

Action 1: Develop a structured volunteer programme that includes local employers			
Lead co-ordinator:  WCAVA	Potential partners: <ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• C&amp;W Growth Hub</li> <li>• Federation of small businesses</li> </ul>	Timescale:  End of April 2017 initial examples in place. End of Nov 2017 examples publicised through OROF	Potential / desired outcomes:  Key examples of employers supporting local community established. These are used to influence and motivate other employers to undertake similar activities. This generates an appetite to create an that additional category in the Pride of Rugby Awards.
Latest update	<p>Already engaged with BT, Network Rail Plan in place for</p> <ul style="list-style-type: none"> <li>• Research and develop sound examples of larger local employers giving their time/resource</li> <li>• Identify potential businesses using suggested partners (above)</li> <li>• Plan and execute joint approach and promotion</li> <li>• Launch event – Tie in with OROF in November to promote the range of activities and plan to influence Pride of Rugby 2018 to have a category for ‘Business supporting the community’.</li> </ul>		
Actual outcomes achieved	<p>Relationships and ESV activities to date</p> <p>We have developed relationships with two large employers to help create a foundation for the strategy and have begun with BT and National Grid:</p> <p><b>BT</b> Simon Slater is part of BT Supply Chain, based in Magna Park. The BT team has a strong ethos around supporting the local community and after having attended the Pride of Rugby Awards, Simon was keen to find out more about team volunteering opportunities in Rugby Borough. He has had an initial meeting with the Bradby Club to find out what their needs are. Simon is meeting Kate Morrison (Director of Volunteering) and Carol Kavanagh (Volunteering Coordinator) on 24th July to find out more about voluntary and community groups in Rugby and to identify if there are other suitable projects that the team can be involved with. Skilled volunteering will be an important part of that discussion.</p> <p><b>September update:</b> BT have been very enthusiastic about undertaking a team volunteering exercise and have selected Hill St Youth Club as their beneficiary. The exercise will be documented, photographed and publicised through our regular ‘WCAVA Inform’ column in the local paper as a mechanism to encourage other local employers to join our register of businesses keen to support local charities and groups.</p> <p><b>National Grid</b> WCAVA were invited into National Grid to meet with team manager Tina Summers, and Officer Bhupinder Purba. The team, amounting to around 20 staff, were keen to have an ‘away day’ where they were out of the office, doing something worthwhile as a team that would help build the team spirit and give them a sense of purpose. We spoke to them about a range of local projects that would appreciate their support. In the end they chose to contact Garden Organic in Ryton.</p> <p>The upshot was 20 employees from National Grid spending a day at Garden Organic on 16th March this year helping with the monumental task of digging the borders. Bhupinder Purba of National Grid who helped organise the day said ‘It was fantastic. We all enjoyed the work, which was very different to our day jobs in the office’. <i>The team at National Grid really got stuck in and made a massive difference to the border areas which are now ready for planting. They are keen to go back out later in the year to do another day.</i></p> <p>Debi Maltby, HR Officer at Garden Organic was very happy with the efforts and achievements of the team. <i>‘The day went well. The team worked hard and seemed to enjoy it. They must have done, as they want to come back! We have benefited enormously from their work.’</i></p> <p>Tina was also personally interested in doing some on-going volunteering. We spoke to her about registering on Volunteer Connect with a profile and she was matched to a number of opportunities. As a result she is now regularly volunteering for Warwickshire County Councils, Integrated Disability Service, supporting a local family.</p> <p><b>TSB</b> The local branch of TSB has been supported to identify a local community group that it has actively fundraised for. TSB contacted WCAVA seeking to support the local community and wanted their efforts to support young people. We guided them towards local groups who matched their criteria and ultimately they chose to support Hill Street Youth Club raising £655 in the year. <a href="http://www.rugbyadvertiser.co.uk/news/rugby-tsb-fundraising-efforts-help-a-good-cause-1-7397920">http://www.rugbyadvertiser.co.uk/news/rugby-tsb-fundraising-efforts-help-a-good-cause-1-7397920</a></p> <p><b>September Update:</b> Following our success with TSB we have a meeting set up for the 18th September with Barclays Bank to explore ways in which they can support local groups and charities. We have also made</p>		

	<p>contact with Santander who are keen to work with us across Rugby and South Warwickshire.</p> <p><b>Chamber of Commerce:</b> Through attending the local Chamber of Commerce breakfast and using this event to highlight the opportunities that exist for local smaller employers to engage in employer supported volunteering we are planning to adopt elements of the toolkit developed by fellow NCVO member 'Involve Swindon' as a mechanism to help employers lan their volunteering support and populate our register of team challenges and micro-volunteering events.</p> <p>Note appetite for small business start-up grants from Credit Union.</p> <p>September update - RAG rating GREEN</p>
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**Action 2: Strategically align support to sustain activities of job clubs**

Lead co-ordinator:	Potential partners:	Timescale:	Potential / desired outcomes:
RBC	<ul style="list-style-type: none"> <li>• DWP</li> <li>• Community Associations</li> <li>• Chamber of Commerce</li> <li>• Cemex</li> </ul>	September 2017 with a review date of November 2018	

Latest update	<p>From Martin Green:</p> <p>The BPC Work Club and the Brownsover Buddy Club deliver invaluable service to the job sector by improving the resilience of the working-age people, bolstering their skills, offering support to overcome any barriers that may prevent them from working at all or working at their most efficient.</p> <p>As the job clubs are not direct recruiters, there is no direct connect between the two sectors, indeed very often a reluctance to engage. And perhaps, therein lies some missed opportunities, which if leveraged, could well benefit both sectors.</p> <p>These ideas for engagement are based on our needs assessment and profile of our clients as well as a strategic assessment of the job sector in respect of opportunities and gaps. It also assumes that growing an organic workforce is an investment worth pursuing, not only to create employment opportunities for locals, but also to help with the sustainability of a business.</p> <p><b>1 Need for mapping skills shortages</b></p> <p>No picture exists currently of the skills shortages in the area. A knowledge of this would allow funding to be more targeting towards appropriate learning, for job clubs to offer better direction to the clients in terms of career progression and therefore for the clients to be supported better, and for the employers to be reassured of an organic growth in personnel with the skills that would benefit their organisation. The employers' cooperation is vital to prepare these maps.</p> <p><b>2 English speaking skills</b></p> <p>With more European workers seeking employment, the need for improving their communication in English is vital for every employer to improve productivity, enhance the morale of the workforce by making them more cohesive and improving the health and safety awareness. There is however insufficient funding at the moment to support demand. Employers can commission programs at the centre to deliver English speaking skills. Potentially lessons can be tailored to suit the work environment of the employer by working in partnership with them to develop course content.</p> <p><b>3 Opportunity for volunteer work placement</b></p> <p>Work placements to offer the client real experience of a work space would help both skilled and unskilled client groups to assess their own suitability for a job. Placements can be used effectively to tackle insensitive jobs that are often relegated to low priorities – example: archiving of documents, collation of data, putting up of statutory signs, assessment of risk assessments, promotion of employee welfare etc.</p>
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#### 4 Early interventions to potential redundancies within the organisation

The Job Clubs can offer early support to organisations who intending to bring about redundancies within their workforce. Programs that offer an insight into the way forward, help format mandatory documentation such as CVs and prepare them to look towards a future outside the organisation could be part of the company's corporate social responsibilities.

#### 5 Employer support to Job Clubs

Jobs clubs would benefit from any support relating to CV preparation, conducting mock interviews, career talks and talks on current employment profiles/sector based profiles in Rugby are all invaluable services from the employers that Job Clubs would benefit from.

Community Association / Partnership	Job Club sustainable to -
Overslade	Dec 17 /Jan 18
New Bilton	Dec 18
Newbold on Avon	March 2019
Brownsover	April 2020
Benn / Town Centre	Aug 2020

- In addition to the running of the job clubs there is a need for additional resources for –
  - o ESOL and language skill developments
  - o support for long term unemployed older people who also have mobility and health problems
  - o developing links between the Job Clubs and Employers in Rugby.

#### Partnership and Strategic Working

- In the RBC SLA objectives and provision of services there is a clause that asks the community associations to identify projects that will be carried out with other community associations / partnerships to increase both impact and resilience.
- Currently the individual community associations each raise and allocate funds for the job clubs in their specific neighbourhood and therefore the community associations can sometimes compete for funds.

#### Networks and planning for future partnership working.

- Martin Green arranged network meetings between the DWP partnership managers and the Rugby job clubs to enable better relationships and understanding of both service need and service delivery. The first meeting was on 19 May 2017.
- The sustainability of job clubs to be raised at 6 monthly RBC SLA monitoring meetings with the community associations in priority areas.
- Heart of England Community Foundation and Martin Green are to meet with the Overslade Job Club to identify ways to ensure that they are sustainable beyond December 2017 / January. Leonie at WCAVA brokered this.

10 July 2017 - agreed that Michelle Dickson will be:

- clarifying the local position in respect of local skills shortages and update.
- Asking Martin Green to clarify what it is that the job clubs require from companies or retired personnel, i.e. mock interviews
- following up on issues of potential mental health first aid training for the job clubs

September update: Craig Oakley has drafted a report on Skills Shortages with help from both Michael Beirne and Sam van de Schootbrugge.

He is still awaiting contact from the DWP and and the contact we have for the LEP has recently come back from A/L so we will chase that up in due course.

In summary, the skills shortages/most in demand skills in Rugby at present are Customer service, Microsoft Excel and Contract Management.

The most demanded occupations in Rugby are lower-qualified; large goods drivers, administrative positions

	<p>and plant &amp; machine operators which represent over 10% of all vacancies in the area.</p> <p>Jobs clubs would benefit from any support relating to CV preparation, conducting mock interviews, career talks and talks on current employment profiles/sector based profiles in Rugby are all invaluable services from the employers that Job Clubs would benefit from.</p> <p>September Update: RAG rating GREEN</p> <p>Next step - how to lever in this professional support from businesses and also BBO funded support to a mini-meeting to coordinate their resources on this. David Gooding would be the key contact on this.</p>
Actual outcomes achieved	

Objective 2: Enable more people to become more digitally and financially aware

**Action 3: Improve access to online services for older people with help from younger people**

Lead co-ordinator: Age UK (Jan Dugdale?)	Potential partners: <ul style="list-style-type: none"> <li>Barclays Digital Eagles</li> </ul>	Timescale: TBC	Potential / desired outcomes: Charles to make enquiries
Latest update	<p>From Charles Barlow 10 July 2017.</p> <p>Jan Dugdale has pointed the LSP in the direction of the WCC Library Service and Benn Partnership Centre, both of which facilitate online access to all ages.</p> <p>From Charles Barlow 4 September 2017</p> <p>Do we need to consider changing or deleting this action? There seems to be little appetite from Age UK to lead the action and resources to establish new projects are very scarce.</p> <p><b>September Update: No latent capacity found to tackle this issue specifically however RBC offer to explore how this aligns with the housing strategy alongside the WCC plans for community hubs</b></p> <p><b>Recommendation: This action should be widened out to be increasing access to digital by default resources rather than focusing too narrowly upon the intergenerational requirement.</b></p> <p><b>September Update RAG rated: AMBER</b></p>		
Actual outcomes achieved			

**Action 4: Increase financial literacy for adults**

Lead co-ordinator: CAB	Potential partners: <ul style="list-style-type: none"> <li>RBC (Housing &amp; Comm. Devlpt)</li> <li>Credit Union</li> </ul>	Timescale: July 2018 presentation to LSP.	Potential / desired outcomes: Contracted services until 31st March 2019– enhanced EU funded delivery under Progress
Latest update	<p>From 1 April 2017 – the new advice contract between RBC and CAB requires that they:</p> <ol style="list-style-type: none"> <li>Support people to - access bank accounts, save, access safe affordable credit, become resilient and reduce the number of families falling into financial hardship.</li> <li>Support people to - access welfare and housing advice, benefits and charitable support. Demonstrate an increase in the take-up of otherwise unclaimed or un-awarded welfare benefits.</li> </ol> <p>The first quarterly contract monitoring meeting is scheduled for July 2017.</p> <p>From April 2017, the Council (Housing Benefits Team) entered into an arrangement with the CAB to provide budgeting support to Universal Credit (UC) customers. It is planned to assist 300 UC customers in the first year. The contract, funded by the DWP, is for 1 year, with the potential to be extended for a further 12 months.</p> <p>Update from Housing Options Team June 2017: We are seeing more people approach on the basis of affordability at the moment. Often we identify spending priorities that are not in keeping with budgeting to cover housing costs. For example, bank statements are revealing that customers spend on non-essential items to a great extent. They also spend on essential items but at a high price point (Sainsbury's as opposed to Lidl).</p> <p>Further to this UC has introduced budgeting challenges or to put it another way claimants have been spending their housing element on costs other than housing. It needs reinforcing that if UC pays a housing element it must go to the housing provider to cover rent.</p> <p>There has been a promotion of the services of the Credit Union on the dedicated Polish Facebook page administered by RBC. There has also been a promotion to increase awareness of safe credit and avoiding loan-sharks (again in Polish).</p> <p>The Council has taken over the management of the top 3 floors of Ashwood Court at Rounds Gardens, which used to be run by Mayday and provides temporary supported accommodation. The Council has entered into an SLA with Home Group to run the <i>Achievement Programme</i> for residents. The programme focuses heavily on promoting independence and employability. The customer has to complete learning modules on health &amp;</p>		

	well-being, employability, promoting independence (including tenancy sustainment and financial literacy) and social responsibility. This is basically a <i>something for something</i> approach.  September Update RAG rated GREEN
Actual outcomes achieved	

Action 5:-Deliver targeted campaigns to raise residents' awareness of affordable warmth initiatives and schemes that they may qualify for			
Lead co-ordinator: RBC (Michelle Dickson)	Potential partners: <ul style="list-style-type: none"> <li>Severn Wye Energy</li> </ul>	Timescale: April 2019 (end of Severn Wye Contract)	Potential / desired outcomes: Increased awareness of affordable warmth issues
Latest update	<p>This approach has had limited success in the past as it is potentially restrictive.</p> <p>RBC has now entered into a new energy advice contract with Severn Wye Energy. The service specification includes:  <i>Deliver targeted campaigns to raise residents' awareness of affordable warmth initiatives and schemes that they may qualify for</i></p> <p>Severn Wye have been sent a list of local contacts in order to raise the profile of the work that they do. This includes a requirement to engage with the Community Associations. They are also keen to establish links with the local CCG and public health commissioners. They have also just appointed a person to work one day a week specifically to address development issues in Rugby. A further meeting is planned for July 2017 where an action plan for engagement will be agreed / signed off.</p> <p>10 July 2017 - agreed that to <i>Deliver targeted campaigns to raise residents' awareness of affordable warmth initiatives and schemes that they may qualify for</i> is a more encompassing way of approaching this.</p> <p>September update: Severn Wye's project lead in Rugby has made Initial contact with partners and colleagues to explore ways to promote tackling fuel poverty, with a community led emphasis. A new dedicated phone line to act as the initial contact point for the people of the borough has been set up and a promotional material for "warmer Rugby" is being produced to coincide with a service launch in September 2017.</p> <p><b>RAG rated: GREEN</b></p>		
Actual outcomes achieved			

**Objective 3: support and sustain health and well-being projects in priority areas**

Action 6: Map out youth engagement services in priority neighbourhoods to identify gaps in services			
Lead co-ordinator: WCAVA (Rachel Woodbridge)	Potential partners: <ul style="list-style-type: none"> <li>RBC</li> <li>WCC CS&amp;LW</li> </ul>	Timescale: Nov 2018	Potential / desired outcomes: Report from Rugby Youth Strategy Group
Latest update	<p>There are now youth clubs in Overslade and Brownsover.</p> <p>As of summer 2017, BCA will be running the Youth Hut on Brownsover.</p> <p>Tom Parker (RBC) is looking at one for Newbold and is meeting with the Methodist Church to identify a potential youth pilot project in the area.</p> <p>September update: RBC have accepted ownership of the Brownsover Youth Hut from YMCA  RBC will work with BCA to take on a lease of the building  Community Meeting scheduled with WCC, RBC, WCAVA and Hill Street for early discussions around youth engagement.</p> <p>September Update - RAG Rated GREEN and complete</p>		
Actual outcomes achieved			

Action 7: Enable Community Associations to commission youth engagement services			
Lead co-ordinator: RBC (Tom Kittendorf)	Potential partners: <ul style="list-style-type: none"> <li>WCC CS&amp;LW</li> </ul>	Timescale: TBC	Potential / desired outcomes: Newbold Community Association example of

	<ul style="list-style-type: none"> <li>WCAVA</li> </ul>		cascading and engaging
<p>Latest update</p> <p>There are now youth clubs in Overslade and Brownsover.</p> <p>As of summer 2017, BCA will be running the Youth Hut on Brownsover.</p> <p>Tom Parker (RBC) is looking at one for Newbold and is meeting with the Methodist Church to identify a potential youth pilot project in the area.</p> <p><b>September update: RBC have accepted ownership of the Brownsover Youth Hut from YMCA</b>  <b>RBC will work with BCA to take on a lease of the building</b>  <b>Community Meeting scheduled with WCC, RBC, WCAVA and Hill Street for early discussions around youth engagement.</b></p>			
Actual outcomes achieved			

**Objective 4: Support and sustain health and well-being projects in the priority areas**

Action 8: Support and sustain the <i>Rugby Edible Action Programme</i> (REAP)			
Lead co-ordinator:	Potential partners:	Timescale:	Potential / desired outcomes:
WCC CS&LW	<ul style="list-style-type: none"> <li>RBC</li> </ul>	Mar 2018	The programme aims to promote and support community well being across Rugby Borough by working in partnership to tackle food poverty and inequality, develop strong communities, improve health and encourage better living.
Latest update	<p>The work of Rugby Edible Action Partnership has recently been refocused to better capture what it is trying to achieve. REAP is now an informal local network of organisations, groups and activities across Rugby borough who individually have an interest in:</p> <ul style="list-style-type: none"> <li>Edible gardening</li> <li>Community cooking</li> <li>Healthy eating</li> <li>Food budgeting</li> </ul> <p>The partnership will aim to meet at least twice a year to ensure all partners can network, identify key priorities and work together to deliver agreed projects.</p> <p>Following a "community food" meeting, the current priorities for Rugby were identified as:</p> <ol style="list-style-type: none"> <li>Better coordination of the distribution of excess produce / food across Rugby</li> <li>Tackling holiday hunger: developing a pilot project for Rugby</li> </ol> <p><b>Current Work Streams</b></p> <ul style="list-style-type: none"> <li><b>Food Distribution</b> - conversations with North Warwickshire based Edible Links project to see what opportunities there are to learn from (and link into) their work programme.</li> <li><b>Holiday Hunger</b> - a meeting is planned for 3 July to look at the potential for developing a pilot holiday hunger scheme(s) across Rugby's priority neighbourhoods</li> <li><b>Small Awards Scheme</b> - funding has been available through WCC (managed by RBC) for a "small awards scheme" to support local community groups that need a small amount of money that contribute towards: <ul style="list-style-type: none"> <li>Schemes that provide fresh produce for the community, including community allotments and food distribution</li> <li>Schemes that promote community wellbeing through community edible gardening projects with local community or voluntary groups</li> <li>Schemes that promote community cooking to develop basic cooking skills or tackle social isolation</li> </ul> </li> </ul> <p>Requests can be made for up to £50.</p> <p><b>September Update RAG rated GREEN</b></p>		
Actual outcomes achieved	<p>Launch of small awards scheme.</p> <p>Next step will be to report on the outcomes achieved as a result of the funded awards.</p>		



Action 9: Co-ordinate and promote health and well-being board projects and programmes (this is yet to have an agreed RAG rating)			
Lead co-ordinator: Fran Poole	Potential partners: <ul style="list-style-type: none"> <li>• WCAVA</li> <li>• WCC CS&amp;LW</li> </ul>	Timescale: TBC	Potential / desired outcomes:
Latest update	<p>From Charles Barlow on 26 June 2017:</p> <p>Rachel Robinson, Public Health Consultant, has recently taken on the Public Health lead for Rugby, in place (at least temporarily) of Gordana Djuric. I've been talking to Rachel about how we can reinvigorate the health actions in the Plan, also bringing across some of the work/momentum of the previous CCG Locality Partnership Group.</p> <p>From Charles Barlow on 4 September 2017:</p> <p>The Rugby [Health] Partnership Group has been re-established and is meeting regularly (next meeting 6 September). Perhaps the LSP could consider linking with the work of the RPG?</p> <p><b>September update RAG rated AMBER</b></p>		
Actual outcomes achieved			

Objective 5: Continue to collect grass-roots knowledge about services and issues existing in the priority neighbourhoods

Action 11: Review the community audits annually			
Lead co-ordinator: RBC (Martin Green)	Potential partners: <ul style="list-style-type: none"> <li>• Community Associations</li> <li>• WCAVA</li> <li>• WCC CS&amp;LW</li> </ul>	Timescale: Present to LSP annually in July	Potential / desired outcomes: Increased and up to date understanding of the issues impacting on our communities
Latest update	<p>In progress in readiness for the July 2017 meeting.</p> <p>From this year, the audits include issues of digitalisation so we can establish any potential barriers to communities engaging more with us by digital means.</p>		
Actual outcomes achieved	<b>Community Audit analysis Report back to LSP in July 2018</b>		

**Closed items.**

Action 12: Map out any existing intergenerational projects and collate examples of best practice nationally			
Lead co-ordinator: WCC CS&LW	Potential partners: <ul style="list-style-type: none"> <li>• RBC</li> </ul>	Timescale: Mar 2018	Potential / desired outcomes: Mapping of the succession strategies
Latest update	<p>Through some basic research involving key agencies in the Borough, a small number of intergenerational projects have been identified.</p> <p>Many other projects have an element of intergenerational contact (in fact the majority of projects do) although this is coincidental to the main aims of these projects.</p> <p>The following projects bring together the elements below:</p> <ul style="list-style-type: none"> <li>• Engaging generations in mutually beneficial activities.</li> <li>• Developing activities that promote a greater understanding and respect between generations and contributing to the building of cohesive communities.</li> <li>• Building on the positive resources and skills that younger people and older people have to offer each other and those around them.</li> </ul> <p><b>Cooking Classes</b> – A group of younger people received training and qualifications to support them in leading cooking classes for older people. The classes attracted those older people who cook alone at home plus a number of men who were widowed and had no cooking experience. The project led to some of the younger people gaining full time work in a social care.</p> <p><b>Wood Carving (Bench Project)</b> – A group of older and younger people worked together to design, build and carve a wooden bench, made from scratch. The carvings represented the history of the local area and the bench is now a permanent fixture in the local area.</p> <p><b>iTea4U</b> – A monthly session for older people to receive 1 to 1 support from younger people in how to use technology including laptops, tablets, mobile phones and digital cameras. The sessions proved extremely popular resulting in support to pay bills online, setting up social media and skypeing with family.</p> <p><b>Age UK Warwickshire's Pins and Needles Group</b> – A weekly session with the aim of attendees of all ages making new friends, learning or teaching a new skill and getting involved with particular projects.</p> <p><b>Ad hoc work by Royal British Legion</b> – For example, children from Riverside Academy were involved in the naming of Centenary Park in Newbold, which opened last year. Work took place between the Legion, some of the older people supported by the Legion and the school children.</p> <p>In terms of national best practice, one piece of work cited many times is the Bristol LinkAge project, <a href="http://www.linkagebristol.org.uk/">http://www.linkagebristol.org.uk/</a>. Perhaps unsurprisingly, Age UK also appears to be at the forefront of inter-generational work in many areas.</p>		
Actual outcomes achieved	Initial research completed. <b>Recommend closing of this action</b> <b>CLOSED</b>		