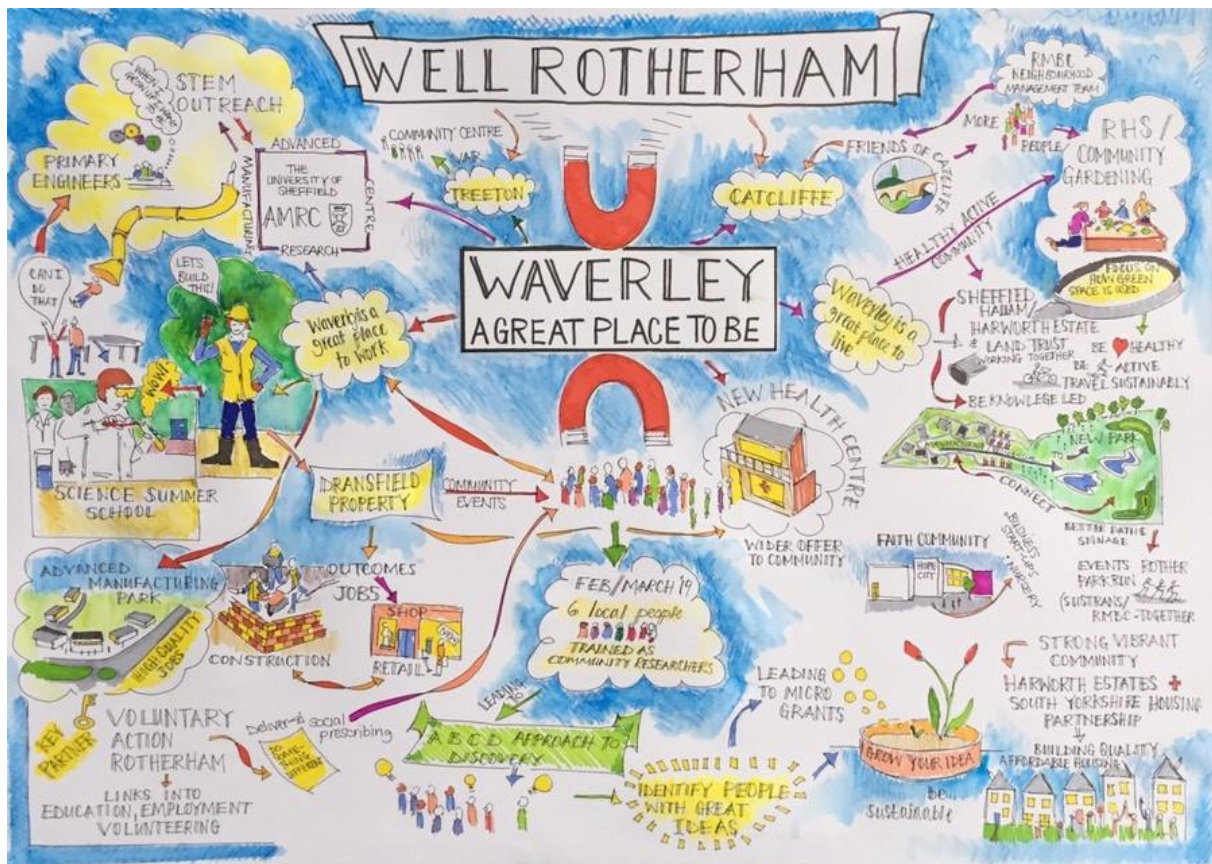


Well Rotherham



Annual Report – Year Two

June 2020

Author: Kris Mackay, Programme Manager

Programme Overview

Well Rotherham is an ambitious and innovative public health project aiming to improve health outcomes for communities. Funded for three years, the programme is one of ten pathfinders across the North of England. The Well North methodology is that of a movement that connects local people, health experts, public services, businesses, voluntary and community groups who're all eager to make a difference.

The Rotherham programme is based in Waverley and is working to maximise the opportunities available through the world class Advanced Manufacturing Park, the new community forming around the new residential community, the local centre development and the 300 acres of urban nature park to benefit the local and wider Rotherham community. Hosted by South Yorkshire Housing Association, the programme is instigating community led initiatives which have a positive and sustainable impact on Waverley and the surrounding areas.

Deliverables

- A three year programme of strengths and asset based projects in Rotherham

Outcomes

- Pathfinder progress
- Implementation of innovation in the region
- Areas of success
- Areas of learning

Active Projects

Active Projects	
A great place to live	Great Ideas Grants
	Community Garden in Waverley
	Active Catcliffe
	Community Café in Treeton
A great place to work	North Star Programme
	Social value Accelerator / Social Enterprise Support
An active community	Waverley to Rother Valley Trail
	Mountain Bike Trail at Waverley

Key achievements in Year 2

- Programme Plan finalised and confirmed until March 2021
- Partnerships and networks established and mobilised
- Delivery capacity increased through employment of local residents
- Well Rotherham selected as a case study for the Local Government Association update of A Glass Half Full 10 years on report.

Opportunities / What next?

- Continue to deliver programme activity plan
- Develop a mechanism to capture and share project learning
- Deliver project impact report
- Confirm and implement Well Rotherham legacy strategy

Strategic theme one - A great place to live



Great Ideas Grants

Deliverables

- Identify community partners in the three neighbourhoods
- Host a series of community engagement events
- Deliver a programme of community grants supporting individuals with great ideas to improve their community
- Deliver a bespoke training package to support grants applications
- Project impact evaluation

Outcomes

- A better physical environment
- More child friendly spaces
- Getting people to move more
- Helping people to travel in a safe and environmentally friendly way
- Helping people connect to others in their community
- More intergenerational spaces

Great Ideas grant overview

	Number of grants approved	Number of projects in progress	Number of projects completed	WR £	Match £
<i>Project Lifetime</i>	12	10	2	£57,200	£24,100

Key achievements in Year 2

- Project PATH developed
- Monthly community meetings established to facilitate regular engagement
- Annual Community Conversation delivered
- Supported two new community groups to form and supporting them on their journey to becoming constituted
- Seven Great Ideas projects established ranging from £200 - £1,500
- Five larger locality projects scoped and agreed

Grant overview

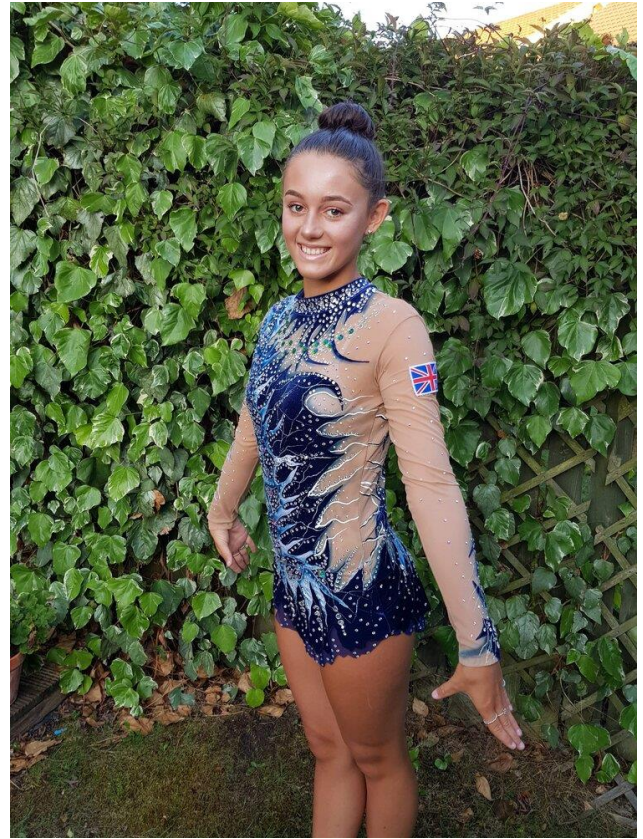
Small Grants		
Project	Overview	£
Catcliffe Bowling Green	Planting to improve the outdoor bowling green in Catcliffe being restored by a member of the community	£601
Little Free Library	Community book swap and library box on the site at Waverley. Led by Waverley Book Club	£350
Plants are awesome - Treeton Youth Club	Kids at Treeton Youth club requested a grant to put in two raised beds to form a gardening group	£300
Catcliffe Pamper day	Chic and Sweet Beauty in Treeton grant to run a pamper day for women in Catcliffe. Grant funded the products and Clare gave her time for free	£252
Recycling Bank at Waverley	Project to install recycling bins and associated education programme at Waverley for items not collected by RMBC	£900
Caitlyn Hawley	Caitlyn is a local gymnast who had the opportunity to represent Team GB in Mexico. Grant to support the trip on the condition that she came to Treeton Youth Club to tell her story	£200
Catcliffe indoor bowls	Volunteer led club requested a new mat which will allow them to welcome new members and they will hold a community day to raise the club profile	£1,328

Case Study

In 2019 Well Rotherham was put in touch with Claire Hawley from Treeton. She was fundraising £2,000 to enable her daughter to travel to Mexico to represent Team GB at the Youth Olympics. Well Rotherham agreed to offer a grant of £200 on the basis that she came along to Treeton Youth club after her trip to share her story with the young people (she used to attend this group).

Caitlyn attended the youth club on her return to share her inspirational story (she won 3 golds!). From the connections made at the centre, she has now agreed to become a regular volunteer at a gymnastics club at a school in Aston run by Simon who leads the Youth Club.

This is a lovely example of how an asset based approach can be used as a leveraging tool to fostering informal connections between individuals leading to stronger and more connected communities.



Locality projects

To drive forward delivery in the community Well Rotherham has agreed to support three distinct projects which have come out of the community conversations we have held. All will be community led and employ local people as leaders.

Project	Overview	£	Match
Grow Catcliffe	New community group established from monthly community conversation events. Developing various plans for planting, growing and improving the green spaces around the village	£2k	
Allotment Group	Catcliffe Allotment group requested funds to buy a shipping container unit as a base for starting community activity and some communal items such as a strimmer and rotivator to enable them to make new plots more attractive in the hope of welcoming new members	£3k	-

TimeBuilders in Treeton	Partnership with Treeton Community Centre, TimeBuilders and Well Rotherham. Project to grow volunteering in the village, create a community café and toddler group. Also generating other activity at the community centre	£11k	
Waverley Community Garden	Working with Harworth and the Waverley Buds gardening to design a community garden with community members and establish a community gardening group	£2,3k	£2,3k
Waverley Community Space	Partnership with Waverley Community Council, Waverley Buds and Harworth to develop a community space at Waverley	£30k	£20k

Opportunities / What next?

- Deliver active community projects
- Evaluate effectiveness and impact
- Support community growing projects across the three communities
- Develop Project legacy

Strategic theme two - A great place to work



Deliverables

- Seek to ensure the opportunities from the Advanced Manufacturing Park are realised by local communities
- Support the growth of social enterprises in Rotherham

Outcomes

- Create an exciting future narrative for Rotherham which builds civic pride in the region
- Promote and celebrate innovation across the region
- Connect our young people and their families to aspirational and inspirational people and places
- Highlight the great opportunities in Rotherham for careers across the STEAM spectrum
- Join the dots – develop collaborative partnerships between the people, the public sector and the businesses in the region
- Create local employment opportunities

Key achievements in Year 2

- Secured partnerships and funding to deliver the North Star programme
- Developed the delivery model for the North Star programme
- Agreed the project to deliver the first ever social connectivity Y-Accelerator in partnership with Rotherham Investment and Development Office.
- Engaged local businesses to deliver aspects of the Well Rotherham Programme feeding over £50k of the project budget into the local economy.
- Created part time work for local residents

North Star Programme

‘Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it.” Sir Henry Royce

Realising the ambitious vision for Sheffield City Region – home of world class manufacturing

The North Star programme promotes and applauds innovation and opportunity in the Sheffield City Region to inspire the next generation to consider careers in STEAM subjects. We back a vision for the UK to become the best place in the world to practice Science, Technology, Engineering, Arts and Maths.

South Yorkshire has a proud industrial heritage built from the power of steam. Inventions and improvement in manufacturing processes in the region played a key role in the industrial revolution which transformed the world.

In 2020, we are once again the home of world class manufacturing. The Advanced Manufacturing Park in Rotherham developed by Harworth and the wider South Yorkshire Innovation District is leading the way. It is THE place in the UK for people to connect, co-locate, collaborate and innovate; attracting business and investment from all over the world. It is home to world-class brands including Boeing, McLaren Automotive, Rolls-Royce, UK AEA, Arconic, Tata specialist steels, Toshiba and Forgemasters.

Where did the North Star Science School come from?

Led by the Well Rotherham programme, we are an ambitious cross-sector partnership of local industry, education and community organisations. Our year round activity programme will culminate in the North Star event in the Rother Valley on 1 December 2020 delivered in partnership with Professor Brian Cox and Lord Andrew Mawson's celebrated Science Summer School.

We believe that inspired communities can chart their own path to health, wealth and happiness. We see that beneath the regional vision for excellence sit the inspirational stories, endeavour and aspiration of thousands of people; like stars forming a galaxy.



North Star Event

“Remember to look up at the stars and not down at your feet. Try to make sense of what you see and wonder about what makes the Universe exist. Be curious.” – Stephen Hawking

A day of inspiration and wonder to celebrate the best of Science, Technology, Engineering, arts and Maths (STEAM). 400 selected young people from across Rotherham and Sheffield will come together to meet leaders from multiple fields of science to have their ambitions ignited.

We want to connect our young people to inspirational people and places which will spark their imaginations and help them see the great opportunities in STEAM in the UK.

Led by Professor Brian Cox, students from year eight and nine will experience a world class day receiving talks for pioneering scientists and engineers and getting immersed in interactive workshops and activities.

We're so excited to host our first ever event at the newly opened Gulliver's Valley theme park in Rotherham. Such a fun and creative venue is sure to get our young minds buzzing.

After the fun of the daytime is over we will move over to the AMRC training centre at the Advanced Manufacturing Park to enjoy a VIP evening with Professor Brian Cox where he will further the conversation with our partners to consider all the exciting opportunities available for exciting careers in Science, Technology, Engineering, Arts and Maths.

Project Outcomes

We brought our project Stakeholders together in September 2019 to develop and agree the outcomes for the programme. There was huge enthusiasm in the room for working collaboratively to ensure that we deliver an exceptional programme. The agreed outcomes are set out below:

- Create an exciting future narrative for Rotherham which builds civic pride in the region
- Promote and celebrate innovation across the region
- Connect our young people and their families to aspirational and inspirational people and places
- Highlight the great opportunities in Rotherham for careers across the STEAM spectrum
- Increase the number of students considering a career in STEAM subjects
- Join the dots – develop collaborative partnerships between the people, the public sector and the businesses in the region

Key achievements in year two

- 23 Rotherham students taken to London to experience the Science Summer School
- Partnerships established between schools and business partners
- Match funding secured

- Outcomes and 2020 deliverables agreed

Opportunities / What next?

- Deliver year round engagement programme
- Deliver People's Picture digital engagement project
- Deliver the North Star event on 1 December 2020
- Work with local partners to establish and deliver legacy plan

Social Value Accelerator

A strong aspect of the Well North methodology is to encourage and support social enterprises as a way of strengthening communities and improving public health. To foster this, we are launching what could be the world's first social connectivity accelerator. We are framing the programme around the innovation challenge of social connectivity as it is increasingly recognised as key to the health and mental well-being of people young and old. Covid-19 has exasperated social connectivity issues through social distancing.

To support this ambition, we have made £45,000 available to deliver the accelerator in partnership with Rotherham Investment and Development Office (RIDO), Rotherham Metropolitan Borough Council, Co:Create, The Social Enterprise Exchange and the School for Social Entrepreneurs.

The accelerator will host 10 candidates who have a new or early stage socially driven business idea that is related to the challenge. They will receive 3 months' intensive business development support. The programme is built around modern business modelling techniques, with access to expert advice, mentors, specialist workshops, market research and tailored one-to-one support. The accelerator will be delivered by Rotherham Investment and Development office, who have vast experience in delivering accelerators, including the annual Y-Accelerator.

The programme concludes with a pitch event providing a unique opportunity for the candidates to present their business model for a chance to be awarded a £10k grant to kick-start their socially minded business in Rotherham.

Deliverables

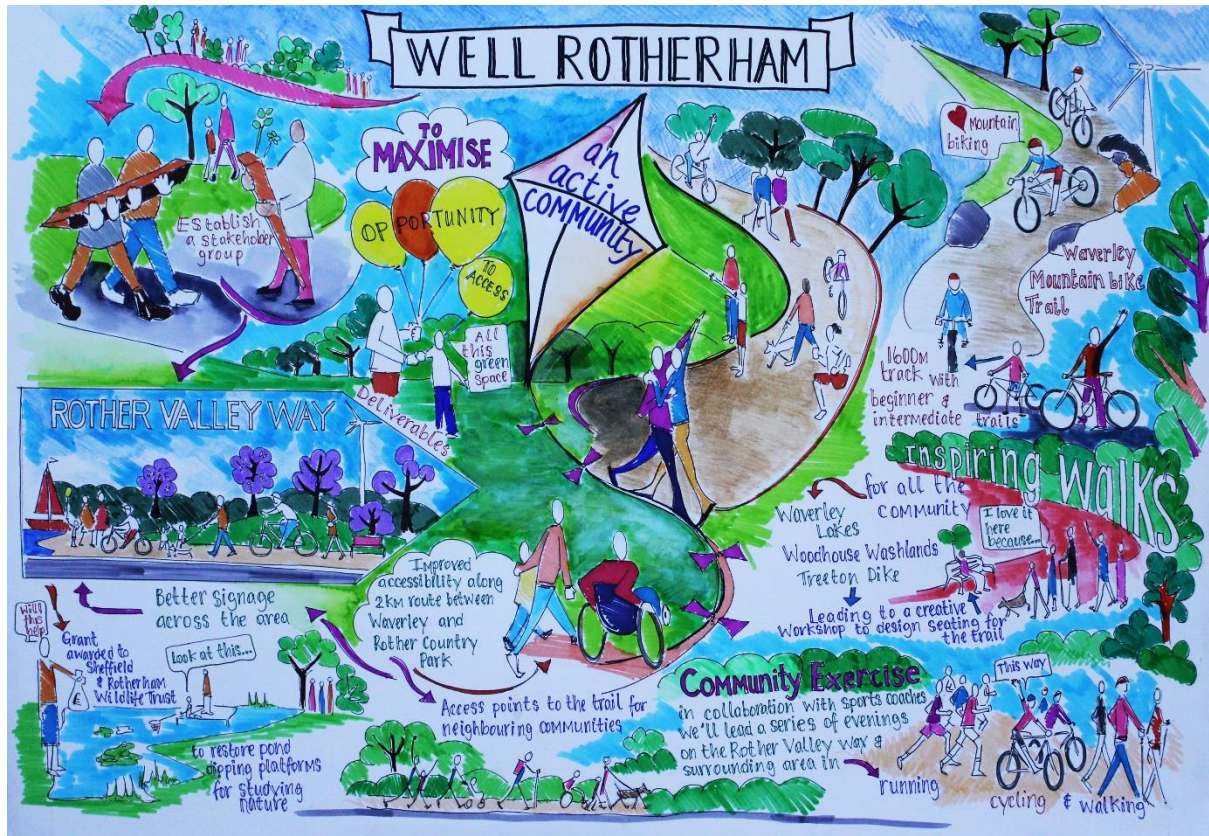
Outcomes

1. Run an accelerator programme to support 10 early stage businesses in their development	1. 10 early stage socially orientated businesses complete the accelerator course, potentially creating sustainable, socially minded employers in Rotherham.
2. Develop innovative ideas to improve social connectivity in the Rotherham area	2. The most promising business will receive a £10k grant to kick-start their progress.
3. Provide a £10k grant to kick-start the best ideas for increasing social connectivity in Rotherham	

Next steps

- Select candidates and deliver the accelerator, concluding with pitch event in Winter 2021
- Evaluate effectiveness and impact of whether enough social and economic value has been created to warrant hosting a similar accelerator again

Strategic theme three – An active community



Deliverables

1. Establish a stakeholder group to maximise the opportunities to access the green space in the local area
2. Improved accessibility along the 2 km route between Waverley and Rother Valley Country park
3. Feasibility study for introducing a beginner MTB track at Waverley
4. Submission of bid to Places to Ride to secure funding to implement works
5. Procurement of a programme of wellbeing activities and events to improve usage along the trail

Outcomes

- Improving the route
- Making the route more accessible
- Increasing use of the route
- Better connections between partners along the Rother Valley

Key achievements in Year 2

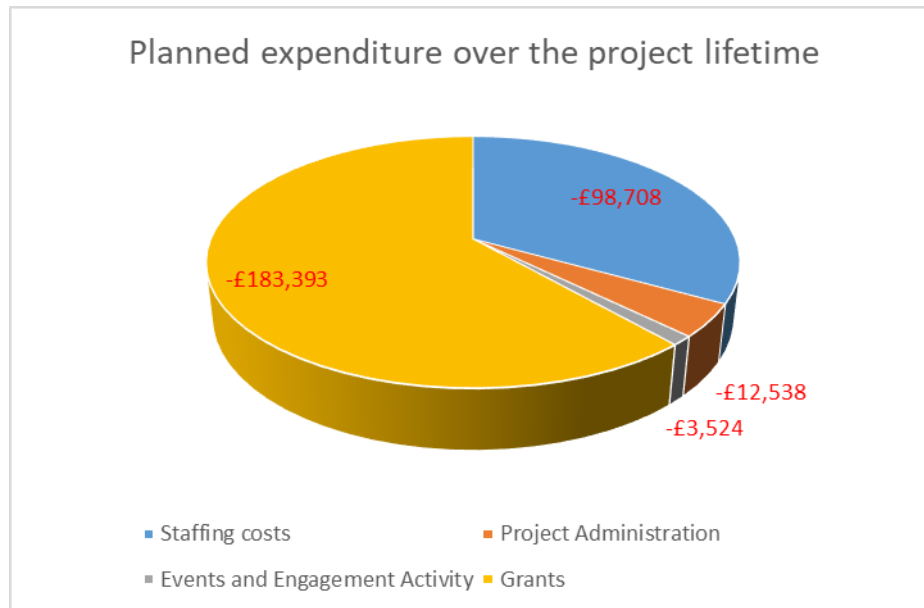
- Route improvements have been made by RMBC
- Trail signs agreed and purchased
- Agreed partnership with local mountain bike group Rother Valley Riders to develop project to build and maintain mountain bike track at Waverley
- Feasibility study for Mountain bike track completed and successful Stage 1 bid to British Cycling Places to Ride fund.
- Grant awarded to Sheffield and Rotherham Wildlife trust to restore pond dipping platform and host public engagement activities
- Commissioned local Artist Sarah Jane Palmer to develop a programme of community engagements to support the development of resources and activities to increase access to the green space
- Well Rotherham included in the Activities in the Rother Valley Strategic Partnership led by Sheffield and Rotherham Wildlife Trust. This is being delivered as part of the Cultural Strategy for Rotherham

Opportunities / What next?

- Trail signage to be installed and Rother Valley Way to be launched in Summer 2020
- Submit Stage 2 Mountain bike track bid in July 2020.
- If successful, complete track build and launch in Winter 2020 / Spring 2021
- Artist Sarah Jane Palmer to deliver a programme of community engagements to support the development of resources and activities to increase access to the green space
- Well Rotherham to join the Activities in Rother Valley group being delivered as part of the Cultural Strategy for Rotherham
- Support Sheffield Hallam in the Innovate UK bid in partnership with Harworth

4. Finance

The graph below sets out our planned expenditure over the project lifetime



The project has maintained a very lean delivery model. By keeping administration costs minimal, we have been able to invest almost two thirds of the project costs directly into communities. We have increased the planned spend on staff costs from the outset of the project. This has been in response to need to drive the ambitious programme of activity which has materialised. From a social value perspective, we have actively sought to employ local businesses and people to deliver the all aspects of the programme to ensure we maximise the benefit to the local economy.

Grant allocation

Current grant allocation is planned as followed:

Strategic Theme	Allocation	Match funding target	Match funding secured	% of target achieved
<i>A great place to live</i>	£56,000	£0	£24,000	-
<i>A great place to work</i>	£59,000	£60,000	£135,000	225%
<i>An active community</i>	£70,000	£70,000	£0	0%
Total	£170,000	£130,000	£159,000	£122%

We are delighted to have succeeded in our match funding targets. If successful, the Placed to Ride bid for the Mountain Bike route at Waverley will achieve an additional £50k in match.

If you would like any further information please contact Kris Mackay, Programme Manager via email at k.mackay@syha.co.uk or by phone on 07493 86 80 57.