



Everyday Impact Award – Long Term Enterprises

Name of organisation or individual nominated

New Heights Warren Farm Community Project

1. What were you trying to change? (maximum 200 words)

Help us understand the vision, aims and objectives

Since the 1970's the social fabric of the Kingstanding community has been severely shaken, it has an IMD score of 54.2 and child poverty score of 60.12. The area was the first to be granted a disbursement order and endures high levels of anti social behavior and gang crime. Domestic abuse rates are the highest in the West Midlands, worklessness rates are in excess of 25%, almost 50% of the adult population has no qualifications, 9.9% of fifteen year olds are Not in Employment, Education or Training, and out of 33 wards, Kingstanding has the highest number of teenage conception rates – a staggering 116 cases per 1000. The community faces multiple problems that have lead to cycles of severe deprivation and social exclusion. We aim to play a key part in empowering a socially deprived community, with complex problems, to find and manage solutions to their predicaments. We want our community to be vibrant, with high aspirations, for all groups within it. We offer a cradle to grave service & support the most vulnerable sectors of our local community (identified through consultation carried out with local residents) which are: young people, vulnerable families, older people and the sick and their carers.

2. What did you do to make change happen? (maximum 200 words)

Tell us about what actions you took, who you worked with, what resources you had to use etc.

The project grew from a small parish congregation fed up of the effects of anti social behavior and vandalism, to a registered charity. We have a management board of 9 local people, who have implemented a sound quality around governance, structure, systems and processes. Initially funding was achieved for a community coordinator who undertook consultation, recruited volunteers and invited partnership working. Over 5 years, we have consulted with over 3000 residents and have over 90 active volunteers who are trained to deliver key services. In 2007, we opened a new café interface which hosted various service partners offering a holistic range of services. We developed a business plan to respond to consultation and designed a fundraising strategy which has raised over £700K to provide the local community with their own newly built community centre offering a range of additional services. We raised an additional £320K to provide a range of services for young people at risk of offending (in partnership with the Youth

Inclusion Project), £100k for a domestic abuse project and £25k was raised for a part-time volunteer coordinator. Currently, we provide home visits, direct service provision in partnership with over 25 third sector partners and cafe interface.

3. What were your tangible results? (maximum 200 words)

Outline what happened as a result of the work and the impact it had

From an area with a dearth of local services we now have over 25 third sector agencies delivering regular services from our premises reaching over 500 local people per week. In 5 years over 450 residents have gained formal and informal qualifications of which approximately 10% gained employment. 5 years ago tasking meeting (police, fire and local authority) actions were dominated by anti social behavior, whereas nowadays we can evidence that environmental issues require most actions. Together we have raised in excess of £1, 5 million pounds to regenerate the area. We have an army of volunteers running the café, community centre and delivering home visits and other services. We have recently extended the Café in order to provide a bespoke domestic abuse service including one to one counseling, befriending, advice sessions, education and advocacy. Due to our work and its impact we were awarded the BEST COMMUNITY ENGAGEMENT OF THE DECADE IN THE WEST MIDLANDS by RegenWM. In addition, Biffaward considered us as one of the finalists for the Best Community Building in 2010 We were invited to the House of Lords to celebrate good practice & have been consulted by Localis/ ResPublica regarding the Governments vision of the Big Society.

Additional Nomination Comments from others

I am nominating this Project because local people see this project as the anchor that holds the community together. I have supported the team on their journey and have watched as they have grown in both skill level and stature to become one of the most respected leading organisations in the area. The staff and volunteers work tirelessly above and beyond the call of duty. Their ability to build relationships with partners, funders and beneficiaries is evidenced in their outcomes. They seek to continue to develop and hone skills and expertise in order to exceed expectations. Above all, they empower, inspire and engage local people to be the best they can.