Our Witham 2020 Plan
INTRODUCTION

“Our Witham is a community partnership made up of various agencies and organisations that are working with young people, and it is clear that to tackle issues there needs to be this joined up approach which has been recognised in participating in the Government’s Our Place programme.

Over the past year the group has successfully set up its Community Hub and has run a number of short term projects, however, this plan will enable partners to work together at tackling the barriers to health and wellbeing and employment skills within the town.

*Cllr Jo Beavis, Cabinet Member for People and Participation at Braintree District Council*

“Our Witham is about showing the benefits of different organisations working together and changing the way that services and activities are delivered locally.

This plan has been developed from the input of local residents and feedback from partner agencies to help set the future direction for partnership working in Witham, to plan new projects, activities and services which are available to improve the lives of residents and continue the great work that has already taken place so far. New partners are always welcome, so get in touch if you are interested in joining us”

*Lorne Campbell, CEO of the 2nd Witham Boys Brigade*
Part 1
About “Our Witham”
1A. ABOUT THE AREA

Witham is a market town in the Braintree District close to the neighbouring districts of Maldon, Chelmsford and Colchester. It is situated between the larger towns of Braintree, Chelmsford and Colchester and covers an area of approximately 14 square kilometres.

Witham has an estimated population of 25,353 people (2011 Census) and represents approximately 17% of the total population of the Braintree District, an increase of 2878 people or 12.81% from the 2001 Census.

Housing Areas
Witham has approximately 10900 households located in several housing areas including, The Templars Estate, The Humber Road Estate, Allectus Way Estate and the newer Maltings Lane housing development. There is also housing based in and around the town centre and along Maldon Road and Chipping Hill areas.

It is estimated that 2341 properties (22% of all properties in the town) are leased through a Registered Social Landlord. This equates to just over 23% of all social housing stock in the Braintree District.

Transport Links
Witham is served by a railway station on a mainline service between London and Norwich (compared to limited branch line services in few parts of the rest of the District). It is also located along to the A12 dual carriageway which provides direct road access to the larger neighbouring towns of Chelmsford and Colchester and further afield to Ipswich and outer London.

Business and Retail
The Town Centre area is located along Newlands Street and is comprised of mostly independent retailers on the High Street and two shopping centres on either side providing a range of grocery and non-food retail. Witham has three main industrial areas: Freeboournes Road, Crittall Road and Eastways which are close to the entrance/exit to the A12 dual carriageway. There are approximately 300 businesses on these estates providing employment to thousands of people.

Schools
Witham is served by Maltings and New Rickstones Academies which offer secondary, and further education, both operated by the Academies Enterprise Trust. Both schools have had new facilities built and have seen a rise in recent GCSE attainment. There are also 8 primary and junior schools and the Southview School providing education to young people with special educational needs. The Colchester Institute also has a “Learning Shop” facility located in the town centre.
Open Spaces
Witham contains several large public open spaces ranging from parks and playing fields, allotments and nature reserves, which are maintained by a range of partners including the Town and District Councils. The main areas serving the town include: Maldon Road Park, the Riverwalk, Whetmead Nature Reserve, James Cooke Wood, and the Closed Church Yard.

Sports and Leisure Facilities
Witham has a variety of sports and leisure facilities including the state of the art Witham Leisure Centre opened in 2014, containing a gym, 25 metre pool and learner pool with movable floor, squash courts and exercise studios. There are also a variety of other facilities in the town including sports halls operated by the local academies, an outdoor gym, grass and artificial sports pitches and local clubs running a range of sports activities and teams.

Local Issues
From a range of national sources such as the Department for Education, Department of Work and Pensions, Public Health England as well as local sources such as previous consultations and residents’ feedback, the following were highlighted as potential issues.

Employment and Skills issues
- Lower than average GCSE attainment rate compared to District, County and National Averages
- High rates of people not in Education Employment and Training (NEET) compared to other areas of the district
- Higher JSA claimant rates for 18-24 year olds compared to District, County and National Averages

Key Health and Wellbeing Issues
- Increasing levels of child and adult obesity
- Increasing levels of alcohol consumption and smoking
- Lower level of healthy eating in adults
- Possible long term impacts faced by young people growing up in Witham are higher than average rates of hospital admissions for Chronic Heart Disease and a higher rate of deaths by all cancers in the under 75s age group.

Witham also has several pockets of deprivation and contains 4 of the 10 most deprived areas in the District according to the Indices of Multiple Deprivation 2010.

Whilst Witham has a large number of public, private and community sector organisations which deliver services to address these issues; there has traditionally been a lack of joined up working when services are planned, leading to duplication of activities. Many services and activities are open to Witham residents, but few being delivered in the town itself, creating access problems, particularly for young people.

Both partners and members of the public suggest that they are not always aware of what support services are available in the area or where to go for information and advice.

See Appendix 1 for further information about the local area and supporting data.
1B. BACKGROUND TO THE OUR WITHAM PARTNERSHIP

In 2012 a wide range of local community organisations, councils and businesses came together with a plan to raise the aspirations of young people in Witham under the banner of the Government’s Community Budget initiative. In 2013 the Witham Boys’ Brigade co-ordinated a series of young people led projects to raise aspirations. Out of these activities Our Witham was born.

From early 2013 onwards the partnership has met on a regular basis to look at ways partners could work together to deliver new services and activities in the Witham Area through collaborative planning and sharing of resources. The following are some of our achievements so far:

**Pilot Projects**
In July 2013 a range of pilot projects were identified by partners to help address some of the issues being experienced by local residents. Out of the projects identified, two were able to be launched successfully in the previous year.

- **Jump Start** – A work club run by the Jobcentre Plus providing weekly presentations and workshops on job seeking skills to help out of work residents get back into work. To date over 100 residents have taken part in this scheme.

- **The Health Hub** – A weekly drop-in-session has been run by Fusion Lifestyle offering free advice and support on health and exercise. The Health Hub has also been linked with the GP/Exercise referral scheme to help residents who are not yet confident enough to visit local leisure centres to access support.

**Community Hub**
In the summer of 2013, the Boys Brigade secured the free use of a vacant shop unit in the Newlands Shopping Centre to be used to trial new community activities and ideas. The unit was renovated by a team of volunteers from the Boys Brigade, Jobcentre Plus and with staff and funding support from Greenfields Community Housing.

The Hub opened in September 2013 to coincide with Witham’s annual Puppet Festival, where it was visited by over 500 residents in one day who popped in for a chat about the project, and to take part in free children’s activities arranged for the day.

Since then the Community Hub has been used to host a range of regular and one-off activities...
1C. OUR PARTNERS

Our Witham is open to any agency, voluntary group, business or resident representatives in Witham.

Our Witham consists of representatives at different levels from the following organisations:

Braintree District Council
2nd Witham Boys’ Brigade
Greenfields Community Housing
Witham Town Council
Department of Work and Pension/ Witham Jobcentre Plus
Fusion Lifestyle
Essex County Council
Family Solutions Team
Youth Service
Maltings Academy
New Rickstones Academy
Braintree District Voluntary Support Agency (BDVSA)
The Rural Community Council for Essex (RCCE)
4 Children
New River Retail
Essex Children and Young People’s Drugs Partnership (EYPDAS)
Open Road (Drug and alcohol treatment service)
Templars Residents Association
Salvation Army Housing Association
South Anglia Housing
Family Mosaic
Witham Town Team
Witham Chamber of Trade and Commerce
1D. AIMS & VISION

The aim of the Our Witham Partnership is to:

“Improve the Life Chances of Children and Young People in Witham by raising aspiration, attainment, health and wellbeing”

By working together partners hope to address a range of issues and inequalities which can negatively affect the life chances of young people in Witham.

In order to achieve these aims, partners also recognise the need to work with adults as well as young people in order to address some of the generational issues affecting the area and enable adults in the community to support young people to make informed decisions on issues affecting their lives.

Through the establishment of the working groups, partners have reviewed available data, alongside the views and opinions of local residents to determine the specific priorities under each key theme:

**Employment & Skills Working Group Priorities:**
- Work Experience
- Educational Attainment

**Health & Wellbeing Working Group Priorities:**
- Obesity (including Improving Healthy Eating and Increasing Physical Activity)
- Alcohol & Drugs

These priorities will be reviewed and refreshed each year by the working groups in order to ensure that Our Witham continues to meet the needs of local residents.

**The Witham 2020 Plan**

Partners have recognised that due to the issues being experienced in Witham, we need to adopt a longer term view to addressing some of the problems being experienced by residents. As such the Our Witham partnership plan will include a combination of short and medium term projects which will be built on and developed by partners each year until 2020.
Consultation was first undertaken with residents in the Witham area as part of an application for the first round of Neighbourhood Community Budgeting Pilots in 2012. In this consultation it was identified that 39% of residents felt that health services needed improvement, 38% felt more activities were needed for teenagers and 36% felt that more needed to be done to improve job prospects.

Qualitative research undertaken by the 2nd Witham Boys Brigade in January 2013 identified that both young people and employers had concerns about work readiness of young people in Witham. This specifically identified key issues such as badly filled in application forms and being poorly prepared for interviews. Comparatively, young people felt that they lacked information about career choices, were anxious about finding a job and were not aware of the opportunities locally.

The Humber Road Estate Community Initiative, a resident led group, had previously identified the need for health improvement activities through its community options study process. This led to a successful “Family Fit and Fun Day” where residents could try a variety of exercises free of charge and learn about nutrition and healthy eating. The feedback from this activity highlighted the residents’ interest in similar health improvement activities in the future.

Based on the outcomes from earlier engagement activities as well as data from a range of local and national sources, the two overarching priority areas of Health & Wellbeing, and Employment & Skills were identified when partners met early in 2013 to begin forming what would become the Our Witham partnership.

In order to confirm and refine these priorities further, a range of activities and events have been undertaken by partners to engage with members of the community in Witham. This has included:

- Direct engagement with 500+ residents at the launch of the Community hub in September 2013,
- Business engagement briefings
- Young People’s weeks of action during school holidays
- Partnership Workshops
- Networking Events
- Community Consultations & surveys

The information on the following page highlights some of the views put forward by members of the public.
Residents’ Views on Health and Wellbeing

Residents felt that Smoking, Alcohol/Drinking and Drugs are the three biggest lifestyle issues affecting health in the area.

The main barriers to residents improving their general health were identified as: cost of gym memberships & exercise classes, location of health facilities and a lack of information about services.

Residents suggested having less takeaway outlets in the town, running free healthy cookery classes for parents and working with supermarkets to provide free fruit and vegetable vouchers for children as ways to encourage people to eat more healthily.

Residents’ Views Employment and Skills

Residents (including young people) felt that the biggest obstacles for young people planning their future after secondary school are that:

- they do not have enough opportunities to gain work experience,
- they do not have enough information about different careers or jobs,
- there is not enough information about apprenticeships or other forms of work based training.

Other problems facing the rest of the community when trying to find work locally were identified as; Lack of Jobs or too much competition, lack of relevant experience and difficulty with job applications and interviews.

See Appendix 2 for full results report
1F. LOCAL SERVICES

Developing the Our Witham partnership has involved active engagement with a range of organisations to explore ways of working more closely together. This has included a range of formal partnership meetings, workshops and networking events which helped partners make links with organisations delivering similar or complementary local services.

Workshops were held with groups providing services in Witham which revealed that including local voluntary groups, sports clubs, larger charities, housing associations, and statutory agencies, there were over 100 different organisations providing a range of support services.

Discussion showed that many groups did not know that similar support was being provided by another group ‘just down the road’. Greater awareness of the range of providers would enable them to join up and offer a pathway of support rather than residents being offered the same type of provision several times at the same level, but with different providers.

Organisations surveyed had budgets ranging from over £1 million to smaller groups with budgets of less than £1000 per year, several local residents groups noted that they had no budget and relied solely on in-kind donations from residents to provide activities. Larger organisations found it difficult to provide information on the amount of budget spent in Witham, as budgets were not always broken down to a local level. Despite this difficulty it was at least possible to identify the organisations who spend the most locally on Health & Wellbeing and Employment & Skills.

<table>
<thead>
<tr>
<th>Health and Wellbeing</th>
<th>Employment &amp; Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Essex Clinical Commissioning Group</td>
<td>Essex County Council</td>
</tr>
<tr>
<td>• GP Surgeries</td>
<td>• Primary Schools</td>
</tr>
<tr>
<td>• Community Health Services (via contract with</td>
<td>• Youth Service</td>
</tr>
<tr>
<td>Provide)</td>
<td>• NEETs Intervention Team</td>
</tr>
<tr>
<td>• Hospital Services (outside of Witham)</td>
<td>• Adult Education Services</td>
</tr>
<tr>
<td>Essex County Council</td>
<td>Academies Enterprise Trust</td>
</tr>
<tr>
<td>• Public Health Team</td>
<td>• New Rickstones Academy</td>
</tr>
<tr>
<td>• Youth Service</td>
<td>• Maltings Academy</td>
</tr>
<tr>
<td>Braintree District Council</td>
<td>Department of Work and Pensions</td>
</tr>
<tr>
<td>• Leisure Centres (Leisure Contract with</td>
<td>• Jobcentre Plus</td>
</tr>
<tr>
<td>Fusion Lifestyle)</td>
<td>• Out of work benefits</td>
</tr>
<tr>
<td>• Parks and Open Spaces</td>
<td></td>
</tr>
<tr>
<td>• Outdoor Gyms</td>
<td></td>
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</tbody>
</table>
Part 2: Partnership Working Strategy
2A. OUR WITHAM PARTNERSHIP APPROACH

Throughout the development of this programme different agencies have discussed options for sharing of information, budgets and resources and the different ways in which the partnership could be structured and operate. Partners did not feel it would be possible to transfer control of budgets or resources to Our Witham at this stage; however it was agreed that it would be the ideal body to co-ordinate sharing of information, encourage greater sharing of resources and to act as a focal point for planning future joint activities.

Our Witham recognises that not all partners have the same level of resources that can be put into projects and activities as such there are a variety of ways in which partners can get involved:

<table>
<thead>
<tr>
<th>Minimum expectations of all partners</th>
<th>Additional Opportunities for Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share information &amp; signpost</td>
<td>Be represented on partnership groups</td>
</tr>
<tr>
<td>Provide information annually on the services, events and activities being delivered in Witham, and those available elsewhere for Witham residents</td>
<td>Join a working group to help identify key local issues, gaps in service and plan new interventions</td>
</tr>
<tr>
<td>Attend networking events to inform other agencies about the services provided and make links with other organisations working in the area</td>
<td>Appoint representatives to the Our Witham Steering Group to monitor progress and set the future direction of the partnership</td>
</tr>
<tr>
<td>Refer clients and members of the public to other services provided by Our Witham Partners</td>
<td></td>
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</tbody>
</table>

**Structure**

Our Witham operates as a partnership body linking together a range of partnership activities in Witham.

When originally formed, the Our Witham partnership met regularly with attendance from many of the key agencies working in Witham, with representation varying from Senior management level to operational staff.

Part of the work done for the Our Place programme helped to identify the need to restructure the way Our Witham works; and to create a structure which will enable effective involvement from partners at both operational and senior management level as appropriate.
The diagram below outlines the proposed new structure of the Partnership.

**Our Witham Steering Group**
The Our Witham Steering Group will be composed of senior level representatives of partner organisations and community groups from the area. The aim of the Steering Group is to:

- Ensure buy-in from partners at the appropriate level
- Make key decisions for the partnership
- Provide strategic direction and agree annual priorities
- Monitor the work of the partnership

Once established the board will meet twice per year to:

- Monitor progress of existing projects
- Decide on the partnership’s priorities for the year
- Agree the annual action plan including proposals for joint projects

**Working Groups**
Quarterly working groups were established in June 2014, and are composed of specialist staff working on Our Witham’s key themes. The current working groups are:

- The Witham Employment & Skills Group
- The Witham Health & Wellbeing Group

These groups will be responsible for:

- Developing the Our Witham Directory of Services and Events Calendar
- Developing proposals for new services and activities for the local area and investigating possible funding options
- Coordinating networking and promotional activities

As the partnership progresses and priorities change, working groups can be dissolved and new ones established as required.

*See Appendix 3 for Full Terms of Reference and Operational Procedures*
Process for planning new services

Whilst it is recognised that there is no “one-size-fits-all” model for partnership working or co-designing services, Our Witham has drawn on a range of existing models as well as experience from Year One of our programme to create the following preferred process for partners to codesign new initiatives in the future.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Catalyst</td>
<td>Something that triggers the need to look at a service or which highlights a potential issue for residents. This could come from Residents, Agencies or Both.</td>
</tr>
<tr>
<td>2) Evidence Need</td>
<td>What evidence is there about the extent of the issue?</td>
</tr>
<tr>
<td>3) Mapping</td>
<td>Map what services are already available to address this issue. Where and when do these services operate? Are these accessible to residents?</td>
</tr>
<tr>
<td>4) Engage and Review</td>
<td>Find out what residents and service users think about current services. What are the barriers? Can something be done to improve existing provision? Is something new required, if so what do members of think is needed?</td>
</tr>
</tbody>
</table>
4) Collaborative Design
Work with partners and members of public to redesign existing services to overcome identified barriers, or develop new interventions that more accurately meet the needs of local people.

5) Cost-Benefit Analysis/Business Case
Compare the total expected costs of a project with the total expected benefits. How does this compare with previous ways of working? Consider how new projects or interventions will be funded and sustained longer term.

6) Pilot Period
Once funding or resources are secured, pilot the new interventions

7) Review, Assessment & Refinement
After a pre-agreed period review the delivery of the new intervention to determine; Have all the planned outputs or outcomes been achieved? What improvements could be made?

8) Sustainable delivery and Monitoring
If resources are available, the lead partner(s) continues with ongoing delivery with regular monitoring and user engagement

2B. Partnership Timeline
Working Groups will develop their timelines for individual projects; however the general annual timeline for the partnership is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
<th>Action Holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April*</td>
<td>New Projects/Activities launch</td>
<td>Working Groups &amp; lead partners</td>
</tr>
<tr>
<td>June/July</td>
<td>Quarterly Working Group Meetings - Review delivery of projects to date</td>
<td>Working Groups</td>
</tr>
<tr>
<td>September</td>
<td>Our Witham Steering Group meeting - Receive updates on progress and other reports as required.</td>
<td>Our Witham Steering Group</td>
</tr>
<tr>
<td>October/November</td>
<td>Quarterly Working Group Meetings - Review delivery of projects to date - Begin gathering data about priorities for the next year.</td>
<td>Working Groups</td>
</tr>
<tr>
<td>December/January</td>
<td>Partners update annual plan template with proposed projects and activities being undertaken in the Witham area by their individual organisations</td>
<td>All partners</td>
</tr>
<tr>
<td>January</td>
<td>Quarterly Working Group Meetings - Review delivery of projects to date - Finalise recommendations on next year priorities and joint projects.</td>
<td>Working Groups</td>
</tr>
<tr>
<td>February</td>
<td>Our Witham Steering Group meeting - Decide on priorities and joint projects</td>
<td>Our Witham Steering Group</td>
</tr>
<tr>
<td>February/March</td>
<td>Working groups revise project plans as needed</td>
<td>Working Groups</td>
</tr>
<tr>
<td>March/April*</td>
<td>New Projects/Activities launch</td>
<td>Working Groups &amp; lead partners</td>
</tr>
</tbody>
</table>

* Project start times may vary depending on availability of funding and other factors such as School term dates and holidays.
Part 3: Witham Youth & Community Strategy
3A. Changing the way we work

Across the UK the way in which Youth and Community services are delivered has changed. Reductions in funding and resources have led to a drive for greater cost effectiveness and new models of service delivery, even amongst non-statutory agencies and the voluntary sector. Going forward every organisation is considering how they can work with others to maximise the impact of their services on young people and communities now and in the in the future.

Our Witham wants to be at the forefront of this change, developing new and exciting ways to tackle the challenges that young people and communities face today. This makes up our 5 year youth and community strategy.

Each project or activity (outlined below) has an individual purpose and goal, but also combines with the others to create a pathway of support which deliver the partnership’s aim to:

“How improve the Life Chances of Children and Young People in Witham by raising aspiration, attainment, health and wellbeing”

As young people progress through the programme, they become “alumni” of the different projects and will be asked to give back by volunteering to help deliver the projects for the next cohort of young people.
### 3B. A young person’s journey through our services

This section outlines the hypothetical journey of a resident going through the Youth & Community Programme. All activities will take place from “Year One” onwards however the starting point on the programme will vary depending on the age of the person.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years 4-6</td>
<td>Primary school age children will start on the “Passport to Sports” and/or “101 things to do before you are 12” programmes</td>
</tr>
<tr>
<td>Years 7-9</td>
<td>In Years 7-9 young people can take part in “#Team Witham” activities. Young people who have previously taken part in “#Team Witham” will have the opportunity to become youth leaders supporting the new groups of young people</td>
</tr>
<tr>
<td>Year 9 &amp; 10</td>
<td>In Years 9 and 10 young people will be invited to take part in the Witham Leadership Academy and find out more about how Witham is run and become future local leaders.</td>
</tr>
<tr>
<td></td>
<td>The Jump Start and Health Hub Projects will provide ongoing additional support for those residents too old to take part and other activities for those young people who still need extra advice, support and encouragement to find work or improve their health</td>
</tr>
</tbody>
</table>

It is hoped that through this programme by 2020 Witham will…

* Host an Essex wide sports competition to coincide with the 2020 Olympics, Have Young People standing for election to the Town Council, and have developed athletes to compete at national and international level

For residents already 16 and over

By 2020
3C. Youth and Community Projects

**Annual Youth and Community Summit**

*What is it?*
An annual one-day convention for every kind of person involved in every kind of work with young people.

Over the course of one day, attendees will hear from more than 20 diverse voices presenting their big ideas about youth work, youth engagement and youth issues – in Sports, in Parenting, in Enterprise and in Civic Service.

A mix of experts and grass roots practitioners will take to the stage for a series of high-impact presentations – to share their ideas and experience. Delegates will also explore a range of local issues including; how could they and the organisations they represent work together to better serve and resource the children and young people, the parents, the local groups and clubs, and the local businesses?

*What will it achieve?*
The summit will launch and encourage partner involvement in “Participation in the “Passport to Sport” and “101 things to do before you are 12” projects, and the Our Witham strategy.

The event will provide opportunities for local voluntary groups, sports clubs, and partner agencies to meet, make connections, and share contacts and ideas for future joint working

**Family Wellbeing Fun Days**

*What is it?*
A one day events in residential areas with a range of fun, healthy activities to engage local families in getting active, eating more healthily and to raise awareness of support available on a range of issues particularly drugs and alcohol. Activities will include; skateboarding demonstrations, football sessions, inflatable activities, Big Sing sessions, arts and craft activities

*What will it achieve?*
The event will encourage community cohesion and promote healthy outcomes for families. The different agencies will provide advice and guidance in a fun and engaging manner to residents, and help them to access other early intervention support services if needed.
Passport to Sport

What is it?
Passport to Sport is a programme aimed at helping children and young people find a sport they will love for life.

The Process
Stage 1 (classroom based) – Class presentation introducing the fact that sport can be fun and something you can do for life. We would also benchmark the students’ attitude of health and sports to use a measure as the programme progresses, (showing a video of a cross section of local residents talking about how they found the sport they love).

Stage 2 – Those participating would complete a passport application that asks them about what they like doing, alongside what sport they already do or have tried. The information from this application would be then taken and made into a Passport to Sport booklet.

Stage 3 – Three Half-termly Roadshows of sports to try with pathways to participation. A ‘stamp’ would be given per sport tried. Alongside a badge for becoming a Sports Traveller (badges would be awarded at various stages to recognise both participation and achievement)

Stage 4 – Club adoption and / or development of Long Term Athlete Development programme from their National Governing Body.

Stage 5 – Family Festival. Showcasing taster sports as part of the end of this phase.

What will it achieve?
This programme will increase the number of young people taking part in regular weekly physical activity (measured with partner clubs and groups), and will change the attitude of young people about the need to be sporty to enjoy regular physical activity.

By July 2014
• 90 young people will have taken part in this launch
• 270 will have registered as part of Passport to Sport
• 10 clubs will have signed up as part of the Passport to Sport
• 3 mini festivals
• 1 festival at Witham Leisure centre with taster sports day and tournament competition
101 things to do before you’re 12

What is it?
101 things to do before you are 12, is a cross-generational project, aimed at helping young people to raise aspirations and become prepared for life.

The Idea
People often complain that children need to get out more and stop playing on their computers or on their mobiles. We reflect on a past time when things were different. This initiative gives the community of Witham the chance to suggest what they think a child should have had the opportunity to experience by the time they reach 12. Turning a negative into a positive interaction and investment in the next generation.

The Process
Engagement – Deliver sessions with children where opportunities are presented that 101 things to do before you are 12 are shown, with a request that they go home to ask their parents and grandparents to suggest things that they think a 12 year old should have experienced.

Collation – We then collate all the responses into a list of 101 things.

Launch – At the Youth and Community Summit (Witham), this initiative is launch and registration is opened. As part of the Summit children will be able to register and straight away achieve some of the tasks in the interactive zone.

Roll out – Registration and delivery of the project within existing groups and clubs, alongside special ‘101 days’. Where community / sports groups can facilitate relevant tasks and showcase what they do.

What will it achieve?
Cross-generational connections via practical experience sharing and passing on of interests and skills.
Raises aspirations via success of achieving tasks and completing levels, whilst being invested in and recognised for.
Resilience in attempting tasks and sometimes having to redo to complete them, within a secure and encouraging but challenging environment.

By July 2014
- 90 young people will have taken part in this launch
- 30 adult volunteers will have given their time to facilitate tasks
- 250 children will have registered to be part of the 101 things to do before you are 12
- 6 mini festivals
#Team Witham

**What is it?**

#Team Witham is an annual week of action for secondary school students run by Witham Boys Brigade and supported by the Academies, Youth Service, Town Council and local businesses.

Taking place over the Easter holiday period, local secondary school students plan, and deliver a wide range of projects in and around Witham Town Centre aimed at improving their local community, and helping them to gain new skills and experiences.

Opportunities for young people include:
- **Running a Business**
- **Media Skills**
- **Improving the environment**

**What will it achieve?**

Young people taking part gain valuable new skills and experiences outside of the classroom, such as teamwork, planning and self-management. Participants will also improve their self-esteem and gain increased confidence to try new things in the future.

Witham Leadership Academy

**What is it?**

The Witham Leadership Academy is a programme for Young People to learn more about how Witham Works and gain the skills and experiences necessary to become the community leaders of tomorrow.

Participants will have the opportunity to visit a range of activities including Town Council meetings, Community Projects, and meet with representatives working with a range of agencies working in the town.

Participants will also be supported to take leading roles in delivering many of the projects listed above, to gain valuable work experience through volunteering and help raise the aspirations of other local young people by acting as peer champions.

**What will it achieve?**

This programme will provide valuable experience for young people to become future civic and community leaders in Witham, and will provide other young people with peer leaders who can support, encourage and represent them.
<table>
<thead>
<tr>
<th>NAME OF PROJECT</th>
<th>DESCRIPTION</th>
<th>DELIVERABLES</th>
<th>OUTCOMES</th>
<th>TIMESCALES</th>
<th>LEAD AGENCY</th>
<th>COST OF PROJECT</th>
<th>FUNDING SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Witham Youth and Community Summit</td>
<td>An annual one-day convention for every kind of person involved in every kind of work with young people.</td>
<td>100 children and young people will attend the summit 10 partner organisations/ clubs/ groups will exhibit and/ or be part of the interactive area 100 adult volunteers will attend the summit 6 organisations/ clubs/ groups will become new partners Launch of the Five year Youth and Community Strategy</td>
<td>Participation in the “Passport to Sport” and “101 things to do before you are 12” launch.</td>
<td>January 2015</td>
<td>Witham Boys Brigade Braintree District Council</td>
<td>£2,481</td>
<td>Our Witham part funding Additional funding to be sought from other agencies</td>
</tr>
<tr>
<td>101 things to do before you’re 12</td>
<td>A programme of different activities for young people identified by local residents aimed at building essential experiences and life skills</td>
<td>By July 2014  - 90 young people will have taking part in this launch  - 30 adult volunteers giving their time to facilitate tasks  - 250 children will have registered to be part of the 101 things to do before you are 12  - 6 mini festivals</td>
<td>Increased skill levels, Improved community cohesion</td>
<td>July 2015</td>
<td>Witham Boys Brigade + Local VCS groups</td>
<td>£2,327</td>
<td>Our Witham Funding for project set up costs</td>
</tr>
</tbody>
</table>
### Passport to Sport – Active for life

A programme working with local sports clubs and primary schools to enable young people to try a variety of sports and find a sport they will love for life.

- By July 2014 - 90 young people will have taken part in this launch
- 270 will have registered as part of the Passport to Sport
- 10 clubs will have signed up as part the Passport to Sports
- 3 mini festivals
- 1 festival at Witham Leisure centre with taster sports day and tournament competition

- Increased numbers of young people taking part in regular weekly physical activity (measured with partner clubs and groups).
- January 2015 launch
- Pilot Phase completed by July 2015
- Witham Boys Brigade
- Local Sports Clubs
- Primary Schools
- Fusion

**Funding (Pilot Phase)**

**£12,116**

Additional external funding for rollout to be sought.

### Family Wellbeing Fun Days

A series of one day events on residential areas to encourage community cohesion and promoting healthy outcomes for families.

- An estimated 1,999 families including 3,540 children 0-5 years with the aim to will have the opportunity to take part in healthy family activities.

- Raise awareness of clubs and activities in the area. Reduce the number of families who are obese.
- Increase families knowledge of the impact of drug and alcohol

- Planning January 2015
- Events take place July - August 2015
- 4 Children & Family Solutions

**Funding**

**£1500**

Additional funding to be sought from other agencies.

### OTHER KEY ACTIVITIES & SERVICES IMPACTING ON OUR WITHAM PRIORITIES

<table>
<thead>
<tr>
<th>Activity / Plan</th>
<th>Description</th>
<th>Responsible Body</th>
<th>Funding</th>
</tr>
</thead>
</table>
| Other Key Activities | Undertake a refresh of the Witham Town Plan to identify future service needs of local residents | N/A | Witham has an up to date Town Plan

*Unknown. Possibly 2017/18* | Witham Town Council | TBC | Witham Town Council

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<tr>
<td>HEALTH &amp; WELLBEING</td>
<td>Passport to Sport (PP2S) Year 2</td>
<td>Working with local sports clubs and schools to help children and young people find a sport for life, and develop athletes to a competitive standard.</td>
<td>As year 1, plus; - Festivals with teams from other areas</td>
<td>Increased levels of Physical Activity</td>
<td>Academic Year</td>
<td>Witham BB Local Sports Clubs</td>
<td>£7,116</td>
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<td>Family Wellbeing Fun Days</td>
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<td>4 Children &amp; Family Solutions</td>
<td>£1500</td>
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<td>EMPLOYMENT &amp; SKILLS</td>
<td>101 things to do before you’re 11</td>
<td>A programme of different activities for young people identified by local residents aimed at building essential experiences and life skills</td>
<td>Ongoing operation of project</td>
<td>As Year 1</td>
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<tr>
<td>HEALTH &amp; WELLBEING</td>
<td>Passport to Sport (PP2S) Year 3</td>
<td>Working with local sports clubs and schools to help children and young people find a sport for life, and develop athletes to a competitive standard.</td>
<td>As year 1, plus; - Festivals with teams from Active Braintree Network</td>
<td>Increased levels of Physical Activity</td>
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<td>Passport to Sport (PP2S)</td>
<td>Working with local sports clubs and schools to help children and young people find a sport for life, and develop athletes to a competitive standard.</td>
<td>As year 1, plus; - Festivals with teams from Mid Essex (Maldon &amp; Chelmsford)</td>
<td>Increased levels of Physical Activity</td>
<td>Academic Year</td>
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<td>As year 1, plus; - Festivals with teams from across Essex to coincide with 2020 Olympic Games</td>
<td>Increased levels of Physical Activity</td>
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3E. COSTS

Costs for all aspects of delivering this five year strategy have been supplied by partners from their own information or taken from other available sources.

Costs have added to the New Economy Manchester (NEM) Cost Benefit Analysis (CBA) toolkit to help calculate cost vs. savings and benefits.

Based on costs provided, it is estimated that the total cost of this programme will be £77,477 over five years, however using the NEM CBA toolkit and allowing for optimism bias, this could rise to £98,086.

Based on the uppermost costs it is estimated that for every £1 invested in this programme £1.16 will be returned to a variety of public sector agencies through various savings and efficiencies.

£9,000 has already been invested by the Our Witham Partnership to trial some of the activities listed in this plan, whilst the majority of initial costs will be bared by voluntary sector partners who are seeking external funding to cover the remaining cost of delivery. As the programme progresses, partners will be making a case to those agencies which accrue to benefits to make investments and contributions on a ongoing basis.

The graph below outlines those partners who will pay for activities (either from existing budgets or external funding) VS the agencies likely to receive the financial benefits.
## LIST OF APPENDICES

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Witham Area Profile</td>
<td>Witham Area Profile Visual - 2014 update.pdf</td>
</tr>
<tr>
<td>2</td>
<td>Consultation results report</td>
<td>Our Witham Survey Results 29th April 2014.pdf</td>
</tr>
<tr>
<td>3</td>
<td>Terms of Reference and Operational Procedures</td>
<td>Terms of Reference and operating procedures.docx</td>
</tr>
<tr>
<td>4</td>
<td>Cost Benefit Analysis</td>
<td>Our Witham CBA Final.xlsx</td>
</tr>
</tbody>
</table>
For Further Information about the Our Witham Partnership you can visit us online at:

www.essexinfo.net/ourwitham

Alternatively you can contact us through one of the following partner organisations:

**Braintree District Council**
Nathan Rowland
Community Projects Officer
Email: nathan.rowland@braintree.gov.uk
Tel: 01376 551414 ext 2348

**2nd Witham Boys Brigade**
Lorne Campbell
CEO
Email: lorne@2withamboys-brigade.org.uk
Tel: 01376 520400

**Witham Town Council**
Mark Squire
Town Clerk
Email: townclerk@witham.gov.uk
Tel: 01376 520627