

CABINET



URN: 23-079
Report Title : Great Yarmouth Community Investment Fund
Report to: Cabinet
Date of meeting : 10th July 2023

Responsible Cabinet Member: Councillor Emma Flaxman-Taylor, Portfolio Holder for Housing, Health and Communities

Responsible Director / Officer: Paula Boyce, Executive Director – People, Kate Price, Head of Health Integration and Communities

Is this a Key decision ? No

INTRODUCTION FROM CABINET MEMBER

This report provides an update for Members on the impact of the Great Yarmouth Community Investment Fund (CIF) grant spend in 2022/23 and seeks approval for the Fund to continue in partnership with the Norfolk Community Foundation in this current year 2023/24 and 2024/25, subject to budget reviews.

This report also includes an update on the Great Yarmouth Community Champions' Programme seed funding for the two community-operated Food Clubs together with additional VCSE investment.

RECOMMENDATIONS :

That Cabinet :

- (a) Notes the impact of the Great Yarmouth Community Investment Fund and its ability to leverage additional funding from other external sources which benefits the borough's community groups.
- (b) Supports the continuation of the Great Yarmouth CIF in partnership with the Norfolk Community Foundation including a contribution of £50,000 for 2023/24 and 2024/25 (subject to budget reviews).

1. Introduction

1.1 In March 2021, the Housing and Neighbourhoods Committee approved a new model for disseminating and increasing the benefit of the Council's £50,000 community grants budget through the creation of the Great Yarmouth Community Investment Fund (GYCIF) working in partnership with the Norfolk Community Foundation (NCF).

1.2 Working with the NCF was approved to maximise the opportunities for additional money to be aligned to priorities in the borough and to provide support to VCSEs not eligible for GYCIF to access their other funding streams.

1.3 The NCF is an independent registered charity regulated by the Fundraising Regulator and can work with funders to identify other monies from individuals or trusts looking to achieve the same outcomes and support them to collaborate to add into the funding stream.

1.4 The ambition of establishing the GYCIF fund is to attract additional donors to invest in the fund to widen the availability of money to Great Yarmouth based VCSEs to continue and develop new activities and services.

2. Work to Date

2022/23 Spend

2.1 In 2022/23 all allocated community grants distributed by the Great Yarmouth Community Investment Fund were aligned to the over-arching priorities contained in the Borough Council's Corporate Plan and specifically, the Great Yarmouth Locality Strategy.

2.2 This provided the themes of:

- Health and Well-being - to reduce health inequality by encouraging healthier lifestyles, providing support for mental and physical health and strengthening community support.
- Low Educational Attainment, Skills and Aspirations - to improve youth education and skills pathways, attainment and create career ambition.
- Vulnerability and Exploitation - to reduce exploitation and support those at risk of exploitation.
- Loneliness, Isolation and Social Exclusion – to reduce isolation and social exclusion by building community networks and cohesion

2.3 For 2022/23, in addition to the Council's contribution of £50,000, NCF was able to match the GYCIF requirements with an additional donor's financial contribution which was also looking to invest in the borough. Consequently, the Ranworth Trust added an additional £20,000 to the CIF funding pot. This additional investment meant that the fund went from supporting 7 VCSEs with grants totalling £45,000 in 2021, to supporting 10 VCSEs with £63,450 invested in 2022.

2.4 In addition, 12 groups who applied but did not receive a grant from the GYCIF were supported to access alternative funding through other NCF donors. Four of which received partial funding or were supported to gain match which leveraged an additional £39,925 for borough-based VCSEs.

2.5 The 2022/23 full report is attached (Appendix 1) and details the grant awarded by the NCF in respect of the Great Yarmouth Community Investment Fund.

2021 to 2023 Community-operated Food Clubs

2.6 Members supported the establishment of community-operated food clubs in the borough in 2021/22 utilising a grant funding secured from the Ministry of Housing, Communities & Local Government (MHCLG) for the delivery of the Community Champions' Programme. £100,000 (£50,000 each) was agreed by the Housing & Neighbourhoods Committee in February 2021 to establish the borough's first two Community Food Stores.

2.7 The two successful applicants for this funding were The Salvation Army which created Sally's Store based at Peggotty Road Community Centre in Great Yarmouth, and the Shrublands Community Trust which established the Shrublands Community Food Club on the existing Shrublands/MESH site in Gorleston. Both organisations were awarded £50,000 for their initial set up costs for 12 months and were supported by the NCF and Norfolk CC under the 'Nourishing Norfolk' campaign.

2.8 Sally's Store serves the NR30 area of the Great Yarmouth borough, providing a self-reported average saving of 74.61%. Between the months of April 2022 and December 2022, the number of residents signed up to the food store was recorded at 201, benefitting a total of 611 people living within the households accessing the food club.

2.9 Shrublands Trust report an average saving of 30% for their customers. Between the months of January 2022 – April 2023, a total of 328 members had signed up to the food store, supporting a total of 853 household members. The model they have developed has allowed them to build some sustainability and are able to self-fund their stock and overheads, except staffing costs. Norfolk Community Foundation's Nourishing Norfolk has been able to provide some extra support, covering their staffing costs for year two.

2.10 Further Great Yarmouth based organisations have also progressed Community-operated Store models independent of the Council with officer and NCF support including: the Gorleston Baptist Church which is developing a food pantry model at The Well and Caister Larder.

3. Next Steps

2023/24 and 2024/25 GYCIF Proposal

3.1 Subject to funding being available, it is proposed that the Council continues to utilise the £50,000 community grants budget in 2023/24 and 2024/25 (subject to budget review process) for this model of community grant funding.

3.2 The Ranworth Trust has agreed to match again in 2023/24 with £20,000 provided the Council continues its own investment. The NCF has confirmed that it remains committed to seeking other external funds to extend the GYCIF further within its donor network should Cabinet agree to continuing the partnership.

3.3 Since the 2022/23 agreement, the NCF in partnership with Great Yarmouth Borough Council, has been able to deliver additional funding from external sources to the borough, including funding for VCSEs operating Community Hot Spots (warm spaces) which benefited 20 organisations in the borough; VCSE led allocations of the Household Support Fund totalling £115,000 for Great Yarmouth and additional investment into the Boroughs' first Community Food Stores.

3.4 Alongside this NCF, with the support of the Borough Council, secured DCMS funding through a national bid for which Great Yarmouth was one of seven places to benefit. This has created the NCF's 'Know Your Neighbourhood (KYN) Fund' which has secured £1.3million investment into Great Yarmouth for 2022-2025 for volunteering and community groups. Due to the strategic partnership

with NCF built through the GYCIF, the Council plays a key part of the decision-making panel of allocating KYN funding, ensuring funded projects are aligned to local need and supported to make maximum impact.

3.5 Due to this significant additional funding within the borough, it is recommended that the allocations from GYCIF are undertaken in September 2023 and September 2024 (subject to budget review process) when the KYN funding decisions will have been made to avoid any duplication of funding or confusion for grant availability within VCSEs.

3.6 At this time, there are no changes proposed to the GYCIF priorities as detailed above, as these remain within the 2022-2026 Great Yarmouth Locality Strategy and the Councils' Corporate Plan.

4. Financial Implications

4.1 £50,000 for community grants in 2023/24 is within the approved budget. The equivalent for 2024/25 will be subject to budget-setting processes as part of the MTFs so this decision is subject to this budget remaining available at that time. This funding would be provided to the Foundation by way of the existing Funding Agreement.

4.2 The cost of the Norfolk Community Foundation administering a Great Yarmouth Community Investment Fund forms part of the Funding Agreement and is levied as a 10% charge to the Council (£5,000) in respect of its grant contribution.

4.3 NCF will include the already agreed £20,000 additional donation and continue to identify further funding sources to expand the fund for 2023-25.

5. Risk Implications

5.1 Working with an established and regulated fund provider minimises risk however there remains the risk that funds will not be spent by the receiving VCSE in line with their grant terms.

5.2 Oversights and agreements between the recipient and NCF can minimise this along with reviews of previous funding reports from the provider as part of the decision-making process.

6. Legal Implications

6.1 The partnership with the Norfolk Community would continue to be undertaken by way of a legal Funding Agreement between the Council and the Norfolk Community Foundation which sets out the terms and use of the funding. This agreement was set up as a rolling annual contract which the Council can cease at any time.

7. Conclusion

7.1 Due to the success of the funding model in 2022/23, Members are asked to endorse the strategic partnering with the Norfolk Community Foundation continues for 2023/24 and 2024/25 (subject to budget review processes) utilising the £50,000 available grant budget, approving the continuation of the rolling contract already in place with the Foundation.

8. Background Papers

- NCF 2022/23 Impact Report
- NCF 2022/23 Summary of grant recipients

Consultations	Comment
Monitoring Officer Consultation:	At ELT
Section 151 Officer Consultation:	At ELT
Existing Council Policies:	Yes
Equality Issues/EQIA assessment:	N/a

The **Great Yarmouth Community Investment Fund (GYCIF)** supports local voluntary, community and social enterprise organisations to reduce isolation and social exclusion, tackle health inequalities, improve youth education and reduce vulnerability in the Borough of Great Yarmouth.

In 2022

10 projects funded

£63k+ awarded in total

Here are some updates from projects funded in September 2022, that are 6 months into their 12 month projects.

MAGIC ACORNS CIC

£5,000 was awarded to Magic Acorns to fund their PlayGarden Project.

So far, Magic Acorns have facilitated 10 PlayGarden sessions, with 20 individuals attending regularly. PlayGarden sessions use music, movement and play to allow families to explore and grow together. Attendance of the group is mostly babies under 18 months and their parents. Magic Acorn have created a Circular PlayGarden so parents can sit next to each other, chat and incorporate gentle movement into their singing games.

“ This group has been great for my little girls confidence.

The sessions have allowed parents to gather together again after the pandemic, helping to reduce social isolation. Magic Acorns have created an environment that helps to grow children's confidence through musical play, meaning laughter and smiles are always present at their sessions.

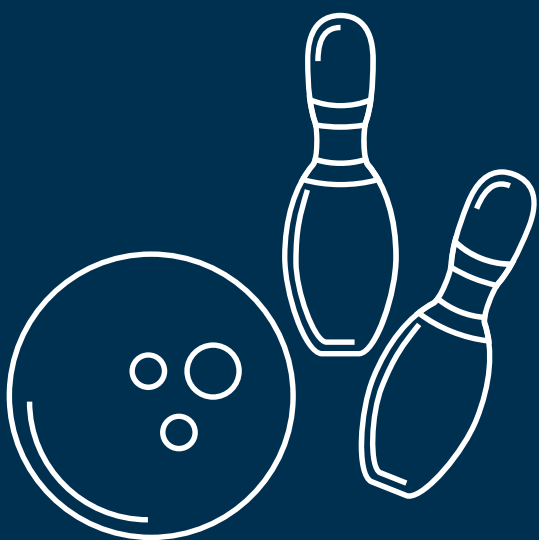


GREAT YARMOUTH AND GORLESTON YOUNG CARERS (GYGYC)

£4,610 was awarded to GYGYC to help fund their monthly year 11 peer support group sessions, helping to reduce social isolation.

So far, they have delivered 3 sessions in house, which have included the group producing their own group rules and ideas for the sessions and workshops, an evaluation session, and a drugs and alcohol awareness session delivered by St Martin Housing. The group have also taken part in fun social activities, such as going on a trip to Wellington Pier Ten Pin Bowling, followed by a meal afterwards.

GYGYC have offered young carers a safe and secure environment for them to share their feelings and experiences of being a young carer with others in a similar situation. This helps to reduce young carers risk of social isolation and suffering from poor mental health.



Shrublands Youth and Adult Centre Charitable Trust

Shrublands Youth and Adult Centre Charitable Trust were awarded **£5,000** to set up a gardening for health project.

The gardening for health sessions take place once a week and utilise Shrubland's large site which includes a wildlife area and flowerbeds. The sessions are for adults who are struggling with their mental and physical health and are run by Bread Kitchen, a local organisation who have horticultural and mental health support experience. The project is a way to reduce health inequalities by encouraging outdoor activity, providing support for mental and physical health issues.

P gets very anxious and struggles to attend large groups. Shrublands already knew him, but struggled to get him to join any other activities. They discussed this group with him, knowing that spending time in a group outside should help with his anxiety. Shrublands introduced him to the group leader personally, and he stayed outside with the group. He now attends the sessions regularly and has started going to the Bread Kitchen. P reports he is enjoying working outside and has made a friend.

The gardening sessions are followed by a hot drink and a chat in Shrublands Community Café. This has enabled informal conversations to begin to take place between the participants, bringing them together as a group.



Sunbeams Play

Sunbeams Play were awarded **£4,160** to continue to fund their free psychotherapy, talking sessions and counselling for members of their autistic community.

Sunbeams Play experienced a rise in the number of contacts made to them regarding mental health, with the isolation brought about by COVID-19 exacerbating mental health problems. Sunbeams Play have been addressing this increase in mental health problems by funding therapy sessions through a full qualified psychotherapist. Since the project began, Sunbeams Play have had high levels of engagement and requests for appointments with their psychotherapist.

Funding from the GYCIF has enabled Sunbeams Play to continue providing this important service. Their psychotherapy, talking and counselling sessions are providing crucial support to people experiencing mental health crisis, helping to provide a quick response for those who need it.

In 2021

7 projects funded

£45k

awarded in total

Here are some updates from completed projects funded in 2021.

Home-Start

£ 10,000 was awarded to Home-Start to support the intensive services they provide to families living with young children who are struggling to cope with complex needs, such as domestic abuse, extreme poverty, mental or physical health needs, and family breakdown. This project has provided support for mental health and strengthened community support in Great Yarmouth.

Funding from GYCIF has enabled Home-Start to continue to employ their Family Services Coordinator who works with a caseload of vulnerable families, identifying their priority needs and issues, coordinating support services with other agencies, and advocating for families unable to represent themselves with housing or benefits issues.

Family X consists of a single mum of two girls. Mum suffers from poor mental health and anxiety. One child is severely autistic, and her sister is a selective mute and suffers from anxiety. Family X were facing housing difficulties and debt problems. Home-Start Norfolk's Family Services Coordinator has worked intensively with the family over several months. The coordinator has supported the family with many different issues, including advocating for the family with housing officers and seeking debt and benefits advice for the family. Referrals have been made for additional support for the family with various local agencies. The family's circumstances have now stabilised and long-term support is in the process of being organised.

This funding has helped families to improve their mental and physical health, financial and household management and reduced isolation.

Kingsgate Community Church

£5,000 was awarded to Kingsgate Community Church to re-launch their hot-food club, helping to reduce health inequalities by encouraging healthier lifestyles. Between November 2021 and July 2022 Kingsgate Community Church delivered 1,832 meals to 137 people.

Meals were delivered to people's homes who were socially isolated and lacked the physical and mental health to access other community meals in the borough. As well as delivering meals, Kingsgate Community Church checked in on people throughout the week via phone calls.



H was very grateful for the meals Kingsgate Community Church provided her and for the support she received. H was especially grateful to the delivery drivers, who would frequently be the only people she would see each week. With mobility being a significant problem for H, the drivers would help H where needed, for example by taking cards to the post-box for her, or getting something from the shop that she was unable to get. When phoned to see how happy she was with the service, H would always say how much she enjoyed the meals and how much she appreciated the friendly caring drivers and the time and help that they gave her.

This funding has not helped provide people with access to hot food, but it has also become a means of support, helping social isolation.

Norfolk Citizens Advice

£10,000 was awarded to Norfolk Citizens Advice to support vulnerable people in Great Yarmouth through the provision of free accredited advice via face to face and phone call appointments.

This project aimed to reduce vulnerability and support those at risk of exploitation. Throughout the project funding period, Norfolk Citizens Advice supported 1,014 clients with over 3,317 issues, helping with problems such as debt, benefits, and housing. The service has experienced increased demand, with the cost-of-living crisis leading more people to seek help and support.

B is the sole carer for his wife who has multiple health issues and is in a wheelchair. B and his wife came to Citizens Advice as their benefits had been stopped and they only had a very small private pension as income. Citizens Advice investigated and found the benefits had stopped because the client had reached retirement age and could claim state pension. B and his partner were unaware of this, they said they had not received any communication and so did not think they were eligible. They assisted B to apply for state pension for himself and his wife, both were successfully backdated. B had been struggling to pay the bills and could not afford to live but now they both have back dated pensions to help them with their debts and bills and have a much better quality of life.

Access Community Trust

£5,000 was awarded to Access Community Trust to deliver forest skills outdoor education at North Danes Primary School in Great Yarmouth, to children from disadvantaged backgrounds and those with special educational needs.

Access Community Trust have built a sensory garden with the students, creating a sensory dome in a live willow, making raised beds and mending fences. In addition, the children have worked to develop forest skills, including shelter construction, compass work and working in raised vegetable and flower gardens.

R is a seven-year-old who suffered neglect at home. His behaviour was extremely emotional, disruptive, and confrontational with others, or he would exclude himself from the class completely. Access Community Trust did a lot of 1:1 woodwork and creative practical work outside with him in a 'learner-led' way, to give him a voice and know that he is being listened. His socialisation and communication have improved immeasurably within the class and his educational attainment and confidence have also developed greatly.

Access Communities Trust's outdoor education incorporates STEM skills, sensory activities, 1:1 and group work to help meet individual needs. This project has given children the opportunity to participate in new experiences and learn more about the natural world, helping to support their personal development.



Fundraising

This fund was created with a founding donation from Great Yarmouth Borough Council to provide funding for Voluntary, Community and Social Enterprise sector organisations in the Borough.

Norfolk Community Foundation (NCF) have continued to grow the fund, with the Ranworth Trust contributing £20,000 to the 2022 funding round.

NCF have also worked to approach funders to respond to real time projects in Great Yarmouth, enabling further funding in response to the need in Great Yarmouth. In addition to the projects that were funded at panel, NCF were able to secure funding for a further 12 groups who applied for GYCIF but could not be funded due to the fund being oversubscribed. NCF can do this through utilising our unique partnerships with donors.

A further four groups also received funding, topping up partial grants that were awarded by the GYCIF where the full award was not made. This allowed these groups to carry out their project plan in full. Overall, a total of £39,925 of additional funding was enabled by NCF after the GYCIF panel took place.

Support in Great Yarmouth

The GYCIF is part of a bigger story of the funding and work of community organisations in Great Yarmouth which has been supported by NCF in 2022 and 2023:

- **£40,000** of funding was invested in Community Hot-Spots, with 20 opening in Great Yarmouth
- Approx. **£115,000** of funding was invested through our Household Support Fund, providing assistance for utilities and winter warming essentials for households in Great Yarmouth
- Approx. **£100,000** invested in Food Hubs in the Great Yarmouth Brough, with Sally's Store opening in Great Yarmouth in April 2022
- Approx. **£135,000** invested in Great Yarmouth through the DCMS Know Your Neighbourhood fund, which aims to increase volunteering and reduce chronic loneliness in Great Yarmouth. This is a three year project, which will bring **£1.3 million** to Great Yarmouth over 2023-2025.

Find out more or get in touch

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Great Yarmouth Community Investment Fund - Awards 2022

Organisation	Project description	Number of beneficiaries	Primary beneficiaries	Primary issue/need	Amount awarded (GYCIF)
Feathers Futures CIO	Funding for outreach worker and room hire to set up additional and support existing peer support groups across the borough.	180 (30 new women)	Women	Isolation/ improving access to services and support	£7,740
Great Yarmouth & Gorleston Young Carers Project	To continue delivery of the year 11 peer support group for young carers.	20	Carers	Loneliness/ connecting people	£4,610
Great Yarmouth Pathway	Towards a Warehouse Coordinator who will oversee an expansion to the storage and distribution at two Foodbank Centres in Great Yarmouth.	4,000	Poverty and disadvantage	People living in poverty	£4,610
Herring House Trust	To help establish the little Herring Community Group.	55	People with mental health issues	Loneliness/ connecting people	£7,940
Magic Acorns CIC	To fund "PlayGarden" sessions for vulnerable families.	40	Children and Young People	Connecting people to arts, culture and heritage	£10,000
MensCraft	To deliver a mentoring and positive activities programme to 25 men (aged 19 to 30) to develop skills and confidence.	25	Men	Personal/ life skills and aspirations	£9,720
Ormiston Families	To support the YouCanBe service in Great Yarmouth; providing long-term, tailored support for young women who are at risk of becoming pregnant and having a child taken in to care.	25	Women	Care for physical health and wellbeing	£4,610
Shrublands Youth and Adult Centre Charitable Trust	To run a weekly gardening group for people experiencing mental health and poor physical health.	60	People with mental health issues	Care for mental health and wellbeing	£5,000
St Mary Magdalene PCC (Gorleston)	To fund the running of the Bridge Community Hot Lunch.	120	Long-term unemployed	Isolation/ improving access to services and support	£4,610
Sunbeams Play	To fund 40 sets of specialist counselling support for young people with autism and their families.	20	People with mental health issues, young people, families	Care for mental health and wellbeing	£4,610
Total					£63,450

