

# Making the Difference:

Supporting community action that brings about positive economic, social, and environmental change through the development of enterprising solutions



INVESTORS  
IN PEOPLE



# Background

- 1996 : Manor estate labelled ‘worst estate in Britain’.
- 1996 : Community Response : partnership between council, community and private sector to put in a community led application for SRB 3, which was successful, leveraging in £16m over 7 years to address issues identified BY the local community.
- History of social action – 30 years – Manor Employment Project.

# 1996

- 1981 -91 population declined, stabilised 1991 @ 16239
- Unemployment 26% ( city average 10%)
- 41% on income support ( city average 21%)
- 16% pupils gained 5 GCSE's ( A-C)( city average 37%)
- 7% BME ( 1991 it was 2.5%)
- Highest admission rates for mental health, respiratory, diabetes, strokes, asthma, cancers, CHD ( 37% higher than city average)

## SRB 3 : 1997 - 2004

- First community led SRB programme in the country.
- Manor and Castle Development Trust was established in 1997 to manage the delivery.
- Mix of revenue and capital projects across 7 programmes : Health, Environment, Housing, Education / Training, Employment/ Enterprise, Young People and Community Development.
- Wider determinants of health and well being.

## SRB 3 : 1997 – 2004: Principles

- Community led, managed and delivered
- Building on the assets – people, buildings and local organisations.
- Asset based community development ( people and place)
- Community Engagement : reaching the parts other organisations can't / don't reach.
- Catalyst for change : e.g. £1m invested into green space development and we now have the Manor Farm site and manage the parks through Green Estate.
- Developing and holding onto community assets.
- Enabling Role : didn't do it all, MCDT added value and complemented what was there but plugged gaps where there was 'market failure'.
- We worked in partnership

# MCDT

- 23 years : embedded in the community
- 82% of staff are local
- Asset based community development and collaborative working is at the heart of our approach.
- Born out of ‘market failure’

# To Date: Focus on delivery.

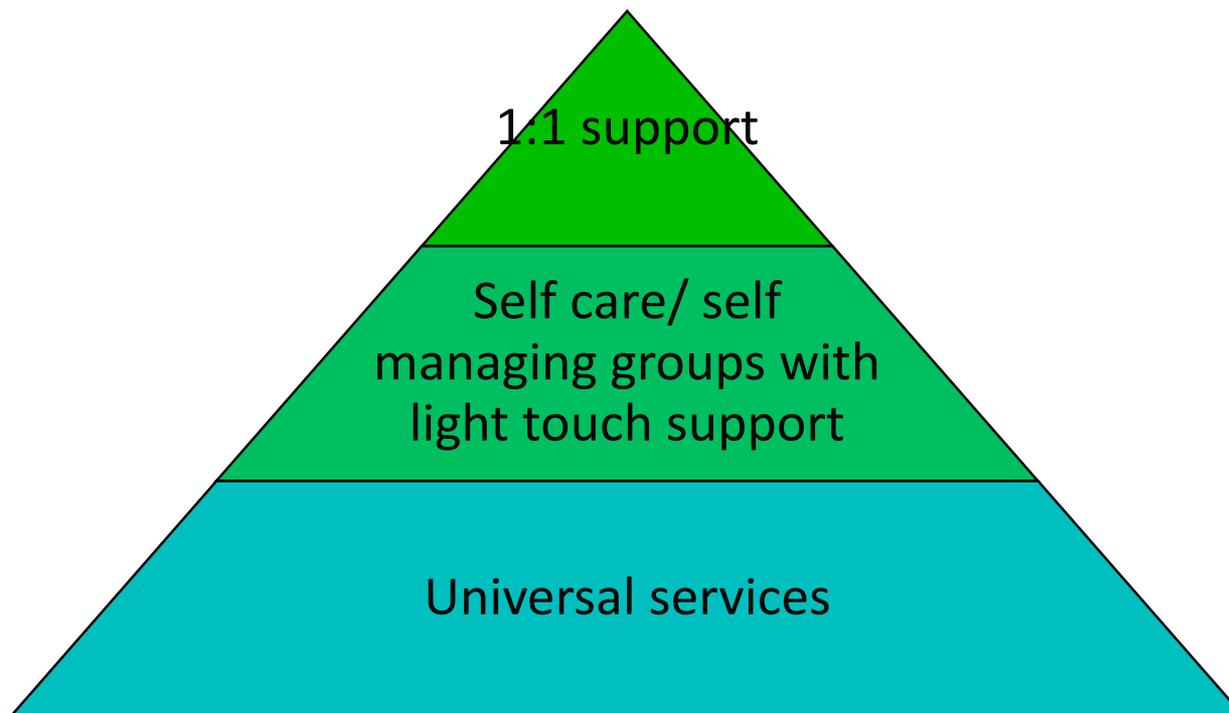
- Community Well Being Programme : healthy eating, exercise, mental health support, health champions, social isolation, diabetes management,
- Community Development – Wybourn Corner House, York House, Food Bank, Echo, Wybourn Makers, Best Start Communities Count. Festival, Bonfire, Park Run, community forums, etc
- Volunteers : we support volunteers to build their skills, experience and confidence.
- Supporting people to get into work / closer to work.
- People Keeping Well partnerships : Social Prescribing, Dementia, Suicide Prevention, Early Years volunteering, Holiday Hunger
- Sunshine Pre-school – still offer wrap around 7am – 7pm and still take babies ( most nurseries only take FEL places): last Ofsted : **Outstanding**
- Advocacy project : working with most complex cases – domestic violence, mental health, substances, learning disabilities, debt, sanctions, evictions,
- Over 50's peer group support work.
- Steps to Excellence , Step up and Shine, Parents are Experts – niche training.
- Youth work
- Library

# Principles that underpin how we work

- Asset based community development (build on strengths, skills, knowledge, capacity)
- Community Development principles and practice (do things with people, tackles inequalities)
- Person centred approach focused on removing barriers to engagement, developing progression routes and supporting people to their destination  
Supporting people to transform their lives

# Strategic Delivery Aims

- Building resilient communities ( working with and supporting groups)
- Supporting people to become independent, resilient individuals ( 1:1 work)
- Reducing social isolation.
- Voice, leadership and collaboration ( going to meetings to influence policy, practice and build collaborative relationships to deliver)



## Now

- The challenges are similar to 1996. The population is still financially hard pressed. We have seen the growth in demand for S2 Food Bank – Oct 2017 – 173 parcels, October 2018 – 221 parcels. Main reasons for use : debt / deductions and / or benefit delays : we have Universal credit to look forward to next year.
- Low value economy – low paid, part time jobs, zero hour contracts – disproportionate in Manor Castle. Worklessness is still an issue, particularly linked to health conditions.
- Educational attainment is improving but not fast enough.
- Poor health is still a major issue.
- Housing was demolished and not replaced – Housing Company have a 10 year plan to redevelop sites in the Manor which will have implications for services and MCDDT.
- Services have become more fragmented – housing stock transfer 5 years ago, schools becoming academies, local authority services facing austerity cuts BUT demands are increasing on services.
- Population changes : in 1996 3% were non white British, today that figure is 27% ( Sheffield average is 19%). Population estimated at 22,770 and growing.

# Key Issues

- Persistent poverty
- Poverty premium – food, utilities
- Mental Health
- Social isolation
- Limited job opportunities for less skilled
- Crime and ASB
- ‘Affordable housing ‘ that isn't affordable.

# The Future

## MCDT's strategic objectives :

- Constantly engaging with the community to make sure we reflect their needs.
- To maintain the services that the community needs and wants.
- Currently looking at how we use the resources we have to meet the needs – mental health, complex needs – NOTHING is low level.
- Capacity : Advocacy team : 87.5 hours a week ; Health Trainers : 48.5 hours a week. We had a target for SP referrals – we met 50% in Q1.
- Financial sustainability – contracts are few and far between and they are not covering basic costs.
- Improve quality of what we offer.
- **Importantly** : Maintain our values and principles in face of a hostile environment. (competition for resources rather than collaboration)