2018-2020

HESTERS WAY WEST

COMMUNITY INVESTMENT PLAN

CHELTENHAM BOROUGH HOMES I HESTERS WAY

CBH

CHELTENHAM BOROUGH HOMES

WHO ARE WE?

Cheltenham Borough Homes is an ALMO (arms length management organisation) for Cheltenham Borough Council and is the largest housing provider in Cheltenham, managing over 5000 properties.

We want Cheltenham to be a place where everybody thrives. Our overarching vision to build stronger communities sets out the approach of the community investment team, who work across five key areas in Cheltenham. The aim of the community investment team is to add value to communities by working together with local residents and partners to facilitate change and growth.

WHAT IS

COMMUNITY INVESTMENT?

Cheltenham Borough Homes works at the centre of our communities which makes us well placed to drive change. We believe in identifying the skills of our community members and drawing upon the talents of our partners, to secure external funding and deliver a range of projects that will make a difference.

Community investment refers to our enhanced role in local communities, our team sits within the community services department, which includes the safer estates team, housing management, and tenant liaison.

Equality and diversity is deeply rooted in everything we do. We support and celebrate people from diverse backgrounds and with different personal circumstances. This includes people with disabilities, the elderly, young people and people from minority ethnic backgrounds.

THE JOURNEY

Desktop review- what do the stats show us about our community?

Identify priorities for area based on review findings

Consult with local community, stakeholders and partners to establish their priorities for the area

Form a working group to review data and make 2 year action plan with success indicators

Publish the completed 2 year investment plan, outlining new projects for the area

Measure the success and social value of the community projects outlined in the plan

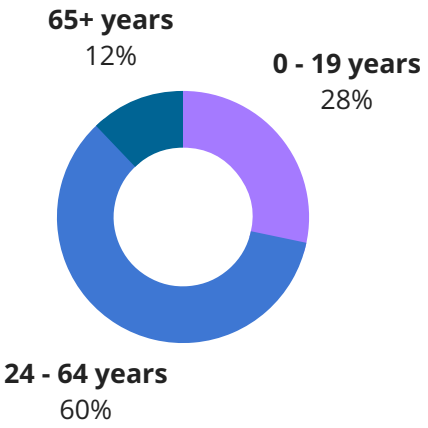
YOUR NEIGHBOURHOOD

IN NUMBERS

2418 There are a total of 2418 Households in Hesters Way

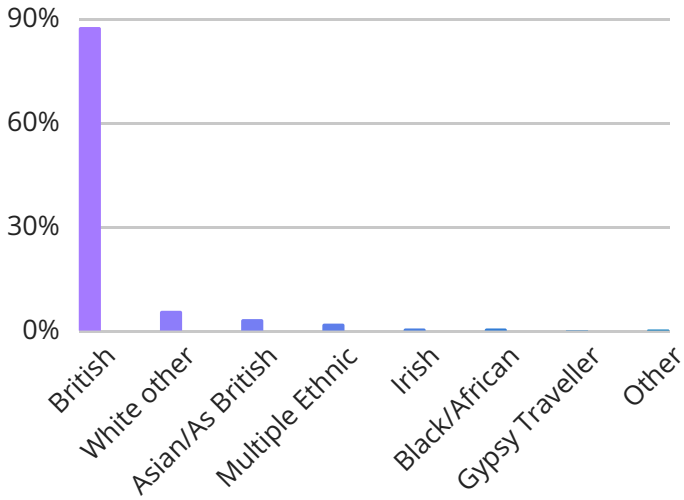
1113 Cheltenham Borough Homes manage 1113 properties in Hesters Way

Age



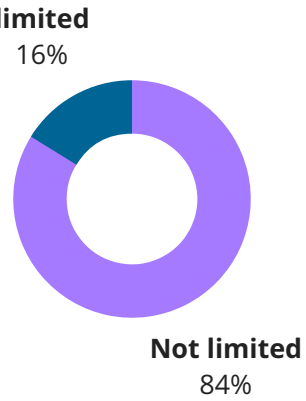
Hesters Way has 1962 people under the age of 19, 4189 people between the ages of 20 and 64 years and 861 people aged 65 and over.

Race



87.4% of Hesters Way population class themselves as British, 5.7% are White Other, 3.3% Asian/Asian British, 2% Mixed Ethnic Group, 0.6% Irish, 0.6% African origin, 0.3% other and 0.1% Gypsy Traveller.

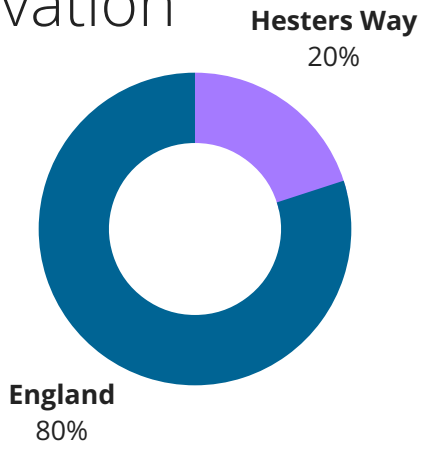
Disability



83.8% of the population in Hesters Way are not limited in their day to day activities. However, over 56% of CBH Tenants within Hesters Way have reported that they consider themselves living with a disability.

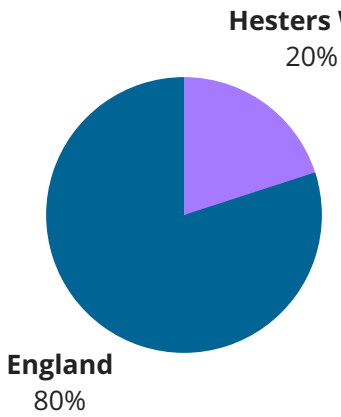
Source- Inform Glos

Deprivation



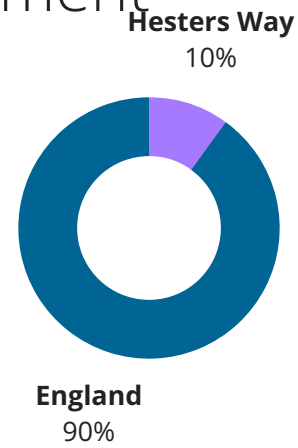
Hesters Way is ranked 844 out of 32, 844 in England of where 1 is the most deprived ward, making it amongst the 20% most deprived neighbourhoods in the country.

Crime



Hesters Way is ranked 18,135 out of 32, 844 areas in England, where 1 has the worst crime rate, making it amongst the 20% least deprived neighbourhoods for crime in the country.

Employment



Hesters Way was ranked 2,484 out of 32,844 areas in England, where 1 is the worst employment rate, making it amongst the 10% most deprived neighbourhoods in the country for employment.

Source- Index of Multiple Deprivation

INFORMING OUR

INVESTMENT

In order to identify our areas of priority for community investment, we have taken a number of factors into consideration.

WHAT OUR RESIDENTS HAVE TOLD US

We have given all residents in the area the opportunity to shape their community investment plans. we have consulted at events, door-to-door, pop up stands and through social media sites

DESK TOP REVIEW

We have identified the needs of the community based on socio-economic data
from Inform Glos and the Index of Multiple Deprivation.

OUR OWN INFORMATION

We have spoken with teams within CBH, accessed housing data and reviewed resident satisfaction surveys.

WHAT OUR PARTNERS HAVE TOLD US

We have engaged with partners through multi-agency meetings, networks and consultation to identify emerging needs and issues.

MAPPING - SURROUNDING COMMUNITY RESOURCES

Cheltenham Trust

Green Spaces

The Conservation Volunteers

Hesters Way Library

Neighbourhood Shop and Post Office

St Aidan & St Siles Church

Hesters Way Children's Centre

Puddles Children's Nursery

Gloucestershire College

Cheltenham Borough Homes

Hesters Way Primary School

Hesters Way Community Resource Centre (CBC)

Coronation Square and local shops

Hesters Way Baptist Church

Local Councillors

Living Well Centre

Hesters Way Neighbourhood Partnership

Sir Thomas Moore Catholic Church

CREATE on the Square

Pates Grammar School

Bus links

Oasis Youth Hub

WHAT ARE HESTERS' WAY PRIORITIES

We have identified four priorities to focus our community investment offer. These priorities may evolve over time with the changing circumstances of the community.

WHAT ARE THE PRIORITIES FOR HESTERS WAY?

1

EDUCATION , SKILLS AND TRAINING

- Support resident's learning, development and skills
- Provide training opportunities
- Support residents to remove barriers to work
- Provide or signpost to work experience opportunities
- Working with schools to complement the education offer and increase educational attainment
- Working with young people and youth organisations to increase opportunity and skills
- Explore the creation of local social enterprises.

2

HEALTH AND WELLBEING

- Decreasing the risk of isolation for people of all ages
- Helping people to live independent lives
- Supporting residents to have access to the services they need
- Increasing access to affordable and healthy food
- Providing access to local sports activities
- Supporting people with additional needs
- Work with residents to take control of their own health management.

WHAT ARE THE PRIORITIES FOR HESTERS WAY?

3

CUSTOMERS ARE INVOLVED AND ENGAGED

- Volunteering
- Scrutiny
- Board membership
- Digital engagement
- Young leaders, community champions
- Celebrating and rewarding community participation
- Supporting resident led groups and associations.

4

COMMUNITY SAFETY AND SUSTAINABILITY

- Develop our community hubs to develop essential services and support
- Support and develop projects and activities designed to reduce anti-social behaviour, including crime reducing initiatives
- Develop resident led models of community development
- Creating and improving community spaces and “places of welcome or formed bumping grounds”

OUR INVESTMENT

We continue to support local communities by providing a dedicated CBH budget and staff resource for community investment. This will help to enhance and develop opportunities for projects or community initiatives.

Funding

We apply for external funding from numerous corporate and government funding pots. We will endeavour to work with partners and stakeholders on collaborative applications. This will not only strengthen the bid, but it is also in line with our ethos of working together to build stronger communities.

Volunteering

We support volunteers, engaged tenants and community members to deliver projects that benefit the wider community. This makes our projects sustainable in the long term.

In-kind contribution

We manage 1 community building in the Hesters Way area. We are able to work closely with partners to offer our facilities on an in-kind basis, helping to make the money stretch that little bit further.

HOW WILL WE DELIVER THIS

PLAN?

Cheltenham Borough Homes employ a Community Investment Officer for the Hesters Way area of Cheltenham. Their role is to ensure that the Hesters Way community members are involved in shaping their community, and the activities delivered are aligned with the unique priorities of that community.

- Engage and consult with the local community on an ongoing basis to identify the changing priorities of the communities
- Work with local residents to identify key success indicators and outcomes
- Work with local forums, resident associations, and community groups
- Work with local charities, partner organisations and stakeholders
- Hold multi-agency meetings to ensure there is an alignment in priorities and everyone is working collaboratively towards common aims.
- Regularly engage through social media, face to face communication, events and activities.

Working to

Our Values

We want our community investment to support the creation of thriving and sustainable communities. In order to achieve this, we will work according to the following values;

1

Listen

Listen to the residents and organisations to establish what is important to them.

2

Connect

Build and maintain relationships with partners and the community to develop new initiatives that deliver the best possible outcomes

3

Be pioneering

Be creative in finding new ways to work and understand that we may need to revise our approach from time to time.

4

Create a Legacy

Empower our communities to identify their own solutions and to sustain positive changes.

CBH

WHY SHOULD YOU GET INVOLVED?

Together we can achieve so much more!Anyone living in the Hesters Way area can become a member and get involved with this plan.
We have two pathways you can follow, depending on whether you're interested in working with us in your community, or shaping the future of CBH services. Or, you can even do both!

- Refresh or learn new skills
- Receive support to reach your own goals
- Increase your confidence
- Access training opportunities
- Get invites to special events
- Enhance your CV
- Meet new people and make friendships
- Increase your knowledge of CBH and the services we provide
- Earn rewards and be entered into prize draws
- Make a real change in your community.

OPTION 1

Become a Community Champion

Bronze

- You support us with surveys and consultations
- You follow us on social media
- You have opportunities to make your voice heard.

Silver

- You engage in community events and activities
- You participate in the level 1 training programme
- You participate in estate walk-abouts.

Gold

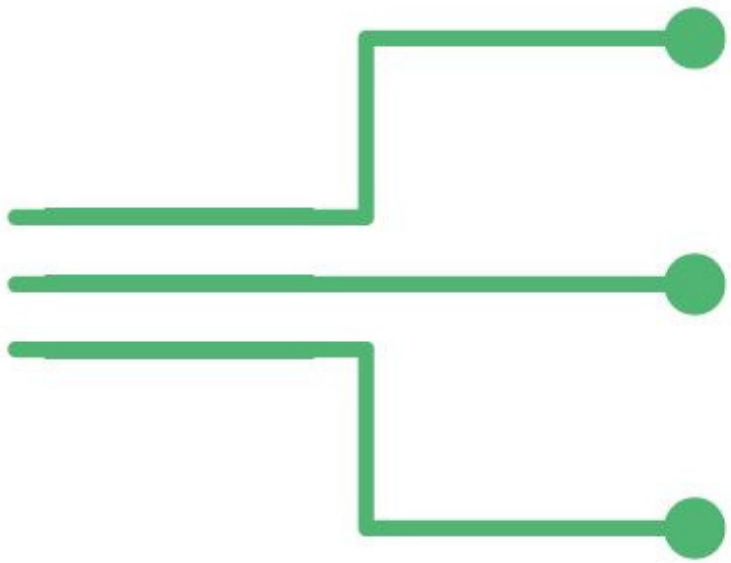
- You continue to engage in community activities and events
- You have completed the level 1 training programme
- you can choose your next development steps

OPTION 2

Shape the future of Cheltenham Borough Homes

CBH Academy

An 8 week course, accredited by the Chartered Institute of Housing. You will learn about the work of a the services within CBH and meet the staff.



TSIP

Accountable to all tenants and leaseholder, this scrutiny panel makes sure the tenant is at the heart of what CBH do.

Shaping Services

Influence all Services we offer, from customer services to safer estates and repairs.

CBH Board

A strategic and scrutiny body made up of 10 members, including tenant representatives.