was facilitated by CLD staff. There was good feedback from this as an event and it led to some of the volunteers sharing their personal stories and experiences for a good practice video being produced by Learning and Teaching Scotland.

The feedback from the Friends workshop and from the Hotspot user’s questionnaire discussed earlier would seem to indicate that the outcome being sought around creating a welcoming community facility is being met. Increasing the sense of community ownership will continue to be a high priority.

**Friends of Hotspot feedback**

‘Yes it has made an impact. People know who we are and what we do and what is on offer.’

‘The Hot Spot is an integral part of the community. If the Hot Spot was not there, lots of people would be more isolated.’

Great meeting place - always someone to talk to. Variety of people with different stories to tell, ideas to give. Supportive staff/volunteers.’

‘Has become a vital link in the Community. It has grown in reputation and is well thought of throughout Peterhead. All ages involved.’

‘Central venue, most visitors are acknowledged and welcomed. Variety of opportunities available. Fine place.’

‘Good for Peterhead Community. People speaking about it. Good company and support.’

‘Feel that more publicity needed as to what happens there and what is available.’

**All comments from HOTSPOT volunteer session ‘post-it’ wall.**

<sup>7</sup> LO 11.2 - Successful, achieving communities with the confidence and capability to tackle the things that matter to them, in particular strong, resilient communities in Aberdeenshire’s regeneration areas.

**3.2 Increasing community ownership and involvement in the governance of Fraserburgh and Peterhead Local Operational Groups<sup>8</sup>**

**Outcomes sought**

**Local people feel better able to bring about change in their community**

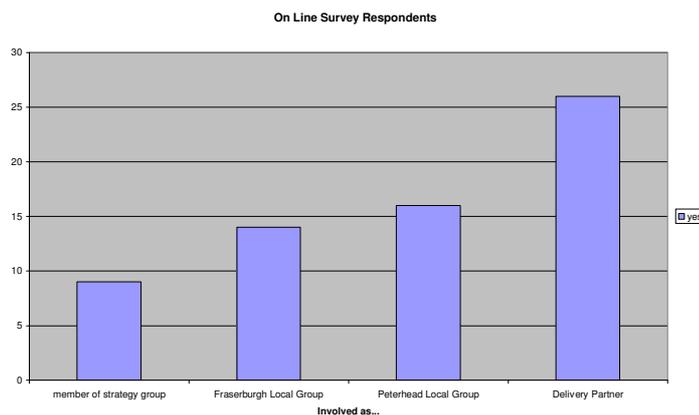
One of the key objectives of carrying out a social audit was to help us to look back and to look forward as well. It was important to look at the future structure of the project and to hopefully get some clarity around key questions such as

- How the members felt each of the local groups were currently operating and how they wanted to see them operate in future.
- Whether or not to continue with the joint towns approach within the wider Reaching Out Project or to focus individually on each town.
- How the groups felt about the current method support being provided through two Development Workers managed via BRIDGE.
- What role the Strategy group should play in future and what the membership of that group should be.

There was a structured process to attempt to find the answer to these questions. Initial sessions were held with each local group in August 2010 with 39 individuals taking part. This was followed up by additional session in January 2011 as well as though an on-line partners survey which included questions on how the groups operated.

The workshop sessions demonstrated that people saw value in having the local groups and felt that they made a big difference in creating strong local networks and making things happen. Participants identified benefits around sharing resources and knowledge and in building trust and relationships.

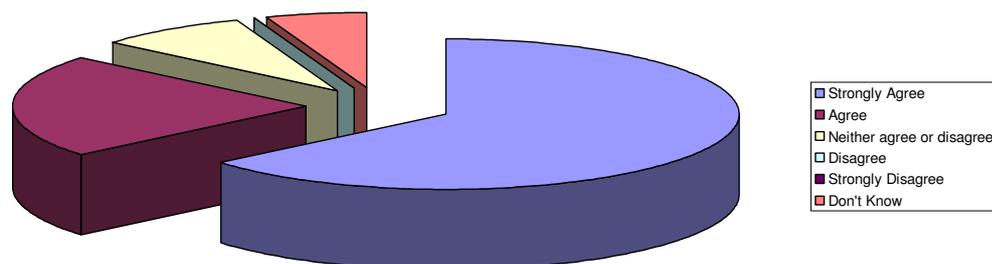
The online survey asked partners specific information in relation to the local groups and also to the role of the project steering group. The table below shows the make up of respondents as part of the Strategic or local groups or as a partner. Note that some people will be in more than one group.



<sup>8</sup> LO 11.1 An improved approach to engagement and consultation with actively involved residents and communities.

Respondents were looking at a range of options for the future delivery of the project, and were asked to rate how important they felt the local operational groups were. The vast majority clearly saw a role for the local operational groups as shown in the table below.

The role of the local operational groups are crucial



There were similar positive responses from respondents who agreed that the local groups benefit from having Development Workers with specific geographic responsibilities, but that there is also added value in bringing them together to work on joint projects such as the Theatre MODO work.

Both operational groups met up in January 2011 and amended the overall Mission, Values, Objectives and Activities of the ROP developing a Fraserburgh and Peterhead specific version of them. It was interesting to note that this exercise saw agreement in terms of the shared objectives, with the only differences being in relation to a small number of specific activities being undertaken in each community.

In terms of looking forward partners were asked a number of questions about how they would like to see the project developed in future. In many ways the ROP definition is one which was externally imposed on the two towns, and it was therefore timely to check out if this was a model which people wanted to continue with.

This question also links into the level of community ownership of the project overall and whether this was something that people felt needed to be shifted. One respondent to the on-line survey encapsulated this well with the comment that “At the moment the ROP is still very service led, although it does have strong links to communities, it still feels as if this is a council initiative. However a lot of effort has been put in to counter that perception and it is beginning to pay off”.

Obviously, things change within communities and during the audit period there had been the development of initiatives such as the new Development Trusts in both Fraserburgh and Peterhead. The local group workshops began to explore the picture on the ground and to look at options for the future of the ROP.

The delivery structure of having two Local Operational Groups and the Strategic Group was also under discussion at these workshops, as was the joint ROP approach. If the delivery structure changed there would have to be work done to constitute the local groups and/or deliver the project through other partners.

Partners were therefore given the chance to prioritise this range of options which had been developed in the local groups through the on-line partner's questionnaire.

The preferred options were

1. **To continue with BRIDGE CVS in the role of employing and managing Development Workers.**
2. To set up the ROP as an independent constituted body in its own right.
3. To consider transferring the management option to another third sector partner or partners.
4. To consider transferring the management option to a public sector partner such as Aberdeenshire Council or NHS Grampian.

It is worth noting that a significant amount of respondents did not feel able to answer this question, but of those who did the favoured option was very much the status quo position with most first priority votes being cast for this option. There were a number of suggestions around having staff visibly based within the communities. At present staff work out of the Bridge office in Mintlaw, but some stakeholders identified a wish for them to be located locally and more accountable to the local operational group.

The local operational groups did identify a lack of understanding about the role of the Strategy Group which is an agency group with responsibility for overall project management and for reporting back on impacts and outcomes to the funders.

Although there are no local community representatives on the Strategy Group there was no feedback from stakeholders that the local groups felt they had reduced autonomy or had to seek 'permission' from the Strategy Group to develop local projects. However, the overall lack of understanding and transparency in relation to the role and purpose of the Strategy Group does need to be addressed.

**3.3 Operating the Community Voices Small Grants programme to support initiatives which will widen participation.<sup>9</sup>**

**Outcomes Sought - Local groups are better able to widen involvement in their activities and governance.**

The Community Voices grant scheme is designed to support local groups to develop projects which meet at least one of the following outcomes

- Skills and Employability – Projects which will enhance skills and reduce barriers to employability.
- Increased Youth Involvement – Projects which will increase youth involvement in their activities.
- Improving Health – Increasing involvement in health related projects/activities.
- Inclusion – Particularly on those who are most disadvantaged / excluded.

Over £60,000 was distributed in the financial years 2009/10 and 2010/11 to support projects meeting these criteria (see appendices for details). Groups funded included the two examples below.

**Confidence to Cook (Skills and Health Outcomes)** -A Trainers Forum was established in Peterhead from an initial Confidence to Cook programme Courses were rolled out to mixed groups across the area with the trainers from different agencies doubled up in pairs and delivered to the programme to six to ten participants at a time in loose groupings. Referrals came from a range of agencies including Mental Health, Harvest Church, CLD, Foyer Futures, Princes Trust and the Hotspot.

The Network has resulted in increased delivery on the ground, in particular

- Partners are using Confidence to Cook as a tool to work with the most vulnerable groups
- Has developed cross partnership working with progression routes
- Improvement awareness of healthy eating
- Improved cooking and budget skills
- Cross generational work developing from mixed groups

**Young Carers (youth involvement and inclusion)** - have been supported to participate in residential sessions which give them respite from their own caring roles as well as helping to build their own individual and group capacity.

**Outcomes - Young Carers feedback**

“By the end of the weekend the group’s confidence and self esteems individually was greatly improved by having this experience. Every moment of the trip made a difference to us individually and to the group by just being together and bonding... we all now get on better and know more about each other and our different circumstances in life, and have a better understanding of each other too.

New skills we learned were to be more independent, and how to work together with others and in a group, budgeting for food, transport and accommodation, plus organising most of the trip with the help of our youth workers.”

**From End of Project Grant Report**

<sup>9</sup> LO 7.2 - Improved quality of life in the most deprived communities of Aberdeenshire.

**Comments and Action Points from Objective Three**

- 7 Continue to develop the Friends of the Hotspot Group to increase community control and ownership of the facility.
- 8 Continue to support two local operational groups each with their own geographic specific Development Workers.
- 9 Continue to deliver the project with Development Workers employed through Bridge CVS.
- 10 Produce a document which clarifies the role of the Strategy Group and the local operational groups and the membership criteria and purpose for both
- 11 There is a clear link between funding for Community Voices contributing to wider project outcomes. This should continue as long as funding for the scheme remains in place.
- 12 There were a number of suggestions around having staff visibly based within the communities. At present staff work out of the Bridge office in Mintlaw, but some stakeholders identified a wish for them to be located locally and more accountable to the local operational groups. The Strategic Group will look at the options to increase the presence and accessibility of Development Workers in partnership with key local organisations and partners.
- 13 Some partners also felt that there was a need to develop good promotional and marketing materials to raise the profile of the ROP.

## Key Aspects Checklist

The full key aspects checklist has been included in the appendices. This section of the accounts reports mainly on the environmental and economic impacts of the project. Whilst there has been some attempt to quantify these impacts in this first set of accounts it would be fair to say that we have collected limited information, particularly in relation to environmental impact around and this will be an area for development in future reporting periods.

## Environmental Impact

The main focus has been a Green Audit of the Hotspot facility in Peterhead as this is the main venue associated with the ROP and for which we have the scope to address environmental factors.

Factor	Positive	Areas to Improve
Paper Usage	The facility uses paper from recycled sources; scrap paper is re-used and recycled.	Join the junk mail preference scheme to reduce incoming mail.
Energy	All equipment is maintained and pipes, boiler etc are in good condition.  Energy efficient lighting is used.	Query with landlord whether it is possible to move to renewable supplier.  Turn off monitors when not in use.  Consider installing draught excluders
Office Supplies	Long life products are chosen; purchases are made from 'green' sources	
General supplies	All aspects of the checklist are being met.	
Recycling	Cans and bottles from kitchen are recycled	Develop system for better recycling of paper and ink cartridges.
Transport	Public transport information is available for users and staff and there is an awareness of scheduling activities with transport in mind.	Could develop a secure cycle storage area to encourage staff and customers to cycle more.
Health and Safety	Personal safety issues are well managed.	Consider bringing some plants into the building.
Implementation	Staff have the opportunity to raise any issues/concerns.	Develop a green office policy.

Clearly there is some awareness of good environmental practice, but it is fair to say that this is happening as a result of individual staff initiative rather than a concerted effort to operate sustainably. The findings of The Green Audit will be shared with

local staff as part of the process of developing greater awareness of environmental impact.

There is a link also in relation to the purchasing policies of The Hotspot café which are affected by the procurement protocols within the council. This has minimised the use of local suppliers with much stock bought from national wholesalers. This has resulted in marginally lower purchase costs but significantly more negative environmental impact in relation to food miles and energy use.

The Community Voices Grant Scheme has been used to fund a number of initiatives which have a positive environmental impact such as

- Crimmond Community Garden which works with volunteers and children
- Peterhead Academy ASDAN Group who are developing a cross generation skills sharing project to improve the school garden, community areas and the new community woodland in Peterhead.
- All- Weather Gardening Project - for adults with learning difficulties at Roberston Road Day Care Centre, Fraserburgh.

## Economic Impact

The process of pulling together the accounts has highlighted gaps in relation to the systematic recording of economic impact information. The effect of this has been that we have gathered the evidence of impact presented earlier in these accounts and have then used this as the evidence which shows economic impact rather than having systems in place to record this on an on-going basis.

However, even with these limitations which under-estimates the measurement of economic impact it is still reassuring to see that there is still a good case to be made on the available evidence to demonstrate the positive economic impact of the ROP.

The information has been collated from examples and case studies within these accounts, with financial proxies being sourced from the national Social Return On Investment (SROI) Project Database.

The headline figures show an overall economic impact of **£337,305**. The figures can be cross-referred to the SROI spreadsheet in the appendices. The colour code on the tables identifies where to find the figures on the spreadsheet.

1. £74,104 assumed impact of the Theatre MODO work.
2. £50,765 assumed impact of improved access to North East Credit Union
3. £37,556 assumed impact of the Hotspot on volunteers and customers.
4. £5,584 assumed impact of volunteers elsewhere in the ROP.
5. £36,250 assumed impact on local residents and the police service in relation to anti social behaviour.
6. £133,046 actual amount of grant funding levered in by Development Workers.

## Methodology

Theatre Modo Impact on Young People	Amount
Nine hard to reach young people moved into further education. The SROI data-base evidences an increase of £1,456 per year in future earnings as a result of moving from being unqualified to having a level 2 qualification. ( 9 *£1,456)	<b>£13,104</b>
10 other young people moved on to a positive destination. The SROI data-base identifies the average increase in earning between the ages of 22-23 as £5,112 annually if a young person moves from the Not in Employment or Training category to a positive destination.	<b>£51,120</b>
One young person had increased confidence which allowed them to move from temporary to permanent accommodation. The SROI database calculates savings to the public purse in this transition. The figures used are based on London and have been halved to take account of the local context.	<b>£9,880</b>
<b>Total Impact of MODO</b>	<b>£74,104</b>

Increased access to Credit Union - Peterhead	Amount
The SROI data-base cites research from Barnado's which compares the lending rate of a door step lenders of 367% as opposed to the credit union 12%. The difference on a £100 loan is therefore £367 for the doorstep lender and £12 for the credit union. (£355 is difference)	£355
£57,000 was lent in Peterhead. This equates to 570 loans of £100. The interest saving is therefore £355 * 570. Assume that quarter of loans would have been previously sourced through doorstep lenders. Therefore impact recorded is 143*£355	£50,765
<b>Total Impact of Credit Union</b>	<b>£50,765</b>

Impact on customers / volunteers in Hotspot	Amount
a) Recorded evidence of two people receiving support and moving on to paid employment. SROI data base calculates the saving in benefits and comes up with a total of £8944 per job. Therefore *2 = £17,888	a + b = £28,216
b) SROI database shows increased income of £99.30 per week in employment. Figure calculated is 12 month impact (£5164*2) = £10,328	
A total of 1104 volunteer hours were recorded. An average of £8.46 per hour has been used based on a figure in between the national minimum wage and the £10.99 per hour figure quoted on the SROI data-base.	£9,340
<b>Total impact recorded</b>	<b>£37,556</b>

Impact on other volunteers	Amount
Adult volunteers on projects such as MODO, twilight Basketball, Confidence to Cook etc contributed 660 hours. An average of £8.46 per hour has been used based on a figure in between the national minimum wage and the £10.99 per hour figure quoted on the SROI data-base.	£5,584
<b>Total impact recorded</b>	<b>£5,584</b>

Impact on reduction in anti –social behaviour	Amount
Police reported a significant reduction in anti-social behaviour as a result of the Twilight basketball Programme. The SROI data-base carries a figure of £8,240 for each ASBO served and £6,620 as the costs of following up a crime carried out by a young person on a community service order. We have used the average of the two figures (£7250) to show the potential reduction of anti social behaviour if 5 participants were diverted from anti social behaviour,	£36,250
<b>Total impact recorded</b>	<b>£36,250</b>

Grant funding levered in	Amount
Amount of grant funding secured by Development Workers.	<b>£133,046</b>
<b>Total impact recorded</b>	<b>£133,046</b>

### SROI Methodology

The impact figure has been further analysed using the principles of Social Return on Investment in a process which takes the headline figure and reduces it for

- Deadweight – What would have happened anyway without our intervention?
- Displacement – Activity or outcomes which have been displaced from another service or provider
- Attribution – Other agencies who could have contributed to the outcome.
- Drop off – A figure showing whether or not the impact lessens over time.

By using this SROI methodology we reduce the Economic Impact accordingly and end up with a figure which is called the Total Present Value.

SROI Analysis	Economic Impact	Total Present Value
Theatre MODO	£74,104	<b>£47,655</b>
Credit Union access	£50,587	<b>£39,064</b>
Hotspot customers/volunteers	£37,556	<b>£20,731</b>
Other Volunteers	£5,584	<b>£4,297</b>
Anti-Social behaviour savings	£36,250	<b>£31,080</b>
Funding leverage	£133,046	<b>£96,991</b>
<b>Total impact recorded</b>	<b>£335,637</b>	<b>£239,818</b>

- Using SROI methods we reduce the economic impact for deadweight etc and the original impact figure becomes the Total Present Value figure of £239,818.
- The Net Present Value is calculated by subtracting the inputs of £97,193 from the Total Present Value of £239,818 and is left with a figure of £142,624.
- The SROI ratio is calculated by dividing the Net Present Value by the original cash investment.
- The final SROI Calculation is therefore 1.47 times the original input so the ratio is rounded up to 1.5.

Description	
a) Total Present Value (TPV)	£239,818
b) Original input investment	£97,193
c) Net Present Value = (239,818 - 97,193)	£142,624
Social Return on Investment = (142,624 / 97,193)	1.47
SROI Ratio	1 : 1.5

A copy of the SROI calculation and assumptions is included in the appendices.

## Sensitivity analysis

These first set of accounts have not systematically tried to record all economic impact and has not attempted to carry out a full SROI. What we have done is

- Try to put an economic impact on verifiable information of outcomes evidenced in these accounts
- Focused on the 'harder' end type of outcomes relating to financial outcomes such as credit union loans paid out; people moving into employment or training, actual money levered in for community activities.

In doing this we have missed out on many of the softer impacts for volunteers and community activists who have been involved in the full range of activities which have happened across the ROP.

By taking one of these examples and showing how including it would change the SROI ratio we are demonstrating how the SROI ratio could arguably be much higher than shown previously.

The process of SROI is about identifying change and working with stakeholders to identify what the change has been and to then put a financial proxy on it. We had clear evidence from the evaluations of the Theatre MODO work with traditionally hard to reach young people that the process had been very positive with a wide range of different outcomes met.

If we had gone through the SROI process with young people who had been involved in the Theatre MODO workshop we could have used a financial proxy which would have allowed us to assign a financial amount to the 86% of participants who identified a positive change as a result of taking part.

The SROI project database has a proxy for increased confidence which is set at £1,195 per person to access confidence building training. So for the MODO even this would be

<b>Sensitivity analysis – MODO participants</b>	<b>Amount</b>
86% of young people stating a positive outcome.	430
SROI proxy to 'buy' the outcome of increased confidence per person	£1195
Total additional potential impact recorded 430 *£1195	£513,850
<b>Reduce by 50% for deadweight, attribution, displacement and drop-off</b>	<b>£256,925</b>

<b>SROI Analysis</b>	<b>Original</b>	<b>MODO +</b>
a) Total recorded	£239,818	<b>£496,743</b>
b) Total minus inputs ( the same £97,193 of inputs as before)	£142,624	<b>£399,550</b>
<b>SROI ratio (b/97,193)</b>	<b>1 : 1.5</b>	<b>1 : 4.1</b>

It is clear that the SROI type calculation could have varied significantly depending on the proxies used and the assumptions being made. The ratios could have gone up or down depending on which outcomes were included and there would be a case to be made that we have under-estimated the inputs which could also have brought the ratio down.

However, even with these caveats it would be reasonable to state that there has been a positive economic impact as a result of the work of the Reaching Out Project. The outcomes included in these accounts touch on changes made for individuals within activities which have wider community benefits. The economic impact figures should be seen as indicative rather than concrete.

We have attempted to capture the outcomes which can be measured and are clearly 'economic' – money saved in loan interest; increased earning potential; increased earning projections and money levered in to the community etc and have focused less on the social impacts of increased confidence and community spirit which are in many ways the more important factors for the ROP.

It is difficult to track longer term changes, particularly in relation to the sustained nature of change. Future audits will attempt to capture this information more systematically to give a longer term view on these 'hard' economic impacts as well as trying to better capture the social impacts on individuals and the wider community.

#### Comments and Action Points from Key Aspects Checklist

12. There is a need to take action in response to the findings of the green audit and to raise awareness about environmental impact within the ROP.
13. The ROP should continue to gather information to demonstrate economic impact. Key areas which have not been included in these accounts include the economic and social impact of the International Association, The Community Voices Grant Programme and the impacts on volunteers
14. To more systematically use evaluation information collected by the project to demonstrate economic impacts.

## Compliance and Staff Feedback

The Reaching Out Project has a range of partners involved, although key responsibilities lie with partners who manage staff, namely Aberdeenshire Council and Bridge CVS.

As a large employer Aberdeenshire Council has a comprehensive range of policies which cover all aspects of employment and which are available on the council Arcadia intranet site. Policies are in place regarding areas such as

- Pay and Conditions
- Union recognition
- Training and development
- Employee Annual Review Process
- Equality and Diversity
- Health and Safety
- Information and data security

These policies are housed on the council intranet system and can be made available on request.

## Community Planning

The Council and its Community Planning partners, including Bridge CVS, are signed up to the principles of the Community Planning Partnership, namely

- **Inclusion** – we will ensure that our actions improve all Aberdeenshire citizens' ability to access our services and will take account of all factors that create a barrier to this. We will encourage equal opportunities and will observe any national requirements on these.
- **Accountability** – we will make ourselves answerable to the communities and people of Aberdeenshire and keep them informed of, and seek their views on, what we are doing.
- **Partnership** – we will work together with our partners and the people of Aberdeenshire to achieve our vision and will encourage communities to recognise their important role in sharing in community planning work.
- **Evidence-based** – we will ensure that our actions are based on clear evidence and information and are derived from what the community wants.
- **Sustainability** – we will work to ensure that our actions are sustainable and meet the needs of the current generation of Aberdeenshire's people without compromising the ability of future generations to meet their own needs.
- **Efficiency** – we will aim to be as efficient as possible with resources and use them to provide as effective services as possible.

## Staff Feedback- Compliance

The staff team employed directly on the Reaching Out Project were given the opportunity to feedback on their general employment conditions and working environment. Feedback was received from five out of the seven staff directly employed who were able to complete the survey. There was a technical problem with some information not being recorded as staff had completed the survey from the same computer which meant that only the last version inputted from that PC was recorded.

However there were some consistent themes from all respondents.

- All staff reported finding their jobs interesting with a good understanding of what is expected of them.
- All felt that their well –being was taken seriously and that they were part of a supportive team. One respondent felt that there was not always enough support from the wider partnership however.
- People were generally happy with the working environment and that they were not normally stressed as a result of work related pressures.
- Staff felt that communication across the ROP was good and that they were able to influence decision making.
- Staff did report receiving regular support although one reported not actually receiving formal supervision or appraisal.
- In general the staff felt that the ROP was delivering activities which helped to meet the stated objectives.
- There was agreement with the view expressed elsewhere in these accounts that progress had been made to get the users of the Hotspot more involved in the project, but that this needed further development.

## Summary of Comments and Action Points

### Comments and Action Points from Objective One

1. Partnership working does seem to be working well in the ROP. Further feedback on delivery structures and mechanisms are picked up later in relation to Objective Three.
2. Charging structure at the Hotspot were reviewed and reduced in light of concerns from some community groups about the cost of lets.
3. One comment was recorded from a user about racist language being used, although this would appear to have been an isolated incident. The Hotspot will continue to promote itself as a welcoming venue for all in the community and as a place for integration and inter-action.

### Comments and Action Points from Objective Two

4. The ROP works with a wide range of volunteers. Volunteer support and development has been done alongside other activities, and some staff feel that this is an area for future development which would benefit from someone being employed purely to support and develop volunteers.
5. Large scale arts based projects like Theatre MODO required extensive amounts of staff time to lever in funding and to support the delivery. However, there is clear evidence that these inputs led to successful outcomes for many young people and contribute to wider community regeneration. The ROP will continue to work with MODO to deliver projects and develop a sustainable model for the future.
6. Good capacity building work has been done to move the International Association from a group of service users to an independent group in their own right. Support should be given to help them develop their activities beyond their current period of funding.

### Comments and Action Points from Objective Three

7. Continue to develop the Friends of the Hotspot Group to increase community control and ownership of the facility.
8. Continue to support two local operational groups each with their own geographic specific Development Workers.
9. Continue to deliver the project with Development Workers employed through Bridge CVS.
10. Produce a document which clarifies the role of the Strategy Group and the local operational groups and the membership criteria and purpose for both
11. There is a clear link between funding for Community Voices contributing to wider project outcomes. This should continue as long as funding for the scheme remains in place.
12. There were a number of suggestions around having staff visibly based within the communities. At present staff work out of the Bridge office in Mintlaw, but some stakeholders identified a wish for them to be located locally and more accountable to the local operational groups. The Strategic

Group will look at the options to increase the presence and accessibility of Development Workers in partnership with key local organisations and partners.

13. Some partners also felt that there was a need to develop good promotional and marketing materials to raise the profile of the ROP.

### Comments and Action Points from Key Aspects Checklist

14. There is a need to take action in response to the findings of the green audit and to raise awareness about environmental impact within the ROP.
15. The ROP should continue to gather information to demonstrate economic impact. Key areas which have not been included in these accounts include the economic and social impact of the International Association, The Community Voices Grant Programme and the impact on volunteers.
16. To more systematically use evaluation information collected by the project to demonstrate economic impacts.

## Dissemination of Accounts

A full copy of these accounts will be made available to the members of the

- Strategy Group
- Local Operational Group
- Tackling Poverty and Inequalities Group

We will make it available on the Reaching out Project Facebook page and via the Community Planning website.

An abridged version, written in plain English will be produced and widely distributed to stakeholders, in particular local groups.