



Greatfield

WHERE COMMUNITY BLOSSOMS

Community Plan: 2 years

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Community Plan introduction

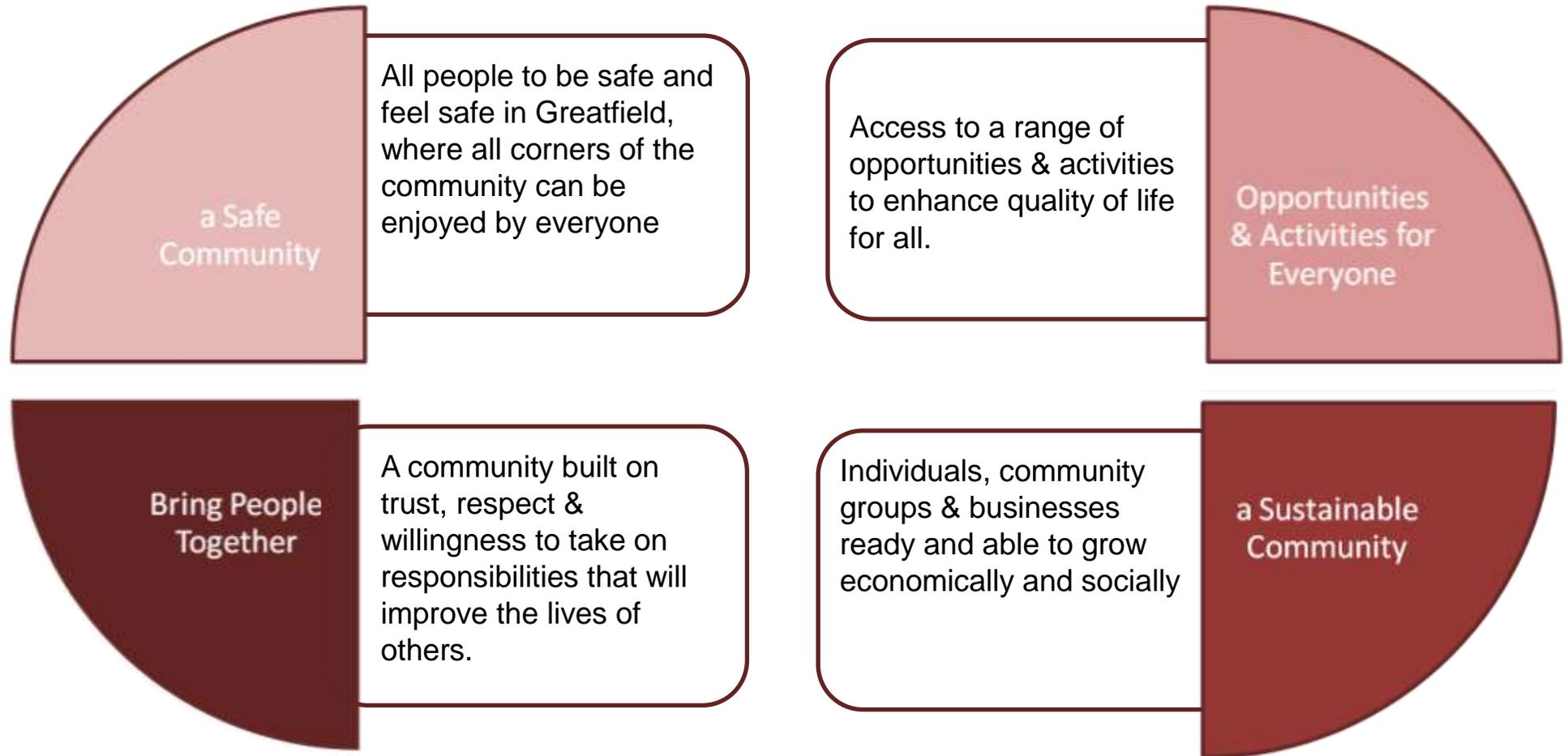
A community plan is required by Local Trust (Fund Managers of Big Local) to show how the Steering Group has listened and responded to the wider community needs as well as their aspirations for Greatfield.

This is called “**The Greatfield Vision**”

The Steering Group established four subgroups; each group tasked to review a priority identified within the vision as well as the intended outcome (see page 3).

This document will show how each subgroup proposed a number of recommendations for Steering Group consideration; and how they agreed a two year plan that will work towards the Greatfield vision and outcomes.

The Greatfield Vision & outcomes



Safer Community Subgroup

Subgroup Chair:

Alison was a resident on Greatfield and previously a volunteer at Victim Support (a national charity supporting victims of crime). Her local knowledge and experience was recognised by the Steering Group and she was nominated to be chair of this sub-group.

The Approach:

Alison contacted residents and agencies to be part of the sub-group activities, facilitating two meetings to capture their thoughts and ideas. The first meeting was supported by Citysafe and a local PCSO, the second was attended by residents.

Outreach work was also conducted at Elmbridge Parade and a number of residents

shared their thoughts about safety in the community.

Summary of findings:

The first meeting discussed the perception of Greatfield and how safety issues are not being reported.

The second meeting with local residents discussed how they are disillusioned with the process of reporting crime as the outcome is either not communicated or believed no difference has been made.

It was found that residents taking part in the subgroup research felt they were let down by the reporting process and were reluctant to report crimes.

The types of crimes discussed during subgroup

meetings and outreach work were based on participant's personal experiences.

It was felt direct intervention by Big Local Greatfield would be difficult, but the partnership could:

- Promote methods of reporting safety concerns,
- Supported people with the process
- And improved access

The Partnership could also follow up experiences to show what difference has been made, with the help of a coordinator and a communication subgroup.

Opportunities & Activities for All Subgroup

Subgroup Chair:

Sarah Hatfield (Child Dynamix) has experience, knowledge and networks to draw in match support and avoiding duplication of existing family and youth services. These skills were viewed to be appropriate to Chair this Subgroup.

The Approach:

Sarah was supported by local organisations such as Hull KR, St Stephens Neighbourhood Centre, St Hildas Church as well as Greatfield residents.

Sarah has been part of the Big Local programme from the beginning and therefore in a good position to reflect on a wide range of community feedback.

Summary of findings

The subgroup reviewed the list of activities identified by local people during the consultation, the group also reflected on the level of resident engagement and the Steering Group experience of engaging and recruiting local people onto the Greatfield partnership.

It was felt any activity or resource planned by the subgroup should have full ownership of the community.

The group supported the following initiatives on the condition...

Local people are part of the planning and delivery

Creating strong community ownership of the Big Local actions.

1. Create a new community facility that works in partnership with other community organisations.
2. Improve Stonebridge Fields, allowing everybody to enjoy and respect this large green space.



Sustainable Community Subgroup

Subgroup Chair:

Steve Alltoft (Probe), was nominated by the Steering Group to research potential actions to create a sustainable community due to his experience managing multiple training programmes, which has already supported local people with a range of employable skills.

The Approach:

The group also consisted of local residents, Job Centre Plus, Prince's Trust, and other local community organisations.

They looked at themes which would have an impact on a sustainable community, as well as existing services that could address them.

From this list the group identify gaps and barriers, which

the Greatfield Partnership could focus their resources on.

Summary of findings

The group identified a lot of existing support within the city that could help local people and businesses to develop. However they observed no local coordination to guide individuals to access the right support for them.

The group also discussed lack of creative engagement which could inspire people to take up these existing services and opportunities.

The group also wanted to support not just individuals but also local businesses; as they in turn would recruit and train local people while continuing to trade successfully in Greatfield.

Clear communications and joint up working was vital to make Greatfield a sustainable community. Sharing experiences and working together for the benefit of the community would help deliver a greater impact; therefore supported improving communications and a "linked Community hub".

Instead of implementing a number of training and support initiatives, a 6 month pilot was agreed to gauge local interest and need.

(see appendices for mapped local provider data).

Bring people together Subgroup

Subgroup Chair:

Sister Josie Bulger from St Stephens Church and Reverend Dave Rogers from St Hilda's Church, were nominated by the Steering Group to lead this subgroup.

Their combine wealth of local knowledge, understanding of resident's needs and values to empower others to make things happen, was considered to be a valuable asset for the Greatfield Community by the Steering Group.

The Approach:

The subgroup held several meetings and were supported by local residents with experience of managing volunteers in the community and making a difference by bringing people together.

Summary of findings

The group discussed the importance of recognising local needs and what actions are needed to bring people together to meet these needs. Improving the flow of information and becoming more responsive was agreed to be required to achieve this vision.

The group discussed how to improve Big Local communication and the capacity of the community by empowering volunteers to get involved; as well as encouraging organisations to work more closely together.

Examples of volunteer roles and building on people's interests and passions was discussed, with aims to develop and share unique skills that creates a wider impact in

Greatfield.

The group took a cautious approach when discussing the value of a new community building to provide services that in theory could detract from other existing community facilities. Therefore the group recommended a feasibility study to be conducted in partnership with other groups and residents.

This would ensure Big Local Greatfield Partnership is creating a sustainable facility that supports the wider community. The study to be conducted over two years, creating a business plan that gives assurances of partnership working and a finance structure not reliant on Big local funds.

Steering Group response to proposals

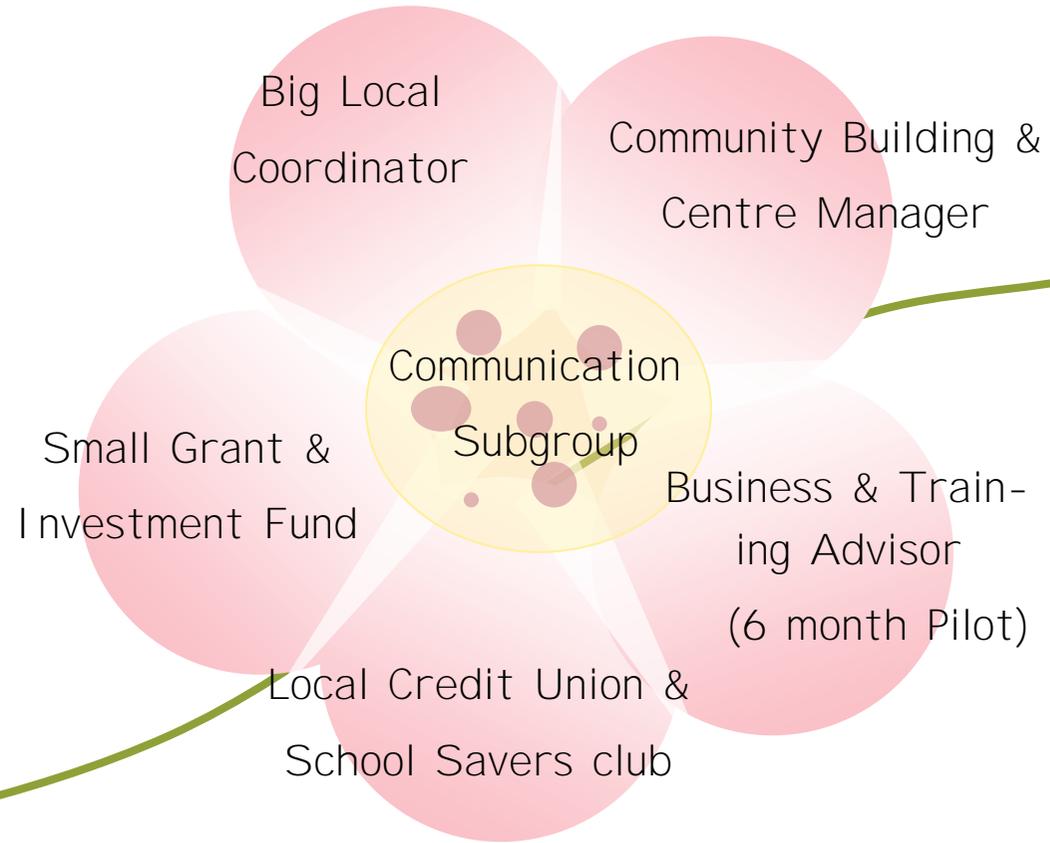
The Steering Group agreed with the findings of each subgroup but also considered the need for;

- Value for money
- Strong linkages with existing support mechanisms
- Long term investments & match funding to ensure Big Local Greatfield continues beyond 10 years

Therefore each action will develop a strategy to sustain itself, work alongside other stakeholders, sharing experiences and resources.

The Steering Group will also consider social investment opportunities when assessing funding applications.

Actions



Why these actions & how much is needed for 2 years...

Communication Subgroup

... We need to improve the way we listen and share information.

... There are a lot of opportunities and good news stories that should be shared

£ 10,000

Big Local Coordinator

... A dedicated worker is needed to make things happen in Greatfield

... This person will have the skills to identify and take up opportunities and support others

... We need somebody to pull together skills and resources that many individuals and organisations already have.

£ 37,901 - £42,724

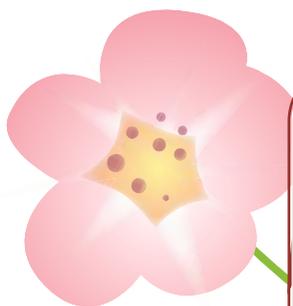
Small Grant & Investment Fund

... Local people shared many ideas, this funding will help ideas become a reality.

... Ideas will be focused on the Greatfield vision

... Some ideas may sustain themselves while generating an income that could fund more Greatfield Partnership ideas!

£22,000



Community Building & Centre Manager

- ... This will provide multiple services that have been requested by the Greatfield community.
- ... A Centre Manager is needed to ensure tenants are delivering a safe and quality environment for everyone
- ... It will encourage joint working opportunities between tenants and neighbouring community facilities.
- ... New volunteer roles and social opportunities for residents of all ages and abilities will be created.

£37,100 *

Hull & East Riding Credit Union (3years)

- ... Members recognised there are families and individuals having difficulties managing their finances.
- ... Individuals cannot open a bank account, a barrier to access some financial support.
- ... Would like to encourage a culture of saving amongst local children

£ 18,000

Business & Training Advisor (6 month Pilot)

- ... Support is needed for individuals to achieve their potential in respect of enterprise, employment and learning opportunities, and to help local employers to recruit locally.

£ 9,000

Total = £134,001 - £138,824

** £10,000 emergency building repair work & pathway funding not included*



Why these actions (continue)

It's very easy to think about the numerous ways £1million could make a big difference to people living in Greatfield.

But while exploring the Greatfield Vision and following the “Big Local Pathway”, the Steering Group acknowledged change can only happen if people are part of it; therefore we need to create the foundations that encourage and support residents to be part of Big Local.

Each action will ...

- Create opportunities within the community by working in partnership with others
- Include local people in the planning and implementation
- Explore sustainable options beyond Big Local funding
- Leaving a lasting legacy that working towards the Greatfield vision

Be part of big local greatfield

The Steering Group are not risk adverse and would like to encourage many creative community or business ideas from local people .

If you have an idea that could have an impact on the Greatfield Vision, the Big Local Steering Group will;

- Provide you the support to develop it further
- Suggest links to other groups, individuals or support networks with similar interests and experience
- Explore different funding opportunities as well as models of best practice
- And advise on recruitment, training of volunteers and/or staff to help make your idea grow.



Big local coordinator

All four sub-groups agree there is a need to have a dedicated person to support the Greatfield community.

Someone who can...

- ... Listen to residents, community groups, schools and businesses ideas and concerns
- ... Understand what support is needed for them to achieve their goals
- ... Link appropriate support agencies to address problems that cannot be resolved alone
- ... Promote joint working and information sharing that will also bring investment into the community.
- ... Communicate and create greater awareness and increase participation in activities aimed to develop the community.
- ... Ultimately provide residents, community groups, schools and businesses the tools they need to achieve their goals.

Outcome

- Community services tailored to the needs of Greatfield
- Services are responsive and sustainable by attracting funding through joint-working
- Local people taking on responsibilities and be part of the change in their community.
- People feeling safer, knowing which services are available to help them.

Community building (former Isaac newton 6th form building)

Creating a space for new community groups to grow, while supporting existing groups to deliver and share resources is needed in the area. Acting as a “linked-hub” this new facility will offer residents multiple support services, activities to get involved in, while inspiring them to consider setting up their own social club with the support from the Big Local Coordinator, Small Grant & Social Investment Fund and the Star People programme.

Working closely with other community facilities, exploring joint-working opportunities, sharing resources & experiences, and where possible procurement costs to reduce each others overheads.

Employing a part time centre manager with a role to...

... Encourage and support tenants to use the facility to benefit the Greatfield community

... Manage the building safely, ensuring all tenants are providing a safe and quality environment for their beneficiaries

... Work with the Big Local Coordinator to identify joint working opportunities between tenants and neighboring community facilities

... Create volunteer roles, providing necessary support to help run the building safely

... Facilitate tenant and resident management committee to ensure the building is fit for purpose by responding to local needs and funding opportunities.

Hull & East Yorkshire Community Foundation agreed to supervise this post as well as the named organization on the peppercorn lease. A business plan will be created in the first year, as well as an evaluation of the services and funding opportunities to sustain the building after 2 years; If feasible, HEYCF will help establish a new legal entity led by residents to manage the community building.

Outcome

- A range of activities & opportunities for everyone
- “Linked-hub” that offers the skills and support to make a sustainable community
- Bring people together socially & support one another
- Local people empowered to take on responsibilities and make their ideas a reality
- A place where people will feel safe and express thoughts & ideas knowing someone will listen.

Small grant & social investment programme

It was agreed by all sub-groups to create a mechanism that will support the growth of social action. But also learn from lessons and missed opportunities from the previous small grant mechanism. For example, grants allocated using Getting People Involved funding were mainly allocated to existing community groups to fund a one-off project or event.

The Steering Group would now like to offer a more supportive mechanism, offering applicants guidance around infrastructure and developing a mixed fundraising portfolio. Guidance and support will be made available from the Big Local Coordinator.

Criteria for funding to include...

Small Grant Up to £500	Individual, group or business with a new idea that will have an impact on the Greatfield Vision.
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Social Investment up to £5,000	Community group or business with a new idea that will have an impact on the Greatfield Vision AND generate a return from the initial investment back into Big Local Greatfield.
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All groups to be monitored and evaluated using an approach that will empower applicants to recognize & evidence community impact.

Any loan arrangements will be facilitated by an experienced third party to reduce financial risk.

Outcome:

- More individuals/groups/businesses are delivering positive activities and creating opportunities for everyone, while addressing the Greatfield vision
- Individuals/groups/businesses receive the support they need to develop and sustain their services
- Creating new volunteer & employment opportunities that will improve the lives of others
- A network of community minded individuals and organizations, creating a place that feels safe and enjoyed by all.

Communication subgroup

Communication was a theme identified across all four sub-groups and agreed to be an area that needed the most improvement to encourage membership onto the partnership, as well as creating greater awareness of local opportunities and encourage participation.

Website and social media platforms already in place but not fully utilized, also other communication methods require resources and dedicated time from local people.

Therefore we will establish a new Communication Sub-group with a membership that will...

...Become community journalists

...Find role models and stories to inspire wider community to get involved.

...Share information that will promote Big Local Partnership...

...Source information that can support the local community and encourage greater involvement

...Be creative with communication methods,

Support to be provided by the Big Local Coordinator to ensure appropriate training is available and all residents regardless of age and ability are aware of Big Local opportunities.

Outcome

- More people are aware of opportunities and access the activities aimed to improve their quality of life
- Residents empowered to seek the support they need to grow economically and socially
- Promote the spirit of a community-led Big Local Programme;
- Residents are more aware of the positive stories within their community rather than the stereotypes.



Business & training advisor (6-month pilot)

Bringing People Together and the Sustainable Communities sub group identified a need to support people with their financial security and wellbeing.

Numerous proposals were put forward but to reduce risk it was agreed to commission a 6 month pilot initiative to help identify what type of support model is required as well as how to make it accessible for local residents and businesses.

The pilot will commission 8hrs a week support from an experienced freelance individual or organization. The support will be tasked with...

- ... Providing advice to individuals seeking employment or considering self employment
- ...Offering support to existing businesses to help them grow
- ... Identify appropriate training or volunteer experience to address individuals interests and unique employment barriers
- ... Approaching businesses with job opportunities that could be filled by Greatfield residents
- ... Access a training budget when appropriate responsive training cannot be sourced
- ...Create a comprehensive list of client enquiries, type of support requested and map out existing services available;
- ...Identifying the gaps and the potential support mechanisms already available

Outcome

- A clearer understanding of what's needed to help local people grow economically and socially
- Existing resources and organizations working together to deliver real impact within Greatfield
- Local businesses more aware of their community

Hull & East Yorkshire Credit Union

Two subgroups (Bring people together and Sustainable community) both agreed there was a need to empower residents to manage their finances via a service that understands their needs. Hull & East Yorkshire Credit Union (HEYCU) was approached to offer a solution that will not only provide such a service but also encourage the culture of saving within Schools.

Within HEYCU proposal they outline the following outcomes (for full proposal see appendix *):

Aims

- To set up and administer **school savings clubs** at three local primary schools;
- To establish a volunteer run **community presence** where residents and organisations can access the services of the Credit Union;
- To recruit, train and support a network of **community volunteers** (finance buddies) who would help members of the community to learn how to manage their money more effectively;
- To provide resources to promote the services, and access to those services, of the Credit Union in the Greatfield area.

Outcomes

- Residents of Greatfield have improved knowledge and understanding of Credit Union services and therefore the proportion of them accessing such services increases;
- Young people in the area appreciate the ideals and benefits of a savings culture which, in turn, supports the prevention of future financial inclusion issues;
- Local groups, clubs, societies and organisations benefit from a simple facility to deposit and take care of their funds, with the money used ethically in support of the local economy.

Long Term Vision

- The people of Greatfield will:
- Manage their money well and maximise their disposable income as a result of accessing and using Credit Union services such as safe savings, affordable credit, fair banking services and good value insurance products.
 - Turn away from high cost, unaffordable and unsustainable sources of credit such as doorstep lenders, payday lenders and loan sharks;
 - Save their spare money with the Credit Union as a way of planning wisely for the future while supporting (investing in) their local community;
 - Volunteer with the Credit Union to develop their own skills and help their fellow residents and local schoolchildren to improve their skills and confidence around money;
 - Take pride in being active members of one of the leading UK credit unions and helping it to develop and progress.

additional Links & opportunities

The Big Local Greatfield Steering Group will always be resident led with the support of local businesses, schools, agencies and community groups.

Members roles and responsibilities include listening to local need, while providing guidance and identify opportunities to help achieve The Greatfield Vision.

Some opportunities we are aware of...

	<p>Community Learning</p> <p>The new Big Local building will support community groups to deliver community learning contracts in response to local need. Learners must over the age of 19 and all training will be non-vocational.</p>
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	<p>Creative People & Places</p> <p>Hull has 3 years of funding to inspire more people to experience the arts, irrespective of where they live or their social, education or finance circumstances .</p>
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	<p>A Big Lottery Fund 5 year programme</p> <p>Supporting “long-term unemployed & economically inactive” young people aged 18-24. Greatfield and neighbouring areas identified to be a priority area. Joint working opportunities with Humber Learning Consortium subcontractors will be explored to ensure greater impact.</p>
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	<p>Star People Programme</p> <p>Providing funding and support to individuals that have an idea that can make positive changes in Greatfield.</p> <p>Awards includes:</p> <p>“Try It” £500, “Do It” up to £5k and “Build It” up to £15k</p>
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How do we know we are on track

Over the next two years, the big indication of knowing if we are on track is the increase of **Resident Partnership Members**, while encouraging our members to support Greatfield in a way that suits their abilities and interests.

Partnership Membership information will not only include contact details but also how each member would like to be involved.

For example, members may wish to:

- Share their thoughts at open meetings
- Become a regular volunteer or help out at one-off events,
- Share their skills and knowledge at subgroup meetings
- Support others, or attend training to gain new skills
- Join the Steering Group
- Start up their own community project or business

Accountable organization will produce monthly and/or quarterly monitoring reports for the Steering Group and the wider partnership; which will include...

- Evidence of impact against the Greatfield vision and outcomes
- Partnership working
- Sustainability, including potential funding opportunities
- Recruiting and supporting volunteers

Local trusted organization & monitoring

As fund managers of the Big Local Programme, Local Trust supports and monitors each area with the help of...

- A Big Local Representative (employed by Renaisi)
- **AND** a Local Trusted Organisation (LTO), appointed by the Big Local Greatfield Partnership.

Local Trust pays both roles a fixed management fee, which is not part of Greatfield's Big Local Allocation; the LTO receives **5%** of the funding requested within this plan. If further responsibilities are assigned to the LTO by the local partnership, additional costs for this service will be funded via the Big Local allocation.

Recruitment of Greatfield Local Trusted Organisation

In the past public meetings, commissioning rounds and elections have taken place to identify a suitable organisation that has the skills and resources to support the partnership during the "Getting People Involved" stages.

With a clear vision and a community owned plan in place, we now need to commission an organisation that can act as the "local banker", while adding value to the programme objectives.

Residents from the Steering Group will work with the Big Local Representative to set a job description for the LTO and consider a commissioning process.

Finance in Detail (includes Pathway)

Action	Costs to include	Year 1	Year 2	Total
Big Local Coordinator 24hrs a week for two years	Salary including on costs	£16,588 - £18,810.56	£17,417.40 - £19,751	£37,900.90 -
	Supervision	£1,430 - £1,621.60	£1,501.50 - £1,576.60	£42,723.76
	Training, travel and expenses	£482	£482	
Community Building & Centre Manager	Salary including on costs	£13,852.80	£14,545.44	£64,349.69
	Supervision,	£1,385	£1,454.25	
	Training & travel	£400	£400	
	Communications	£900	£900	
	Utilities	£2,500	£5,000	
	Insurance	£1,262.20	£1,000	
	Signs furniture & fittings	£5,000		
	Equipment	£5,000		
	Lease legal costs	£750		
	Maintenance & Building contingency	£10,000		
Communication subgroup	Equipment, Printing & Digital Communication	£5,000	£5,000	£10,000
Small Grant & Social Investment Fund	Grant & Loan funding	£10,000	£10,000	£22,000
	Management & Admin	£1,000	£1,000	
Business & Training Advisor	6 month service & assistance budget	£9,000	Not applicable	£9,000
Partnership Expenses	Partnership expenses	£750		£750
Hull & East Yorkshire Credit Union (3 years)	Set up costs and part time post	£6,000	£6,000	+ yr3 £6,000 = £18,000
Total		£91,300.00	£64,700.59	£162,000.59 - £166,823.45

Finance notes

Big Local Coordinator: Based on successful application experience; salary between £22,000 pro rata up to £25,000

£22k breakdown *(based on 24hr a week post)*

£14,300, with 11% contribution towards Tax & NI (£1,573), and 5% pension (£715)

Total Year 1 = £16,588

Total Year 2 = £17,417.40 (5% increase)

£25k breakdown *(based on 24hr a week post)*

£16,216, with 11% contribution towards Tax & NI (£1,783.76), and 5% pension (£810.80)

Total Year 1 = £18,810.56

Total Year 2 = £19,751 (5% increase)

Big Local Coordinator Supervision: based on 10% salary *(post appointed by Steering Group via Open Competitive Tendering)*

Community Building Utilities: 6 month contribution from Hull City Council to assist start up

Maintenance & Building contingency: £10,000 to address unforeseen costs during first 2 years. If these costs are not required or met elsewhere, funds will be returned.

Small Grant & Social Investment Fund M&A: 10% allocated to cover management and monitoring costs, however level of management and monitoring to be agreed and may result a lower budget.

Business & Training Advisor 6 month service: Open Competitive Tendering Process to be conducted and encourage track record, local knowledge and added value.

Partnership Expenses: The partnership required little expenses during initial stages, however as more individuals will be involved and opportunities arises, this budget will be reviewed.

Pathway funding: Value released to date = £18,000

Community Plan: 2 Years funding required = **£144,000.59 - £148,823.45**

appendices

- Big Local Coordinator: Job Description & Personal Specification (pages 26-27)
- Business & Training Advisor: Job Description & Personal Specification (pages 28-29)
- Sustainable Community: Mapped provider data (pages 30-35)
- Hull & East Yorkshire Credit Union: Proposal to engage schools and establish local service

Big Local coordinator

Job description

Job Title: Big Local Coordinator (Title to be confirmed)	Accountable to: Greatfield Big Local Partnership
Location: Various – Greatfield	Salary: Part time 24hrs; circa £22K p.a. (pro rata)

Job Summary

This post will help our community to bring about social change and improve resident's quality of life. You will work with individuals, families and whole communities to empower them to:

- Identify their assets, needs, opportunities, rights and responsibilities;
- Plan what they want to achieve and take appropriate action;
- Develop activities and services to generate aspiration and confidence.

Acting as a link between community and a range of services provided by local authority, community groups, schools and businesses. This post will address inequality, and help establish initiatives focused on the Greatfield Vision

Main Objectives

- Actively engage the Greatfield community, making sense of the issues which affect the lives of local people.
- Setting goals for improvement and responding to problems and needs through empowerment and active participation.

Work with the Greatfield Partnership, assisting with communication and successful implementation and delivery of the Greatfield Big Local Plan.

Main Duties

- Identifying community skills, assets, issues and needs;
- Ensuring that local people have their say;

- Developing new resources in dialogue with the community;
- Building links with other groups and agencies;
- Helping to raise public awareness on issues relevant to the community;
- Preparing reports and policies;
- Raising funds;
- Developing and agreeing to strategies;
- Liaising with interested groups and individuals to set up new services;
- Recruiting and training volunteers;
- Planning, attending and coordinating meetings and events;
- Overseeing the management of a limited budget;
- Encouraging participation in activities;
- General administrative duties.

Key Skills and Qualities

- Advocacy and networking skills
- Excellent communication interpersonal and team-building skills;
- Good listening skills
- Research and report-writing skills and the ability to interpret or present data
- Knowledge and understanding of community and social issues
- Creative thinking and problem-solving
- Political, social and negotiating skills;
- An understanding of how public sector bodies work
- The ability to empathise with people's life experiences; Community fundraising
- A non-judgemental and positive attitude

Big Local coordinator

Personal specification

	Essential	Desirable	Measured by
Relevant Experience & Knowledge	<ul style="list-style-type: none"> • Experience of managing and motivating volunteers • Experience of working with statutory and voluntary agencies • Experience of collaborative working • Working within an equal opportunities framework • Preparing reports to managers, funders and others agencies • Good practice in the use of volunteers and monitoring and evaluation • An understanding of a person centred approach and its impact on service quality • An understanding of the need for client confidentiality • Excellent knowledge of Greatfield 	<ul style="list-style-type: none"> • Previous experience working in the voluntary sector (paid or unpaid) • Successful project management experience • Experience of Community Development and/or Engagement work • Experience of managing the learning and development of others • Ability to engage in and shape policy development • Understanding of legal issues relating to volunteers 	Application form Interview
Qualifications	<ul style="list-style-type: none"> • Qualifications equivalent to, or that demonstrate competence at: 5 GCSEs A-C or demonstrably equivalent ability • NVQ level 3 or higher in administration or demonstrably equivalent ability 	<ul style="list-style-type: none"> • Relevant degree level qualification • Management qualification 	Application form
Specialist Skills & Abilities	<ul style="list-style-type: none"> • Good written and oral communication skills • Ability to organise workload • Computer literate and extensive working knowledge of Microsoft Office incl. Powerpoint, Excel, Access, Word, Outlook and Internet • Ability to communicate at all levels & produce reports & briefings, for both internal and external audiences • Ability to work effectively as part of a team • flexible & innovative approach to work • The ability to work under pressure and handle multiple priorities 	<ul style="list-style-type: none"> • Marketing skills • Presentation Skills 	Interview
Other Skills	<ul style="list-style-type: none"> • Ability to travel locally and regionally on a regular basis 	<ul style="list-style-type: none"> • Ability to travel nationally on an occasional basis 	Interview

Business & training Advisor

Job description

Job Title: Client Advisor (Title to be confirmed)	Accountable to: Greatfield Big Local Partnership
Location: Various – Greatfield	Salary: circa £18K p.a. (pro rata)

Job Summary

Working as part of the Greatfield Big Local Team, to support individuals in achieving their potential in respect of enterprise, employment and learning opportunities, and to help local employers to recruit locally.

This post contributes to the sustainable community element of the Greatfield Big Local Community Plan which has the aim of ensuring “*individuals, community groups and businesses are ready and able to grow economically and socially*”.

Main Objectives

- To help to reduce the barriers into employment, self employment or training for local unemployed or underemployed residents.
- To contribute towards Information, Advice and Guidance services within the community.
- To provide a link between local businesses and local residents seeking employment.

To contribute to the successful implementation and delivery of the Greatfield Big Local Community Plan.

Main Duties

- To work within established referral routes and networks to engage and build relationships with local residents and promote the services available through Greatfield Big Local.
- To provide Information, Advice and Guidance (IAG) to clients in order to assess and meet

their needs.

- To identify and signpost clients to appropriate available opportunities to meet their needs as identified via IAG relating to enterprise, employment and training.
- To record essential information and maintain a small caseload of job ready residents to meet the needs of prospective local employers.
- To inform residents about suitable local job opportunities.
- To provide support with the preparation of CVs, letters and application forms.
- To provide support, advice and signposting for local residents seeking to enter self employment or to set up their own business.
- To maintain strong links with all elements of the project and delivery partners.
- To undertake appropriate administrative duties and keep records as directed by Line Management, and in accordance with Data Protection principles.
- Ensure all work undertaken is to agreed levels of quality and complies with agreed time-scales.
- To adhere to, and actively promote Equal Opportunities, Health & Safety and Environmental Policies.

To perform all other duties as requested and that are commensurate with the post.

Key Skills and Qualities

- Good customer service skills
- Experience/qualification in IAG
- Proven communication skills
- Team player
- Ability to achieve outcomes
- Administrative experience



Business & training Advisor

Personal specification

	Essential	Desirable	Measured by
Relevant Experience	<ul style="list-style-type: none"> ● Understanding of labour market intelligence and knowledge of the local area ● Understanding of unemployment issues and barriers ● Understanding of training and lifelong learning ● Experience of liaising with employers ● Experience of dealing with the general public ● Job brokering skills and experience 	<ul style="list-style-type: none"> ● Experience and understanding of routes into self employment and business start up. ● Employment agency experience ● Experience of speaking to groups 	Application form Interview
Qualifications	<ul style="list-style-type: none"> ● IAG (Information, Advice & Guidance) Qualification or willing to work towards 	<ul style="list-style-type: none"> ● Customer service related qualification 	Application form
Specialist Skills & Abilities	<ul style="list-style-type: none"> ● Ability to communicate effectively at all levels ● Ability to prioritise and use initiative ● Commitment to providing high quality services ● Accurate and well organised approach to work ● Knowledge of the internet as a tool for job search 	<ul style="list-style-type: none"> ● Marketing skills ● Presentation Skills ● To be a local resident 	Interview
Other Skills	<ul style="list-style-type: none"> ● Flexible approach to work ● Ability to deal tactfully with the general public and employers ● Awareness of the importance of confidentiality and equal opportunities ● Ability to work well as part of a team ● Confident approach at all levels 	Flexibility to commute between sites	Interview



Sustainable Community: Mapped provider data

	Services	Provided by	Gaps/Barriers	Actions
Employment	<p>Universal Jobmatch Work Programme Employment Advisors Job search support Get Britain Working measures</p> <p>FSF 24+ support</p> <p>Job GOALS Support for Families with Multiple Problems</p> <p>Community Job Club</p>	<p>JC+ Various contractors</p> <p>DWP + contractors</p> <p>Probe (Hull) Ltd</p> <p>Local Works SSNC HKR</p>	<p>Lack of joined up communication to promote opportunities and best practices</p> <p>Protectionism Employers not taking risk. Range of work experience opps. Transport links. Child Care. Better in work calculator. Lack of motivation. Low skills. Lack of/awareness of opportunities.</p>	<p>Local trusted advisor to guide individuals through developments & opportunities – support into employment, training and enterprise.</p> <p>Pop-Up hands on job Shop; supported by businesses but run by YP for YP</p> <p>50+ work initiatives</p> <p>A linked Hub, managed by ‘Community Rep’ to coordinate, promote and guide people through the wide range of opportunities available (trusted and local).</p> <p>Clear communications that address perception of Universal Credits and to consider back to work 2/3hrs a week.</p> <p>Develop social media strategy to engage and support individuals.</p>

	Services	Provided by	Gaps/Barriers	Actions
Enterprise (1) Individuals	Community Enterprise Development	UnLtd	Need support & guidance to take up initiatives and manage finance options i.e. loan	Promote the opportunities of working for yourself. Tackle lack of confidence/ promote role models.
	New Enterprise Allowance	JC+	Lack of "Wrap around support" Mentor, accountant, business development worker	Match local demand and train individuals to respond and supply services; eg. Lack of child care for people wanting to get into work – support individuals starting child minding service.
	Support for young people <30 years; Grant & Loan	Princes Trust	Lack of local role models for start ups Confidence to 'take the plunge'.	Establish local 'mentor banks'.
	Sources of Funding	Sirius/Acorn Fund	Enterprise / self employment rates – 9.8% nationally; 8.4% regionally; 5.1% in Hull; 3.0% Greatfield.	Develop pro bono advice network (e.g. legal, financial).
		KC Invest (Grant/loan IT Focus)		Advisor/mentor to support individuals through journey to self employment – linking and maximising existing provision.
	Enterprise Clubs	Various; Freedom Centre HCC/Enterprising Youth		Promote universal credits / new enterprise allowance scheme as routes into self employment.
Youth Enterprise			Develop social media strategy to engage and support individuals.	

	Services	Provided by	Gaps/Barriers	Actions
Enterprise (2) Existing Businesses	Identify local small businesses	Business Link Chamber of Commerce Regional Growth Fund HCC HMRC Yorkshire Enterprise	Access to information. 'Contract readiness'. Low footfall – local shops. Financial management / cash flows.	Mechanism to engage and listen to employers. Promote local businesses and shop local initiatives; rate your local business/tradesman, loyalty scheme etc... Business development worker to help identify opportunities for local businesses, including supporting new businesses. Negotiate with Council/NPS subsidise rent/lease flexibility within vacant premises – offer loans to start up business. Flexible training packages to bridge vacancies and unemployed. Link to RGF start up support. Establishment of a local business network? Develop social media strategy to engage and support individuals.



	Services Available	Provided by	Gaps/Barriers	Actions
Training & Learning	Employability skills Literacy & Numeracy GOALS	Probe	Lack of joint partnership working to offer effective deliver and share resources to benefit community	Local trusted advisor to guide individuals through developments & opportunities – support into employment, training and enterprise.
	Computer skills	St Stephen's	Lack of clear messages of what's available for individual unemployed/ notice of redundancy.	A linked Hub, managed by 'Community Rep' to coordinate, promote and guide people through the wide range of opportunities available (trusted and local).
	Alternative education 10-16 year olds	Local Works Hull KR	Lack of capacity locally.	Explore ways to support and encourage local sharing of resources and partnership bids.
	Work focussed services for partners	Via JC+	Gaps between local resource and national provision.	Mechanism for identifying opportunities within the labour market and link to training provision.
	Work focussed services for carers		Low motivation.	
	Support for people facing redundancy	HEYCF	Low confidence.	Promote success.
	Flexible Support Fund	Adult Education Mobile library	Need to address social isolation - not just individuals of working age (open to all).	Develop social media strategy to engage and support individuals.
	Directory of services; low procurement	Local Colleges Craven Park?		
SFA Community Learning	Other Community Centres?			

	Services Available	Provided by	Gaps/Barriers	Actions
Financial Management	Personal finance advice/support	<p>CAB (Quids in; Donna Jackson)</p> <p>CLAC</p> <p>SSNC Lynn Wright Personalisation Work</p> <p>Money Advice Service (would go into community just need numbers)</p> <p>Credit union</p> <p>David Shepherdson (Hull Financial Inclusion Support Officer)</p>	<p>Where to go.</p> <p>How to access.</p> <p>Lack of local provision.</p> <p>Door step loans, etc.</p> <p>High levels of fuel poverty.</p>	<p>Increase awareness and brokering services into the area.</p> <p>A linked Hub, managed by 'Community Rep' to coordinate, promote and guide people through the wide range of opportunities available (trusted and local).</p> <p>Incorporate information (financial management) at all Big Local events.</p> <p>Forge links with credit union and explore best practice to encourage participation.</p> <p>Forge links with WarmZone and other organisations tackling fuel poverty to maximise impact.</p> <p>Develop social media strategy to engage and support individuals.</p>



Hull & East Yorkshire Credit Union: 3 Year Proposal

Introduction

HEYCU wishes to work in partnership with the people of Greatfield, Hull to contribute to the aims and aspirations of the Big Local Greatfield community project.

Aims and Outcomes of the Project

The aims of the partnership would be to:

- To set up and administer **school savings clubs** at three local primary schools;
 - To establish a volunteer run **community presence** where residents and organisations can access the services of the Credit Union;
 - To recruit, train and support a network of **community volunteers** (finance buddies) who would help members of the community to learn how to manage their money more effectively;
 - To provide resources to promote the services, and access to those services, of the Credit Union in the Greatfield area.
- The intended outcomes would be:
- Residents of Greatfield have improved knowledge and understanding of Credit Union services and therefore the proportion of them accessing such services increases;
 - Young people in the area appreciate the ideals and benefits of a savings culture which, in turn, supports the prevention of future financial inclusion issues;
 - Local groups, clubs, societies and organisations benefit from a simple facility to deposit and take care of their funds, with the money used ethically in support of the local economy.

Long Term Vision

The people of Greatfield will:

- Manage their money well and maximise their disposable income as a result of accessing and using Credit Union services such as safe savings, affordable credit, fair banking services and good value insurance products.
- Turn away from high cost, unaffordable and unsustainable sources of credit such as doorstep lenders, payday lenders and loan sharks;
- Save their spare money with the Credit Union as a way of planning wisely for the future while supporting (investing in) their local community;
- Volunteer with the Credit Union to develop their own skills and help their fellow residents and local schoolchildren to improve their skills and confidence around money;

Take pride in being active members of one of the leading UK credit unions and helping it to develop and progress.

Rationale for the Project

At present many people in communities like Greatfield are failing to manage their money well and as a result are paying a "poverty premium" for services, incurring extra charges and getting into debt with loan providers that have little affinity with the local community and no interest in helping them to improve their financial well-being. The old savings culture, formerly nurtured from schooldays into adulthood, has largely disappeared, leaving young adults at the mercy of unscrupulous profit-focused high-cost loan providers with the financial muscle to bombard them with high-power targeted marketing campaigns based on a "live for today" mentality. Many families and older people use doorstep lenders who appear very trustworthy but charge extortionate rates for small consumer loans. Some either lack bank accounts altogether, or have accounts that are unsuitable and they find difficult to manage properly. Often they incur charges unnecessarily through tripping up with mis-timed direct debits. Many people are unaware of how to access more affordable and user-friendly alternatives such as not for profit credit unions, and lack the skills and confidence to challenge their providers or engage effectively with the financial sector.

This project would provide a lasting resource in the Greatfield community to help the people to access fairer and more affordable financial services, improve the community's knowledge base about such services, involve local people in discovering and implementing solutions to these problems, help to spread the word throughout the community, and embed a culture of savings and a healthy respect for money in the rising generation.

Project Delivery

The project will require a Credit Union Greatfield Development Officer to deliver its outcomes. It is proposed that the role and duties be similar to HEYCU's Goole project. A suitable person would be recruited to work say 12 hours a week during term times only. Their role would cover the following activities:

School Banks (Pennies 2 Pounds Clubs)

- Establish and supervise school banks with the support of the Head and Governors of three local schools used by Greatfield residents - Oldfleet, Stockwell and St Richards.
- Recruit, train and support volunteers (School Bank Volunteers) to run the school banks at set weekly times (ideally a team of 4 but a minimum of 2 needed for each school bank).

Local Credit Union Contact Point

Establish and supervise a local credit union contact point in Greatfield where residents can go to access the service at set weekly times. Ideally this would be within or part of an existing busy community facility.

Recruit, train and support volunteers (Contact Point Volunteers) to run the contact point at set weekly times (ideally a team of 4 but a minimum of 2 needed for each session).

Credit Union Community Finance Buddies

Recruit, train and support a network of respected Community Finance Buddies who would use their knowledge and people skills to help and encourage residents of Greatfield to access affordable not-for-profit financial services through the Credit Union and, where applicable, move away from high cost, unaffordable, unsuitable forms of provision.

Promotional activities

Work with the local community, partner organisations and the volunteers to take opportunities to promote and market Credit Union services in the local community (for example, placing advertisements, arranging leaflet drops, giving talks and meeting with local groups, organisations and employers, attending events such as community fairs, church and school activities, putting on money-themed events, working with anti-loan shark campaigns etc etc).

Encouraging Credit Union members to play a full and active role in HEYCU and take up training opportunities in order to develop their skills.

Volunteer Training

All Credit Union volunteers would be offered induction training on commencing their role, ongoing support and then accredited training such as that offered via Barclays Bank and Lloyds Group (Money for Life). They would receive recognition and reward for their contribution.

The Greatfield Development Officer would be part of the HEYCU staff team and would report to and be fully supported and resourced by the Chief Executive, who line manages the business development team.

Compatibility with other projects and initiatives

The Greatfield Credit Union project would dovetail well with other projects under way or planned such as:

Hull City Plan - it has an ideal fit with the "make your money go further" (Food, Fuel and Finance) theme of the City Plan.

Quids In - this project, led by Hull & East Riding Citizens Advice, aims to provide eligible social tenants in Hull with tools and skills to develop and improve their confidence around money with the welfare reforms in mind.

Rent Direct & Budget Account - this is an account to be provided by the Credit Union but supported by the Council and other social landlords to help tenants to manage their rent and

other regular payments more effectively. It will be rolled out in 2014 and many tenants in Greatfield could find it an attractive way to manage their money, avoiding the problems of a traditional bank current account.

Credit Union Expansion Project - this DWP funded project aims to streamline and modernise credit unions nationally and help them to provide their members with better, user-friendly products such as online and mobile phone banking.

Consumer Goods scheme - through the Co-operative E-Store and Smarterbuys, this developing scheme aims to help people to obtain electrical goods and other household products on better terms via the Credit Union than weekly payment stores such as Bright House / Perfect Home, including free delivery to the home. Where the Credit Union agrees to lend for these purposes to people with sub-normal credit history, a guarantee fund would be required to cover potential defaults, in order to safeguard the core business.

Green Energy - Hull City Council is seeking funds to roll out a home energy improvement loan scheme to be administered by the Credit Union.

Community Account - a user friendly deposit account for use by clubs, societies, small organisations and social enterprises enabling their funds to be cared for by the local Credit Union and made available when needed. It has great potential for roll out in communities like Greatfield but marketing funds are extremely limited.

Numbers reached

Current Credit Union membership in the UK stands at around 2% of the population. However, in HU9 at present there are 308 members of HEYCU (or 5% of the Greatfield population)

The Greatfield Big Local area comprises around 6,000 residents. A reasonable outcome could be for 12% of the residents (720) to have membership or some active involvement with HEYCU over say a 3-5 year period.

Targets for savings and loans, and community group deposit accounts could be discussed with a view to being established, with timescales.

Resources required

The cost of a Development Officer for say 12 hours a week, 44 weeks a year, together with overheads would be around £5,000 a year.

Additional resources of £1,000 a year would be required to deliver the project (for example marketing materials, cost of participating in events, school bank resources - money boxes, saver cards, school gate banners, stationery). Some sponsorship by local businesses may also be possible.

The Greatfield Project could therefore be delivered for £18,000 over three years.

Hull & East Yorkshire Credit Union: 3 Year Proposal (continue...)

Exit Strategy and Sustainability

The aim of the project should be to leave a legacy of benefits but not an unsustainable burden of cost. It is therefore essential to give due consideration to an exit strategy, enabling the benefits to continue long after the funding has ended.

One of the key themes of the proposal is the idea of equipping the people of Greatfield with the skills and confidence to engage with the financial services sector effectively so that they make good choices and move away from unsuitable providers. The network of community volunteers, once created and placed on a sound footing by the Development Officer is a lasting resource that would not depend on continued funding for sustainability. It could be part of the Buddies role that they actively seek other members of the community to pass their skills and knowledge on to in due course. The volunteers, thus trained, could form a **Greatfield Branch Committee** of the Credit Union that would liaise with and be supported directly from HEYCU Central Office (as with the Drifffield Branch Committee which has continued for 8 years now, without additional funding).

There would be a continued need for stationery supplies and resources from HEYCU for the school banks and contact point. But, as take up of membership and products increases, and those members gradually start to earn the Credit Union income via loan interest, HEYCU should in time be able to absorb these costs itself.

Conclusion

The above proposal is offered as a potential partnership project with Big Local Greatfield. We look forward to your consideration and to receiving your comments in the hope that we can reach agreement on a final plan to work together for the long-term benefit of the community.



