

Selby Big Local Community Action Plan: 2020-21

*'Making Selby an Even Better Place to
Live'*



July 2020-December 2021

Local Trust | Big Local



Introduction

Big Local is a national programme funded by the National Lottery Community Fund and run by Local Trust, giving 150 areas across England 10 years and at least £1 million each to make a positive difference in their communities. Selby Big Local is one of these 150 Big Local areas.

The Selby Big Local Partnership was established in 2016 and has 18 members, 13 of which are residents in the Big Local area. All our decisions are made by this resident-led Board. Our Locally Trusted Organisation (LTO) is Selby District AVS, who employs our two part-time workers and is one of our partnership organisations. We are all about delivering in partnership – partnership with local people, community groups and local organisations, so that we make the best use of local knowledge, skills, ambition and enthusiasms to make Selby an even better place to live.

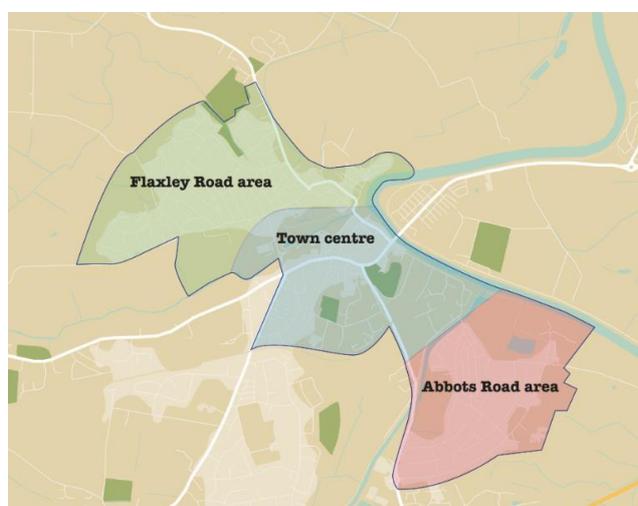
This Community Action Plan presents our priorities and planned activity for the next 18 months, from July 2020 to December 2021. Our ongoing community development and funded activities remain focused on responding to the four overarching outcomes that all Big Local areas must address:

1. People will be better able to identify local needs and take action in response to them;
2. Priorities identified will make a difference to the local community;
3. People will have increased skills and confidence so that they continue to identify and respond to needs in the future;
4. People will feel that their area is an even better place to live.

We stand by our mission statement developed by residents prior to the publication of our very first plan: “Selby Big Local will seek to make a lasting and positive difference to our local community. We will bring together all the talent, ambitions, skills and energy from individuals, groups and organisations who want to make our area an even better place to live.”

The Selby Big Local Area

The Selby Big Local area includes: Selby North, around the Flaxley Road estate, Selby South, around the Abbots Road Estate, and the town centre.



The Selby Big Local area is large, with approximately 10,000 people. The existence of a fairly large market town within the Big Local area can distort the picture of the area, as the town centre draws from a large semi-rural and largely affluent hinterland, which can overshadow the inequalities between Selby town and the wider district. Selby North and South show a significantly higher percentage of unemployment, benefit claimants and levels of child poverty than the Yorkshire and Humber region.

The data presented below is taken from Local Insight (2020), focused specifically on the Flaxley Road area to the north of the town centre. The data below forms part of the reason why Selby Big Local focused the search for more community space in this part of our Big Local area.

- There is a level of transience within this community with many residents from Eastern Europe. 9.8% of the population identify as White Non-British (compared to 3% average in Yorkshire and Humber);
- Over 50% households live in the rented sector (private/social);
- Lone parent families make up 32.6% households (24.9% average across Yorkshire and Humber);
- Despite excellent primary education provision (higher than England average scores for Early Years Foundation Stage), 33% of population have no qualifications.
- In addition to higher than regional average number of JSA claimants, workless benefit claims for 16-24 age group is particularly high, 6.3% compared to England average of 3.6%;
- There are high proportions of vulnerable individuals and families, 21.5% receive Attendance Allowance, compared to 13.1% regionally;
- Interestingly, one of the new data sets shows that 52.2% of the population are classified as e-withdrawn¹, which contributes to the ongoing challenges reaching and engaging residents in such a large Big Local area. It's interesting that during our resident engagement around the new community space, there was huge appetite for support developing digital skills locally.

We know from our own engagement activity that many within the community like living in Selby, with good access to open spaces, retail and education provision. Yet, poor mental health, social isolation and low expectations are recognised as issues across the community.

The introduction of Universal Credit, and the legacy of austerity cuts to statutory services, have all been felt across the Big Local area. Whilst we're not in a position yet to see the impact of the Covid-19 pandemic, residents are concerned that this will have a significantly detrimental impact on the local community, emotional wellbeing and financial security. Despite this, neighbourhood activity and growing community connections are increasingly evident.

Reviewing our 2018-2020 Community Action Plan – What have we learnt?

It has been an extremely busy two years and the Partnership has grown in strength, with greater resident involvement and many taking the opportunity to build on existing skills through training and

¹ Least engaged with the Internet. Lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device. (Internet User Classification, Local Insight, 2020)

taking on more aspects of Big Local delivery. We now have two resident Co-Chairs of the Partnership.

Over the last two years Selby Big local has invested considerable time on the acquisition and early phase development of a new resident-led space at 58 Flaxley Road. We are excited by the opportunities this space presents to a tangible presence for Selby Big Local, bringing people together to test, demonstrate and deliver a whole range of activities, that can provide a catalyst for resident-led action well into the future. We explore these issues in more detail in discussion of our legacy.

Through the review of our Community Action Plan 2018-20, we are confident that all our activities are aligned to our vision and areas of priority action. Our ongoing community development and engagement throughout the last two years and during our review period confirmed that these priorities remain relevant to our residents. However, they are not specific to our community. We want to remove as many barriers as possible to residents leading the way we respond to the issues that the community identifies as important, and therefore, we have decided to change the way that we shape our Plan's strategic priorities.

We have three new overarching priorities:

- Developing 58 Flaxley Road
- Empowering Residents to Take the Lead
- Bringing People Together

In the knowledge that our 'four vision' areas from our previous plan are still relevant, we expect that many of our ongoing activities will continue to respond to the following themes (though not exclusively):

- Tackling social isolation
- Improving health and wellbeing
- Creating new opportunities for change

We are mindful that this Plan has been created in the early phase of the Covid-19 pandemic and many of the impacts on our community are still coming to light. Big Local has a unique and valid role to play in listening to residents and responding and we are confident that this action plan provides the opportunity to build on our work to date and remain relevant for the challenges ahead.

Our Legacy

Over the lifetime of Selby Big Local, our biggest financial investment by far will be in the redevelopment of 58 Flaxley Road, creating what we hope will be a vibrant space for resident-led activity, action and voice long into the future. However, for us, we want our greatest impact, our legacy, to be on and for the individuals, families and groups within our community. We believe that the physical assets we will leave behind, 58 Flaxley Road and the St James' Community Garden, are catalysts in this ambition.

The diagram below summaries the most important aspects of Selby Big Local's Legacy Plan. Our Costed Vision detailing our plan for the remainder of our Big Local grant can be found in Appendix 2.



To achieve our legacy, we know that we need to:

- Continue to build on existing skills in the community and instilling confidence that change is possible.
- Continue to help remove barriers to communication and engagement, build trust and support within the community and create mechanisms for residents to have a stronger voice on issues that affect them.
- Ensure that our physical assets (58 Falxley Road and St James' Community Garden) have robust business plans and governance in place to support them into the future.

We hope that through our actions and those of many championing change in Selby that the inequalities we know exist between Selby Town and the surrounding district and region, are reduced. Specifically through our legacy, we hope that the community of Selby Town:

- Can demonstrate the power and financial efficiency of a grassroots, bottom-up approach.
- Has a stronger sense of place, one that everyone can take pride in.
- Can have conversations about the things that matter to people.

Our Priorities 2020-21



1. **Developing 58 Flaxley Road** – over the last two years Selby Big Local has invested a significant amount of time (and money!) developing the vision for, and purchasing a derelict property in the heart of the Big Local area, to be turned into a much needed community space.
 - a. **Development:** Our immediate priority is to further develop the business plan for 58 Flaxley Road.
 - b. **Renovation:** Large-scale refurbishment of the building so that it becomes a vibrant, fit for purpose community space that reflects residents’ vision and values.
2. **Empowering residents to take the lead** - we know that residents often have the answers to address the issues that are important to the local community. We have trust in our local community and want to support residents by providing opportunity to build on existing skills and experience, enabling local people to take the lead when it comes to finding solutions to local issues, challenges and opportunities.
3. **Bringing People Together** – community involvement and participation has been a priority for Selby Big Local since our first Plan, and it remains as important today. We know there are residents of all ages facing loneliness and social isolation and we know the transformative power of bringing people together and providing a safe space for ‘community to happen’.

Priority One: 58 Flaxley Road

In early 2019, Selby Big Local purchased an empty, run-down commercial property, 58 Flaxley Road, to transform into a vibrant and welcoming resident-led community space (BLP\100543). This decision was driven by four years of community development and engagement work, informing us that residents felt there was nowhere in the community (and specifically in the northern part of the Selby Big Local area around Flaxley Road), where residents could come together and 'make community happen'. Over the last 12 months the Selby Big Local Partnership has been working with residents to translate the vision for the space into a physical design and an operational business plan.



Our vision

To create a welcoming and inclusive community space to inspire change

Our purpose

To offer a space that is flexible and multi-purpose - a sustainable community-led hub providing a warm welcome for the community where they can laugh and grow

We aim for the space to provide

- A space in the community for people to come together, leading to greater local connectedness, emotional wellbeing, and stimulating new community and economic activity.
- Accessible, practical, and targeted support on a range of issues the community identify are important to them.
- Community ownership and empowerment enabling a stronger voice for residents and greater participation in local decision-making.

Our values

- **Inclusive:** we want to be welcoming and accessible for all. We aim to be a warm and comfortable haven to all people of all backgrounds and generations – we're here for every resident. We're all about bridging gaps and bringing everyone together – it's our very reason for existing. We understand the power of community, collaboration and cooperation.
- **Uplifting:** we're a catalyst for change; somewhere ideas can be realised. We want to be known as a hive of activity and creativity, where there's always something new to see or do. We empower people to feel anything is possible and give them room to be themselves. We inspire ambition.
- **Flexible:** we offer vibrant and versatile space for a variety of uses, from art exhibitions to community workshops. We want people to use the space as they please, popping in for a quick cuppa or organising a series of classes. We're organic, adaptable and supportive, willing to shape ourselves around people's ideas and aspirations.

58 Flaxley Road: Part 1 - Development

Selby Big Local has been busy in the period since 58 Flaxley Road was purchased and Appendix 1 gives a summary of our activity so far developing.

During 2020-21 we want our activities to:

- Provide lots of varied opportunities for residents to get involved in shaping the final business plan, informing the range of activities hosted within the building.
- Raise awareness and excitement of the building and the opportunities it brings.
- Build stronger relationships with local organisations, partners and wider stakeholders to ensure that the building responds to what residents want and need.

Anticipated outcomes:

- Finalise our first business plan with a clear vision for how the building will operate and associated income and expenditure.
- A range of Partnership business planning workshops, an exciting approach to communications activity and a programme of engagement events, culminating in a community party to mark the official opening of 58 Flaxley Road.
- A programme of activities informed by extensive community engagement, led by residents, Big Local and other local groups and organisations.
- Agreement about future governance model for the building that will ensure the space continues to be resident-led.

Our proposed activity is summarised below.

Activity	Deliverables	Timescale
Detailed business planning	Series of working group workshops and action planning Ongoing liaison with existing and potential project partners, including those currently providing local community services.	July – September 2020
External funding strategy	At least one (successful) major capital/revenue fund application Ongoing search and applications for project specific funding opportunities.	June – December 2020 (and ongoing)
Resident engagement and strengthening governance	Ongoing resident engagement, contributing to business planning, raising awareness of the project and widening involvement. Focus on supporting and training volunteers in preparation for building opening. Select appropriate governance model.	July onwards
Project communications	Ongoing communications (printed, online, social media, via partners and local press) to raise awareness of the building's development, create community "buzz" around getting involved.	Ongoing

58 Flaxley Road: Part 2 - Renovation

In early 2020 as plans for the redevelopment of the building were being agreed, the architects commissioned a quantity surveyor to prepare draft costs for the planned works. During the design phase, the Partnership spent considerable time considering the cost implications of different design decisions but also felt that for the space to have the impact and legacy envisioned, it would need to be an inspirational and special, as well as a practical space.

The costs from that report, which form the basis of the budget in this Plan, are higher than envisioned when the Partnership submitted BLP\100543 in 2018. The Partnership has made the commitment to meet these costs, however, has agreed that a proactive external funding strategy needs to be employed to try to secure external funding for some of the capital and first phase revenue costs. The Covid-19 pandemic has had a swift impact on the funding landscape and the Selby Big Local Partnership are mindful of the impact that this will have on the opportunities for (and timescale of) external funding². Selby Big Local has been successful in securing external grant funding in the past and will continue to look creatively for opportunities that align with the vision for 58 Flaxley Road.

In addition to external funding, the Partnership intends to create lots of opportunities for residents, local trades people and businesses to get involved in the development and ‘kitting out’ of the space. A Selby Big Local version of ‘DIY SOS’! This is crucial for increasing engagement and fostering real community pride and ownership in the space. It gives a tangible opportunity to widen involvement beyond existing volunteers and Partnership members, and will also hope to reduce some capital costs.

The timescale for delivery is dependent on two major factors, the Covid-19 pandemic and eventual exit strategy, and the local authority planning process. Recognising these two unknowns, our current timescale is laid out below and will be adapted as necessary.

Activity	Deliverables	Timescale
Pre-planning enquiry and associated activities	Submission of pre-planning enquiry to Selby District Council Formal response to any issues identified by the council, including any additional surveys.	March – April 2020
Technical design	Final technical drawings for the redevelopment of the building, including input from structural engineer	May – June 2020
Planning permission	Final building plans submitted to Selby District Council for planning permission submission of Change of Use application. Selby Big Local led communications, social media and engagement around final building design. Nature of these activities will be determined by Covid-19 social distancing guidelines, with	July – August 2020

² For example, Selby Big Local has had a number of meetings with the Regional Officer for the Lottery Reaching Communities Fund and had been planning to submit a first phase application in May 2020, however, non-Covid-19 applications have been paused for an initial 6-month period.

	preference for community-based, face-to-face activities where permitted.	
Development brief and selecting a contractor	Architects and Quantity Surveyor to prepare project brief for procurement Invitation to tender sent to at least three building contractors Appointment of preferred contractor	September – December 2020
Building work	Completion of structural works up to 'first fix'. Building control and any certifications of work secured.	January – May 2021
Community 'build'	Elements of building work identified that will be opened up to high profile 'community build' events. This may include tasks such as: plastering, tiling, decoration. Building based community events during this phase to raise the profile of the project, increase resident engagement and sense of empowerment and ownership.	June – August 2021
Sourcing fit-out and resources	Working with local and regional partners – sourcing building fixtures, fittings, furniture at low/no cost (where possible).	
Phase one - formal opening	Based on Partnership business plan and first phase operation plans, formal launch and opening. Aim for big community celebration!	Summer/Autumn 2021

Priority Two: Empowering Residents to Take the Lead

Selby Big Local trusts local people, and we want to enable residents to transform and improve their lives and the places they live. Over the last four years we have been listening to and working with residents to understand what is important to them and what issues in the local area they would like to address to make Selby an even better place. In response, we have developed, delivered and commissioned and we want to do even more to support residents to create responses themselves. With support, advice and enthusiasm we want to empower residents to take the lead.

We know from our ongoing community development and engagement that the following themes are particularly relevant in our community, and as such, many of the funded activities will respond to our core themes of:

- Bringing people together and tackling social isolation
- Improving health and wellbeing
- Creating new opportunities for change



We know that our new resident-led space at 58 Flaxley Road provides a catalyst for responding to these issues. We also know that Covid-19 will reveal new priorities for residents in Selby Town and therefore, supporting residents to respond will be crucial.

Whilst in this plan our financial investment is focused on the development of 58 Flaxley Road, by investing in personal and stakeholder relationships, working together and using Big Local's voice across the community, we are confident that our wider activities can make a difference.

We want our activities to:

- Inspire and encourage residents to get involved in their local community and in Big Local
- Support residents to have their voices heard in local decision-making
- Demonstrate how community-led approaches can have positive outcomes

Potential funded activities:

- Community Chest small grants programme – Selby Big Local has offered small grants to residents and local groups and organisations for a number of years but the intention is to relaunch this, with greater focus on responding to and stimulating resident-led initiatives and ideas. With 'easy access' funding and support, Selby Big Local wants to empower residents to 'try' things out and take the lead in tackling issues the community identifies for itself.
- Continuation of our Selby Big Local Big Aspirations programme with three primary schools, focusing on generating excitement around the world of work, development of core skills to support the transition to high school and raising aspirations.

Anticipated outcomes:

- Increase in number of residents that want to get involved in the future of Big Local and the governance and operation of 58 Flaxley Road.
- Increase in the number of residents accessing learning and skills development opportunities.
- Increase in community confidence to tackle local issues and take on new challenges – "building courage to succeed".

Priority Three: Bringing People Together

We know that social isolation and loneliness are issues faced by many in our community and affects people of all ages and backgrounds. Bringing people together is positive for emotional wellbeing, and it's also fundamental to "making community happen". Bringing people together creates new connections, new ideas and the potential for change. Creating and providing space is another important ingredient, which is why the development of 58 Flaxley Road is part of our plan; to create a space for people to come together in a safe and supportive environment and for that to be a catalyst for change.

We also want to have fun! Our community events in the past have been great ways to celebrate, relax and enjoy living in Selby.

We are mindful that as the Covid pandemic continues and government guidance evolves, there will be a need to move some activities online, and to develop new, virtual ways of connecting and bringing people together. In some instances this will require us to support residents to develop new digital skills and improve access to wifi and IT services.



We want our activities to:

- Help remove the barriers to residents getting involved in Big Local activities and those offered across the wider community.
- Provide a range of opportunities for people to come together; to socialise, learn and grow.
- Help collect community intelligence so we are confident that Selby Big Local remains resident-led.

Potential funded activities:

- Continuation of our small group activities, supported and led by volunteers. Recently this has included our Community Choir, Over 50s IT Group, Big Local Travel Club and Selby Swans Youth Team.
- Working with partners (Groundwork, Selby District Council, Selby Abbey C of E Primary School and St James' Church) to further develop the St James' Community Garden (part-funded by the MHCLG Pocket Parks Fund in 2019) and create a sustainable 'Friends' group to manage the garden into the future.
- Building on our successes in 2019, hosting (in partnership with others where we can) wide-appeal community events that provide an opportunity for residents to come together.

Anticipated outcomes:

- New and strengthened social networks that reduce social isolation and feelings of loneliness.
- Residents have opportunities to improve their own wellbeing and have access to local support.
- Connections lead to the development of new activities and funded ideas.

Operations: Supporting the Selby Big Local Partnership

The Selby Big Local Partnership has grown in strength over the last two years and now has 19 members. It is led by two resident Co-Chairs and a resident Treasurer. Members of the Partnership are listed below.

Joanne Scott	Resident, Co-Chair
Robin Belder	Resident, Co-Chair
Candace Sutton	Resident, Treasurer
Anne Riley	Resident
Kevin Riley	Resident
Richard Cooke	Resident
Charlotte Theill	Resident
Tracy Wilson	Resident
Keith Watkins	Resident
Gail Errity	Resident
Kirsty Guest	Resident
Sal Fox	Resident
Tony Walker	Resident
Myles Labhaya	Resident
Chris Hailey Norris	Selby District AVS (LTO)
Tom Jenkinson	North Yorkshire County Council
Angela Crossland	Selby District Council
Dani Penney	Inspiring Healthy Lifestyles
Melanie Davis	Selby Town Council

The Selby Big Local Partnership will continue to employ two part-time workers. The Selby Big Local Coordinator (22 hrs/week) will continue to support the Partnership and the strategic development of Selby Big Local. In this Plan period there will be a focus on identifying suitable sources and applying for external funding to support the Partnership's work. The Community Development Worker (22 hrs/week) will continue direct work with residents, supporting local activities and development. This work will increasingly focus on empowering residents to take control of existing projects and enabling greater involvement in the operation of the community building at 58 Flaxley Road.

The budget outlined below for our 2020-21 Plan includes operational activities, to fund:

- Selby Big Local to employ two part-time workers.
- The ongoing office costs, and staff and financial management provided by our Local Trusted Organisation – Selby District AVS.
- A range of communications activity to encourage participation and involvement in Big Local activities.

Our 2020-21 review identified that whilst we have evaluated many individual activities, projects and events funded by Selby Big Local, we have not yet found a comprehensive way to monitor and evaluate our overall impact in a way that the Partnership feels comfortable with. We want to ensure that we can understand and communicate our impact more clearly and it is a priority for Selby Big Local to continue to improve the mechanisms use to do this. Using our legacy plan as a backdrop, Selby Big Local will be adopting a range of tools provided by Local Trust, and others working in the sector, to enhance its impact measurement activity.

Appendix One – Developing 58 Flaxley Road: the journey so far

Spring 2019 – Secured Bright Ideas funding and support

Selby Big Local successfully applied to the Bright Ideas programme and secured £15k from Power to Change and development support from Locality. The funding has been used to secure professional expertise (architect, engagement support, strategic communications) and advice has been valuable in developing the vision for the space, an operational business plan and considering future governance options for the space to ensure that it remains community-led in the future.



Summer 2019 – Community engagement and enabling works

In May 2019, Selby Big Local appointed a part-time Community Engagement Worker to focus on reaching and working with residents to develop the vision for the space and to inform the types of the activities that may be hosted and run in the building in the future. A summer programme of activities called #makingourspace encompassed over 17 separate events designed to reach across demographics. The outcomes of this work have fed into the development of the business plan for the space.



Based on survey work on the building prior to its purchase, the Partnership appointed a contractor to remove all asbestos from the building. This required the following enabling works: removal of damp interior wall coverings, electrical works.

Summer - Autumn 2019 – Resident-led design

Selby Big Local appointed Thread Architects to lead a resident-led design process and to prepare plans for the redevelopment of Flaxley Road. This process included Partnership design workshops, public engagement events and the preparation of 2D, 3D and animated models to support the decision-making process. In February, the Partnership approved a Concept Design, which has been submitted to Selby District Council for pre-planning advice.



Appendix 2 – Selby Big Local Costed Vision

Total remaining for costed vision: £550,000 (this is an approximate figure based on our calculation of the underspend in our 2018-20 Community Action Plan)

The budget for this plan is £441,995. The Selby Big Local Partnership would like to continue beyond this timeframe and is therefore pursuing a rigorous external funding strategy. By the end of 2021, the Partnership will have a clearer view of how successful this strategy has been and for what period Selby Big Local will be able to continue. The costed vision will then be updated accordingly.

Selby Big Local continues to have a broad vision, reflecting the diversity within the Big Local area - “to make Selby an even better place to live”. Our legacy plan describes the elements that make up this vision:

- A place where residents feel empowered and have the skills and confidence to take action for themselves and their community.
- A Selby with a welcoming and outward looking sense of place, where there is pride in the local community.
- A community with strong local connections with a sense of meaningful purpose, hope and confidence in better.
- There are places to find support, advice and help when people need it so change can happen.

The diagram below provides a summary of our anticipated expenditure between now and the end of the Big Local programme as we work towards this vision.

