

Project Proposal form – Windows to positivity - promoting positive community action.

Aim

This new project aims to increase the perception of, and encourage engagement in, positive community action within Blaenavon so encouraging neighbourliness and kindness, reducing social isolation and improving wellbeing for 500 community members who live in Blaenavon. We will do this over 18 months by creating on and offline visual displays, curated by the community, linking this to a digital online positivity charter and developing community wellbeing friends.

Objectives

1. Improve the perception of Blaenavon by creating displays that Explore the power of positive community activity on and off line, both past and present, to improve 500* people's knowledge of positive community action and highlighting ways to get involved that enable 20 people to join/engage in current positive community activity.
2. Reducing social isolation by Bringing together 20 community members of Blaenavon together of different ages with 6 local organisations in a series of 12 workshops to create content that reduces social isolation and challenge negative perceptions of Blaenavon.
3. Improve wellbeing, reduce social isolation and improve perception of neighbourliness by engaging 50 wellbeing friends, who will be publicly celebrated for being involved in helping others to engage in positive action
4. Create a digital positivity charter that 100 organisations individuals will sign up to challenge negative community perception online.

Summary of Project

This project is designed to bring a wide range of communities together to explore, and encourage engagement in, positive local action, and increase kindness and neighbourliness within the community of Blaenavon. The project will be broken into 3 elements; We will do this over 18 months by creating on and offline visual displays, curated by the community, linking this to a digital online positivity charter and developing community wellbeing friends. This project is broken into 3 elements.

1. Digital Charter

The online charter will be first part of the project. Our Digital positivity charter (for organisations and individuals) will be promoted on and offline in a campaign over 18 months asking 500 people to post positive messages online and in prominent physical places,

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

about kindnesses and community action shown by others within the town. 100 Individuals and Organisations will sign up to the charter will receive a symbol for their window showing their commitment when they have posted positivity. –

The charter will be developed in a workshop style session in collaboration with key organisations and community volunteers, of all ages. This charter (both an individual charter and organisational charter) will be created and hosted on the Healthy Blaenavon Partnership website.

It will be promoted on and offline in a campaign over 18 months canvassing people to sign up and asking 500 people to post positive messages online and in prominent physical places, about kindnesses and community action shown by others within the town.

A QR code will be created so people can quickly and easily sign up. A poster explaining the charter and linking the QR code will be created to encourage more people to sign up to it will be promoted online and in physical spaces. Once organisations have posted positive messages, they will receive a plaque or poster to say they are a part of the positivity campaign. Further Organisations within Blaenavon will then be canvassed to sign up, put the poster up, and asked to promote it online, and in their own spaces through posting positive messages about the town.

An event in January will be hosted to launch the campaign, and then another event in August will be delivered to celebrate those who have signed up and to recruit new people.

HBP will deliver the campaign and lead on the charter initiative, supported by the Hwb and Bron Afon.

2. Windows to Positivity

4 artistic Window displays (with online equivalents) will be curated by 20 volunteers of different ages in 13 workshops. These prominent displays in local organisations windows, will show examples of positive community action within the town to encourage 500 people within the town to engage in positive action, either online or physically, as well as recruiting to the wellbeing friends and to sign up to the charter. The windows will be led by the Hwb Torfaen.

The Window displays will be on suggested key themes such as sport, wellbeing, social works, celebrations, etc... They will take the form of a physical window display, as well as an online version to promote across key community platforms. These displays will explore past positive community action and activity linking it to current positive community action and activity. The displays will encourage engagement in current activity by promoting engagement opportunities and promote people to engage with a in digital positivity charter.. The windows will be curated through the delivery of 13 workshops style sessions:

- Session 1: Introduction and concept development, online charter development
- Session 2: Curating the windows
- Session 3-10: Development of historical content and creation of displays.
- Session 11-13: Finalisation, evaluation, installation and event launch.

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

The windows will highlight past positive action, while promoting current positive action within the community, and where people can get further involved. It will also promote the positivity charter and have the QR code on the display. Launch events will be hosted for both projects.

3. Wellbeing Friends,

The wellbeing friends will be run by Bron Afon and NHS community team in collaboration with TVA. We will recruit 50 new wellbeing friends who will be publicly celebrated for being involved in helping others to engage in positive action, they will receive a pin, symbol, and promotion.

These activities, delivered by a partnership, will promote positive opportunities available for people to participate in, encourage positivity, kindness and neighbourliness, counter-balancing negativity around the town, so improving the perception of our community and community connection. This legacy of the project will continue to be used post funding and to shape future positivity projects

All projects will be evaluated through a robust evaluation framework to capture not only the physical outputs but wider outcomes on perception of positivity and social positive action online.

The project will be delivered by the Hwb, but overseen and reported to HBP (where all funders attend).

Examples of window displays...



1.

Community Benefit

This project is designed to bring our community closer together through the power of positivity. We know that our community has a lot to offer and participate in for a small town, but there is a negative perception within the town, that is often highlighted in online forums. We want improve the (incorrect!) negative perception of the town by bringing together 500 people online and physically to flood the town with positive messages and examples of huge amount positive action being taken within the town. We want our community members to feel less isolated, more

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

connected with each other so building stronger relationships with the town and the people in it by being able to see positive action, and take part in it in what ever way they feel comfortable.

This project was developed by the Healthy Blaenavon Partnership (HBP) – a community collaboration of 12 key organisations across Blaenavon, representing all organisations involved in supporting the community to improve wellbeing including our own – the town council, housing, health, volunteering, education, youthwork, older people networks, and heritage. They identified through work with over 200 individual community members that while Blaenavon had a lot of offers, there was a false negative perception of the town and its offer, which was primarily promoted online, and often left people feeling isolated, unconnected or not knowing how to get involved. The purpose of this project is to tackle this perception, involve 500 members of the community in Blaenavon at the grass roots level to engage more positively with the town, its opportunities, and the wider community though online forums and promotion of positive action in the town. The project, lead by the Hwb Torfaen, will work with the HBP who will deliver the campaign within their own networks. The Hwb Torfaen will lead the workshops to deliver the windows and campaigning work with 20 community volunteers of all ages who will curate the windows they want in the community.

Outputs

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

Outputs and outcomes

The project and budget is well managed, and Outcomes are measured robustly	500 People will actively take positive community action on or offline	100 organisations and people will have signed up to the digital charter	20 Organisations will feel like they have an improved their reputation in the local community.	20 people will feel more confident in intergenerational local relationships.
20 people will have increased knowledge in local heritage.	500 People feel more positive about their community.	Blaenavon is seen in a more positive light.	4 windows displays created celebrating positive community action	13 workshops delivered
	900 volunteer hours delivered	50 new wellbeing friends created and celebrated	500 people will have improved wellbeing and feel more connected to their community	

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

BUDGET

<u>Item</u>	<u>Detail</u>	<u>Award for All</u>	<u>Match</u>	<u>Total</u>
Digital costs	Online promotion	£900.00	£100.00	£1,000.00
equipment and materials	pins, plaques and window costs	£1,000.00	£500.00	£1,500.00
Premises	hwb premises for worksshops - 13 x£30		£390.00	£390.00
Prof fees	artist costs and casual staff fees	£3,500.00	£2,000.00	£5,500.00
publicity	development of plaques, posters, stickers and pins	£500.00	£1,220.00	£1,720.00
Salary (1 x / day per week 18 months @£20/hr)	staff to run project			
	Match Hwb management	£11,700.00	£1,352.00	£13,052.00
vol expense	vol expenses	£1,280.00	£720.00	£2,000.00
other	event launches	£250.00	£150.00	£400.00
TOTALS		£19,130.00	£6,432.00	£25,562.00
Volunteer time	See below		8000	8000
non cash contribution	staff time????			

Match (to be confirmed)

<u>Bron Afon</u>	<u>2000</u>
<u>Town council</u>	<u>1500</u>

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

Hwb	<u>1742</u>
NHS	<u>1200</u>
-	<u>6442</u>

Volunteer Contribution – estimated.

Description of Volunteers Tasks	Number of volunteers	Time spent	Number of vol hours	£8.75 / hour (based on WCVA vol contribution costs)
Concept development	10 vols	1x 3 hr workshop	30	262
Researching heritage	20 Volunteers	6 x 3 hr workshops	360	3150
Creating content	20 volunteers	6 x 3 hr workshops	360	3150
Developing digital charter	5 volunteers	1 x 3 hr workshop	15	131
Installing windows	5 volunteers	1 x day	35	306
Canvasing organisations	5 volunteers	3 hrs pp	15	131
Launch events	20 vols	3 x 2 hr events	120	1050
Totals	20 vols in total	n/a	935 hours	£8181

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

Timescale

Timeframe	Task	WHO?
October 23	Grant approvals and budget management agreed	HBP
Oct 23	Evaluation framework created	HWB
Nov 23	Consultants appointed	HWB
Nov	Volunteers recruited	HBP
Nov 23	Digital charter workshops designed and delivered.	HWB/HBP
	Digital charters approved	HBP
Dec 23	Digital charter poster and online ads created	Hwb
Dec 23	Promotion of charter online, and baseline captured	HBP
Dec 23	Ogrnaisations sourced to be champions of positivity (and have windows)	Hwb/HBP
Jan 24	Event for digital charter	HBP
Jan 24	Workshops for windows designed	Hwb
Jan 24-May 24	Workshops delivered	Hwb
Jan 24	Canvassing for digital charter sign up	HBP
Mar 24	March – more canvassing for charter sign-up.	Hwb/HBP
June 24	Windows installed	Hwb
June 24	Launch event of windows	HBP
July 24	Evaluation of project completed and submitted to HBP	HWB

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

ACTIVITY PLAN

Objective one. Create 4 window displays (with an online equivalent) exploring the power of positive community activity, both past and present to improve 500* people’s knowledge of positive community action and highlighting ways to get involved that enable 20 people to join/engage in current positive community activity.

Activity	Detail	Target Audience	Outputs	Outcome	Time Scale	Cost	Project Management
Engage art teacher and graphic designer	Buy art teacher and graphic designer to deliver displays		4 windows created.	Windows will be professionally and thoughtfully curated and be of excellent quality.	FULL PROJECT	Art teacher: £2000 Graphic designer: £500	Hwb to manage contracts
Hwb to manage and evaluate project	The Hwb will oversee the management of the project, budget and evaluation. Evaluation framework to include baseline data to be collected.	Funders partnerships	Delivery of project on time, to scale and budget. 1 evaluation report delivered.	The project and budget is well managed Outcomes are measured robustly.	July 2023.	£300 staff time to manage and write evaluation	Hwb DOD.
Event to launch windows	Deliver a 'launch event'	Community members	1 event delivered with 25 participants	50 People will celebrate positive community action	June 2023		HBP

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

Objective Two: Bring together 20 community members and 6 local organisations in a series of 13 workshops to deliver the project to reduce social isolation and challenge negative perceptions of youth anti-social behaviours.

Activity	Detail	Target Audience	Outputs	Outcome	Time Scale	Cost	P.M
Design session plans and recruit volunteers		In			Nov 2023		Hwb and art teachers
Engage local businesses in creation	Work with 6 local organisations/business for their display, inviting them to attend the workshops for their window.	Local organisations	6 organisations involved in developing and designing positive messages.	Organisations will feel they have taken positive action for the community. Organisations will feel like they have an improved their reputation in the local community	Nov 2023		HBP / Hwb
Deliver workshops for windows	Deliver 13 sessions for 20 volunteers on the SUGGETED following topics:- 1.SPORTS 2.COMMERCE AND DEVELOPMENT 3.HERITAGE SOCIEITES 4.HEALTH AND WELLBEING 5.SOCIAL PROJECTS AND WORK	10 older community members 10 young people	12 sessions delivered – 6 heritage research/6 artistic creation 20 volunteers engaged.	20 people will feel more confident in intergenerational local relationships. 20 people will have increased	Jan 24- June 24	£500 printing of graphics	Hwb Staff Art teachers

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

	6. PARADES AND CELEBRATIONS?		500 volunteer hours contributed	knowledge in local heritage.			
Install displays	4 window displays are installed by volunteers and staff		4 window displays are installed 500 people see the windows displays. 20 people will engage in new positive community activity.	People will have increased knowledge of positive community action in Blaenavon. People will feel more positive	June 2023		Hwb staff

OBJECTIVE THREE. 20 organisations and 200 people will challenge negative community perception online through signing up to a digital charter of positivity to be promoted through the windows.

Activity	Detail	Target Audience	Out puts	Outcome	Time Scale	Cost	P.M
Design online digital positivity Charter for organisations and	Work with 6 organisations, an 20 vols to create an online digital positivity charter	Community members Organisation	1 charter created. 6 organisations involved. 10 volunteers engaged.	People feel more positive about their community. People feel like they can act against negativity	Dec 2023	Staff time	HBP / Hwb?

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

individuals							
Create QR code with link to charter	1 QR created to put on all positive messages.	Community members	1 qr codes created. 200 individuals sign up to charter	People can engage with positive messages more easily.	Jan 2023	Staff time	HBP?
Promote digital charter to community	Volunteers and organisations canvas local organisation and individuals to sign up to charter		Series of 10 online promotion adverts for charter are delivered 2 physical canvassing sessions delivered 5 volunteers engaged 10 organisations sign up to charter 20 new positive posts seen on social media over month 1.	People feel like they can take action against negativity Blaenavon is seen in a positive light	Jan 2023		HBP / Hwb
Create posters for digital charter	A poster to put into shops and organisations is created and given out.		50 posters put up around town with QR codes.		Jan 2023	Design of poster and print of poster - £50 Translation. - £20 Printing of 100	

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.

Project Proposal form – Windows to positivity - promoting positive community action.

						posters - £68	
Event to promote charter	2 events delivered		50 people to attend		Jan 2023		HBP

*linked to footfall

VERSION 2.

Ashleigh Taylor MA AMA. The hWB Torfaen.