



Ministry of Housing,
Communities &
Local Government

Unique Application No:

CC:

MHCLG USE ONLY

Expression of Interest: Community Champions

A Fund to support people shown to be most at risk from Coronavirus (COVID-19) including those from an ethnic minority background, disabled people and others to follow safer behaviours and reduce the impact of the virus on themselves and those around them.

Please email form to: Community.Champions@communities.gov.uk

Applications must be received no later than **23.45 on 09 December 2020**

Please include “Community Champions” and the name of your local authority in the subject line.

Organisation details

Area	Bolsover District
Local Authority	Bolsover District
Address	The Arc High Street Clowne Chesterfield Derbyshire S43 4EH
Name of contact	Jessica Clayton
Job title of contact	Partnership Strategy and Policy Officer
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Telephone number of contact	01246 242334

Guidance notes

- Please refer to the prospectus when completing this form.
- Additional supporting material and diagrams are not required but can be submitted.
- Information in your application may be shared with other Government colleagues for the purpose of developing our understanding and informing wider policy development and best practice.
- Use of black type, Arial font 12 is preferred.

1. Provide details of your authority's current outreach, engagement and communication activities with residents who may be disproportionately impacted by Covid-19, in particular those with disabilities and/or from BAME communities.

Please reference any current Community Champions or similar schemes being delivered. (500 words maximum)

Bolsover is a largely rural district, with four market towns – Bolsover, Clowne, Shirebrook and South Normanton. Shirebrook and the wider NG20 area is home to a large migrant community (10% of the NG20 postcode population) due to Sports Direct's head office being sited in Shirebrook. The nationalities are Polish; Romanian; Bulgarian; Lithuanian; Slovakian.

The district has a higher than average rate of people with a limiting longer term illness 66.3% (UK rate 53.1%). Of the over 65s experiencing ill health, some wards within the district are as high as 76.2%.

Bolsover Partnership (representing all sectors) was established in 2001 and has an excellent reputation for partnership working; this helped us to secure funding through the MHCLG's Controlling Migration Fund to deliver a programme of different activities aimed at reducing pressures on statutory services arising from an increase in migrants from Eastern Europe. The Community Resilience strand of this programme provided recent insight and experience in working with disadvantaged communities; this test and learn approach can be replicated to other groups and across the wider district to deliver the Community Champions programme. For example, on Shirebrook Market Square, there is a Community Show Room which is available for outreach activities. Volunteers reflect the make-up of the local community and would be ideal as local community champions. There is also a Shirebrook Business Forum which would provide an opportunity for local retailers to get involved and act as champions.

Other work that the Local Authority is involved with that links to this project includes:

Town centre work to be undertaken with the Reopening High Streets funding. The following initiatives will support local shops through the reopening period and encourage residents to return to their town centre by making it feel safe and secure. It includes:

- Hiring Covid-19 Town Centre Information Officers to provide a reassuring presence and point of information for people;
- Information pack for businesses: including distancing stickers, window posters etc.;
- Lamppost and bollard sleeves;
- Floor signage & stencilling displaying social distancing messages on pedestrian footways in busy shopping areas;

BDC Community Outreach Workers – 2 members of staff who work on an outreach basis to help tenants and other members of the public requiring signposting support to remove barriers.

BDC Environmental Health – landlord forum and rogue landlords work provides a route into private sector tenants from disadvantaged communities, in particular, Migrants.

BDC has a contract in place with Bassetlaw CVS to deliver infrastructure support to the voluntary/community sector within Bolsover. They were instrumental in responding to communities in need during the first lockdown and took referrals from the Community Response Unit to help those who were on the shielded list.

Covid 19 Marshall project – co-ordinated by DCC Public Health to ensure PH messages are targeted at areas experiencing CV-19 outbreaks

Other outreach activities include (delivered by the third sector):

- Food Banks
- Advice Agencies supporting with Universal Credit claims and other financial and work related support.
- Local Charities providing crisis support with food parcels

2. Briefly set out proposals for additional activities your authority would like to deliver to increase outreach, engagement and communication with residents disproportionately impacted by Covid-19, in particular those with disabilities and/or from BAME communities. (500 words maximum)

Introduction

Reaching communities in semi-rural communities requires good local connections and the Community Champions approach is one that can really work in a district like Bolsover. Building on our experience of delivering the Building Resilience Programme, funded by the MHCLG through the Controlling Migration Fund, we are proposing a suite of activity which, although interlinked, can be categorised into (1) Communications and (2) Social Networks.

Proposal

(1) Communications

The installation of free-standing PCAP Outdoor Touch Screen Posters in key contact areas to enable accessible information points in accessible formats/languages. This will:

- support people to use digital information
- provide easy and convenient access
- act as an outdoor point of contact for the Community Champions
- provide a flexible communication channel for latest up-to-date guidance and information
- provide a resource to disseminate information and messages about Covid prevention beyond the funded period



We are also proposing to undertake short term advertising in local petrol stations in higher risk areas to achieve reach and reinforce key messages around hand hygiene.



(2) Social Networks

Our proposal is to establish a Community Champion Link Worker within each of the 4 market towns who will establish a network of Community Champions who will help local people to navigate relevant support and services. The rationale for this approach is that all towns experience (varying) levels of disability, overcrowded housing, and Migrants. Community Champions Link Workers will be recruited from local VCS organisations that represent their communities, e.g. Polish Community Association in Shirebrook to represent the Migrant community.

To oversee the work of the Community Champions programme, a 4 month secondment position has been created for a Community Champions Co-ordinator covering the period December 2020 to March 2021. Their role will be to ensure effective two-way communication between grassroots communities and local authority/central government.

Reach/Engagement approaches

- a) Community Champions will be accessible in places where people safely gather i.e. Supermarkets, Schools, Pharmacies, GP practices, Business Parks and Outdoor Parks/ Recreation areas in order to reach people and cascade information on an individual basis.

- b) The second focus would be to cascade information to existing community, business groups, employers and networks so they can share with their own groups and communication channels.
- c) We also propose to develop relationships with people in the Bolsover community through the processes of making, writing and recording music and sound to tell a story and express emotions. As a response to the Covid pandemic this project aims to provide an outlet for the thoughts, feelings and emotions felt.
- d) Lastly, two way communication between Community Champions and local services to help design practical solutions to issues that are identified and support service improvements.

Outputs/Outcomes

- 1 x Community Champions Co-ordinator and 4 Community Champion Link Workers appointed (paid roles)
- Creation of a Community Champions Network across the district utilising existing community structures
- Regular information sessions for Link Workers to receive the latest Government/Public Health resources, information, data, training for cascading to the Community Champions network
- 4 digital information points established across the district
- Increased information and guidance channels between government and local authorities to diverse at-risk communities
- In the longer term, improved awareness and increased access to guidance, vaccination programmes and public health services.

3. Financial Viability

Set out all costings and total amount required to implement the proposal outlined at 2.

Please note the funding period is from December 2020 to 31 March 2021.

Expenditure	Cost
Community Champions Co-ordinator (Dec to March 2021)	£17,333
4 Community Champion Link Workers (Jan to March 2021)	£35,000
Translation (100 pages x £60 per page)	£6,000
Outdoor touch screen posters £26,48 each x 4 market towns	£105,600
iPad + data allowance x 4 for each Link Worker	£1,600
Petrol station advertising (3 month period)	£15,000
Video production and artists sessions (secondary schools telling stories project)	£10,500
Volunteer expenses (60 volunteers x £5 weekly x 12 weeks)	£3,600
Printing/stationery/resources	£3,000
Venue/gazebo hire/heaters/clothing for outdoor weather	£3,000
Total cost and amount required	£200,633

This section does not form part of the Expression of Interest.

Please use this space to provide feedback on the content of webinars, national resources, communications, guides and/or assistance which would best support local delivery of Community Champions, or similar schemes.