



Community Works Banff &  
**COMMUNITYWORKS**  
Macduff

A Neighbourhood approach to addressing inequalities

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Martin Robertson – CLD Worker

# What is Community Works?

- A Community Development project to help improve living experience and working experience in the area
- Encompassing access to services, self help, support services, childcare, access – the list goes on
- The whole project is designed to encourage and use a whole community approach – involving everyone
- A TP&I funded project

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# Project focus

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- Community engagement
  - Tackling Poverty & Inequalities
  - Income maximisation – awareness raising, cost of the school day etc.
  - Professional learning / CPD
  - Action research
  - Funding / mini public process
  - Service support & development

# Community Engagement – key to success

- Neighbourhood work needs to be community led & community facilitated – professionally supported
- Social capital building
- Engaging on communities terms, in safe spaces
- Engaging with existing community groups – both offering & Seeking support
- Bottom up approach

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# Income Maximisation



Cost of the school day – awareness raising of eligibility for free schools' meals



Blanket awareness raising – avoiding stigmatising



Engagement in both Primary Schools and the local Academy



10% INCREASE in FSM uptake after out direct engagement



Targeted appeals around benefits & entitlement



Parent ambassadors – raising awareness at a peer level

# Professional learning

- Seminars on welfare & benefit offerings
- Face to face learning & networking events for practitioners
- Online promotion of services
- 80% of practitioners identified new services they were unaware of prior to our events
- 90% of practitioners identified opportunities for clients they were unaware of

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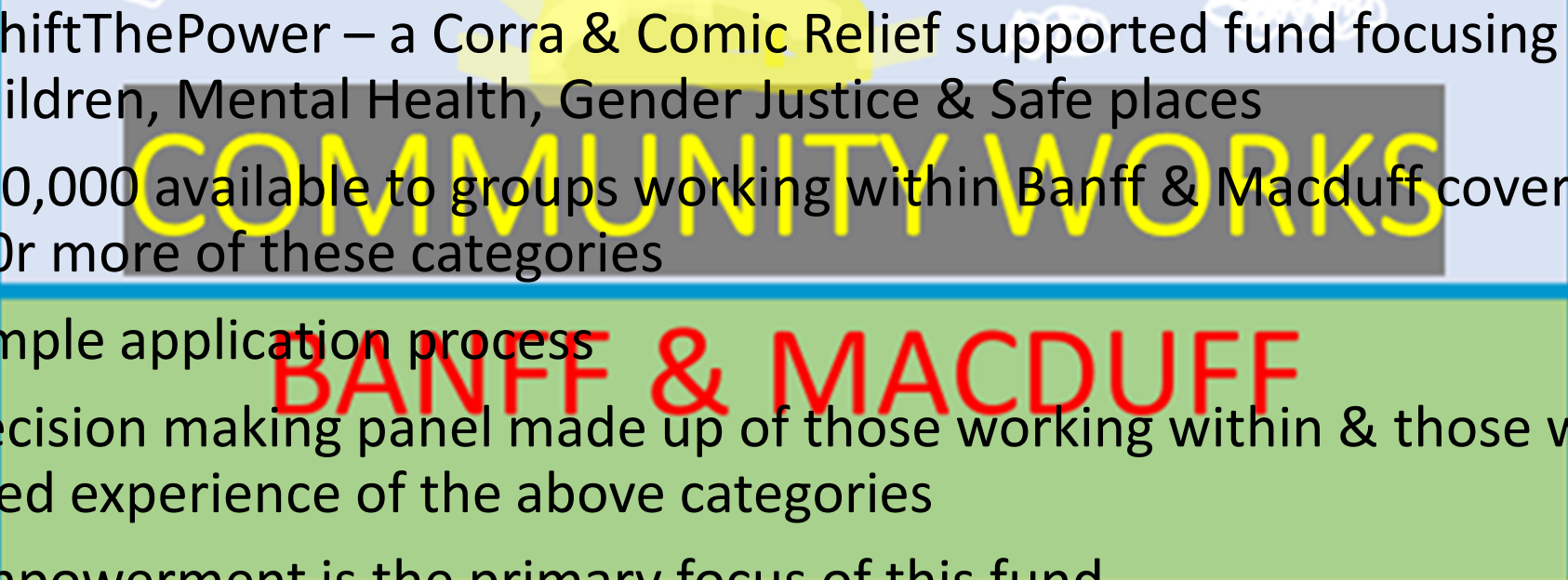
# Action research – childcare

- Childcare access identified as local issue in local area
- Focus group of Parents & carers established
- Survey developed BY focus group & distributed across peer networks
- Over 115 parents engaged, in total, with stage 1 of this survey
- Stage 2 will look at what needs to happen – with a second focus group
- Findings will be fed back across teams within the Council & other stakeholders
- All research is parent led.

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# Funding

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- #ShiftThePower – a Corra & Comic Relief supported fund focusing on Children, Mental Health, Gender Justice & Safe places
  - £20,000 available to groups working within Banff & Macduff covering 1 Or more of these categories
  - Simple application process
  - Decision making panel made up of those working within & those with lived experience of the above categories
  - Empowerment is the primary focus of this fund



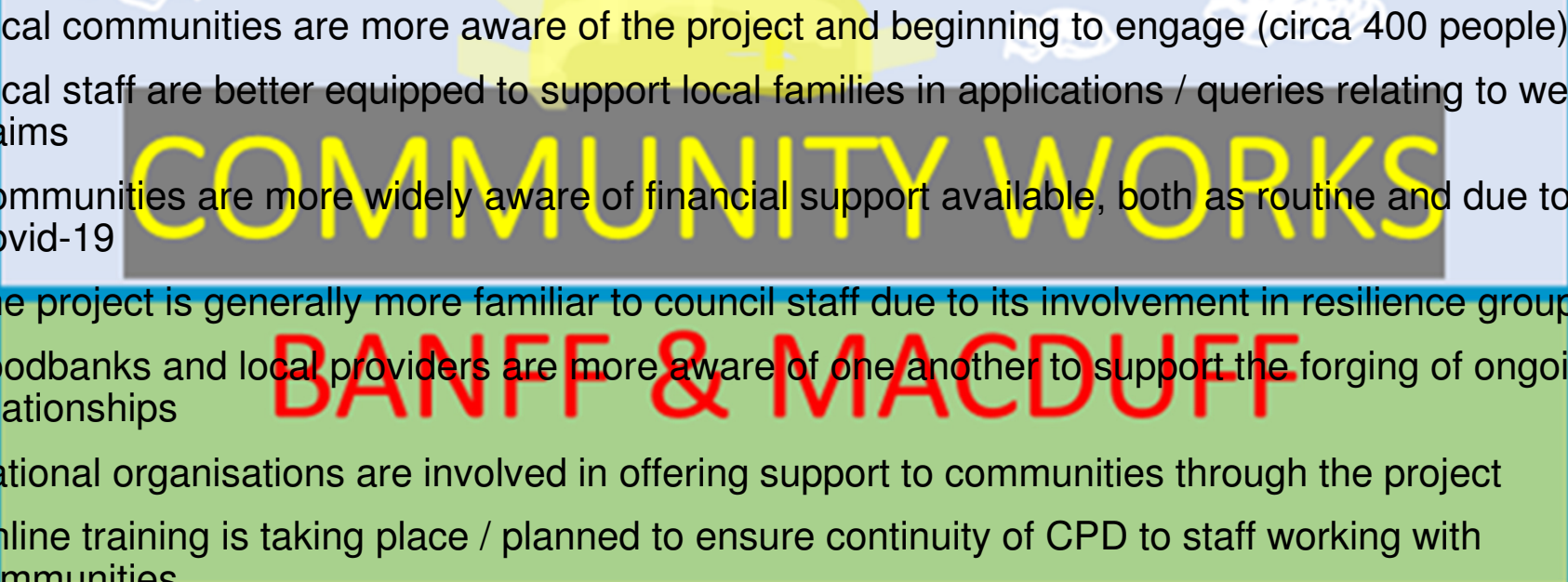
# What else happens?

- Service development & support
- Group development & support
- Networking
- Links with local LLCP's, GIRFEC groups, Community Planning & TP&I meetings
- Strengthening partnership working across sectors
- Working towards giving local people a voice
- Access to food – Daniels Place

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# Outcomes

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- Local communities are more aware of the project and beginning to engage (circa 400 people)
  - Local staff are better equipped to support local families in applications / queries relating to welfare claims
  - Communities are more widely aware of financial support available, both as routine and due to Covid-19
  - The project is generally more familiar to council staff due to its involvement in resilience groups
  - Foodbanks and local providers are more aware of one another to support the forging of ongoing relationships
  - National organisations are involved in offering support to communities through the project
  - Online training is taking place / planned to ensure continuity of CPD to staff working with communities

# Future work

- Community champions
- Stage 2 of action research – impact of Covid-19
- Stage 2 of #STP
- Visioning exercise across Banff & Macduff with SEA
- Income maximisation work
- Ongoing CPD
- Living wage / employment conditions
- Signposting project



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Questions?

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