

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Winchester City Council Strategy 2017-2020

Funding Theme 1. Dealing with peoples and communities needs

Delivering quality housing options:

- Drive down homelessness across the District and support partner agencies in the drive to improve life for those in need.

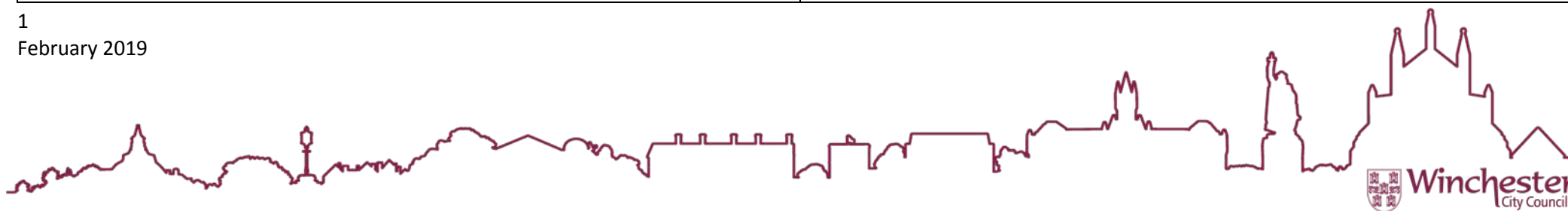
Improve the health & happiness of our residents:

- Work with partners to reduce health inequalities in the District and to promote good mental and physical health.
- Encourage volunteering to support and extend local services.

Services and projects that:

- *have a positive impact on communities,*
- *help to combat poverty & social inequalities,*
- *develop people's ability to prevent reaching crisis point, enabling people to progress;*
- *develop support networks within the local community,*
- *encourage clubs and activities that engage young people,*
- *build community cohesion and resilience*

Priority	Outcomes
ISOLATION	
Winchester has a higher number of pensioners living alone than the rest of Hampshire.	Improve access to services; creating new activities and providing opportunities to participate in community life. Build local services and join up local support to better reach individuals, increasing signposting and referrals between organisations and services. Create greater awareness and understanding about an individual's needs to develop appropriate responses. Target activities and support for over 65's, this may include inter-generational approaches.
Winchester is classed as a 'predominantly' rural area of Hampshire, meaning that the practical difficulties relating to social isolation are great and need to be considered in conjunction with loneliness, e.g. access to transport.	
The 2011 census showed that the number of people age 65+ living in Winchester was 21,779 and that 20% of these were estimated to be experiencing mild loneliness, and 8-10% estimated to be experiencing intense loneliness.	



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Priority	Outcomes
LOW INCOME	
The town wards score poorly on the Income Deprivation domain for the Winchester District.	<p>Increase access to advice services on finances.</p> <p>Debt and financial planning services.</p> <p>Provide access to financial information to ensure help is gained where poverty exists.</p>
8% of children in the Winchester District live in low income families.	<p>Target families with young children struggling financially.</p> <p>Link to the Council's anti Loan Shark campaign.</p> <p>Low cost loan schemes and financial advice.</p>
HOMELESSNESS	
Footfall of households attending WCC's housing options service for the whole of 17/18 was 1494, an increase of 101 from 16/17. Reviewing the current footfall for 18/19 the Council is likely to see a further 100 people on top of the 1494 for last year.	<p>Provide support & advice during a time of crisis.</p> <p>Provide out of hours outreach services; seven days a week, day and evenings and at weekends.</p> <p>Provide services to rough sleepers, including advice and support that deals with health, Universal Credit, employment and training to enable people to progress and move on from rough sleeping.</p>
In terms of those households who became homeless in 17/18, there was a significant increase in single males and females approaching the authority as homeless.	
2017-18 stats show that on average per quarter 32 individuals were found to be sleeping rough in Winchester; an average of four were female. An average of 28 of these 32 had substance misuse issues. Generally rough sleepers are in the city centre to access services.	
The trend for an increase in singles with complex needs is continuing with numbers for both males and females rising.	

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Priority	Outcomes
MENTAL HEALTH	
<p>Figures from GP Referrals to Winchester Youth Counselling between 1/4/2017 and 31/3/2018 show that a much higher number of referrals have come from GP surgeries in the Winchester town area. However, referrals from areas like the Southern parishes and Alresford seem to be on the increase.</p>	<p>Provide education around mental health in order to improve self-management.</p> <p>Enable self help strategies/coping mechanisms and education around mental health.</p> <p>Create positive activities for young people. Inclusive and accessible projects/schemes for all young people which raise aspirations, promote life skills and leisure and recreational activities, and targeted to young people needing specific or additional support.</p> <p>Increase awareness of mental health and general wellbeing – improving social interactions.</p> <p>Target young girls.</p>
<p>Winchester Youth Counselling's statistics for referrals by age show that the 12-18 years group had the highest number of new referrals from 1/4/2017 to 31/3/2018.</p>	
<p>A recent update from CAMHS suggests that they receive referrals across the age range up to 18, but generally it is more girls than boys and predominantly for the 12-16 years group. There is a high prevalence of self harm and of eating disorders.</p>	
PHYSICAL INACTIVITY	
<p>It has been identified that the Winchester District has an aging population. As a result, there is an increase in the number of inactive people over 75 which is predicted to grow.</p>	<p>Increase the amount of opportunities for those to make healthy lifestyle choices and become regularly active.</p> <ul style="list-style-type: none"> - Reduce loneliness - Reduce falls - Reduce GP and hospital visits - Subsidised activity clubs/ sessions
<p>Reduce the inactivity gap between individuals with, or at risk of developing a long-term health condition.</p>	<p>Support/ develop physical activity projects that enable individuals with, or at risk of developing a long-term health condition i.e. diabetes, obesity, Chronic Obstructive Pulmonary Disease (COPD).</p>
<p>It has been identified that there is a high percentage of females who are at risk of becoming inactive. It is important to reduce the equality gap between inactive females and inactive males.</p>	<p>Increase the amount of opportunities for inactive females to access physical activity within the Winchester District.</p> <p>Inactive = less than 30 minutes a week.</p>

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Priority	Outcomes
	<ul style="list-style-type: none"> - Targeted female only sessions - Promotion of Sport England's 'This Girl Can' campaigns
<p>It has been identified that within Winchester, those with a limiting illness or disability are 4 times more likely to be inactive compared to those without a limiting illness.</p>	<p>To widen the access to physical activity opportunities for people who are vulnerable, inactive or disabled:</p> <ul style="list-style-type: none"> - Buddy schemes/ Bring a friend - One to one lessons - Specific group sessions - Accessible transport links
<p>It has been recognised that there is a much lower proportion of inactive people in higher social grades, compared to the whole population.</p>	<p>To increase the amount of opportunities available to take part in physical activity within the workplace.</p> <ul style="list-style-type: none"> - Workplace challenges - Lunch time walks

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Winchester City Council Strategy 2017- 2020

Winchester District will be a premier business location:

- Prioritise support for knowledge-based, creative and tourism sectors.
- Utilise our environment to drive business growth and create employment opportunities across the District.
- Work with partners to deliver digital infrastructure projects across the District.

Improve the health & happiness of our residents:

- Support the delivery of a programme of festivals and events across the District.

Improving the quality of the District's environment:

- Protect, enhance and increase the use of open spaces in both towns and the more rural areas of the District.
- Work with strategic partners to identify opportunities to protect, enhance and restore biodiversity in the District.
- Improve the environment and reduce harmful emissions through holistic transport planning.

Funding Theme 2. Striving for positive change

Services and projects that:

- *Exploit new technologies to drive productivity, economic benefits, and improve the experience of employees, customers, suppliers, partners and stakeholders.*
- *Make Winchester a safe and pleasant place to live, work and visit.*
- *Provide artistic and cultural experiences that enrich people's lives.*
- *Provide employment and help businesses grow and develop and strengthen networks and collaborations.*

Priority	Outcomes
DIGITAL APPLICATION, SERVICES AND PRODUCTS	
Technology adopted and used by businesses, with staff skilled in digital applications, to gain customers, reduce costs and increase profit.	Increase take up of technology / applications within businesses. Increase business efficiencies by developing / deploying online / digital solutions. Increase digital literacy of staff / suppliers / customers etc.

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Priority	Outcomes
Development of new approaches, services and products in response to changing public trends.	<p>Increase access to services by customers / suppliers etc. by the use of online / digital solutions.</p> <p>Provide training and support for residents /communities to access and benefit from new technologies, digital devices and online services.</p> <p>Utilise data more effectively to better engage with and support users / customers' needs.</p> <p>Use of data and analytics to plan and predict to enhance user / customer experience.</p>
Innovation and new business models that help Winchester become a 'smart District'.	<p>Develop / implement solutions, systems and infrastructure that connect residents and visitors in a more joined up way.</p> <p>Develop skills and training in digital specialisms.</p> <p>Create networks and collaborations.</p> <p>Digital enhanced services in rural areas.</p>
SUSTAINABILITY, ENVIRONMENTAL QUALITY, GREEN TECHNOLOGIES	
Creative ways to reduce harmful emissions.	<p>Delivery of schemes that will demonstrably reduce the District's carbon footprint.</p> <p>Develop and adopt green travel plans to encourage healthy and sustainable travel options.</p> <p>Install and maintain green technologies, including energy generation, storage and distribution.</p> <p>Facilities and building management systems that reduce consumption and waste.</p>
Protect, manage, maintain and enhance the natural environment, wildlife and wild places and create opportunities for people to enjoy outdoor recreation, countryside and rural landscapes.	<p>Support for undertaking practical works which benefit SINC's or priority species.</p> <p>Support priority species as identified within the Winchester Biodiversity Action Plan.</p>

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	Support private landowners and community groups in undertaking works which benefit Sites of Importance for Nature Conservation and as a result working towards reversing the decline in biodiversity.
Enjoying Winchester's rich and diverse environment.	Support for infrastructure, events, activities, training or engagement which encourage people to gain a greater understanding of their local wildlife and places.
Environmental enhancement.	Support for groups or individuals who wish to enhance the visual amenity/character/appearance of publically accessible places.
Enjoying Winchester's green spaces e.g. parks - getting active.	Supporting infrastructure, events, activities, training or engagement which encourages people to take part in active play.
CREATIVE AND INNOVATIVE	
The arts are recognised as improving the sense of mental, psychological, social and physical wellbeing, and promoting social engagement. The more cultural activities participants attend, the better their self-rated health.	<p>Reach people across our district regardless of age, gender, social class and disability (public engagement), creating social cohesion.</p> <p>Develop ideas and innovation to reach new audiences and increase their participation.</p> <p>Reach people who have never taken part or experienced art and cultural events and projects.</p>
Digital technologies allow arts and cultural organisations to exploit their cultural assets and create more value.	<p>Use events and activities that incorporate innovative technologies to promote culture, increase access and participation to wider markets and audiences.</p> <p>Create links between culture and other elements of civic and business life.</p>
Winchester is a vibrant cultural centre and sees many day visitors, with many attractions, events, festivals, galleries, performances to draw people here.	<p>Increase the length of time visitors stay in the district.</p> <p>Develop campaigns and activities to attract new visitors / users / audiences.</p> <p>Introduce new, creative and novel content.</p> <p>Adapt to meet changing needs whilst maintaining quality. Create opportunities for collaboration between events.</p>

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Winchester is a centre of learning for the arts with Winchester School of Arts and the University of Winchester.	Create projects to inspire students and interns to develop their practice and develop untapped potential.
Art-form development and value creation through support for a range of activities across the arts from theatre to digital art; prose to dance; music to literature and crafts.	<p>Bring high-profile artists and cultural producers into the area to inspire local creators.</p> <p>Take work beyond Winchester, nationally and internationally – build awareness of ‘Made in Winchester’.</p> <p>Create opportunities for collaboration.</p> <p>Support for local artists to develop skills and confidence and enable growth from within the sector.</p>
BUSINESS GROWTH	
<p>Winchester has a high proportion of small businesses (97% employ less than 50). Winchester businesses are located roughly 50% in the town and 50% in the south, market towns and rural areas. However between 2010 and 2016 the share of businesses in the market towns and rural areas declined slightly.</p> <ul style="list-style-type: none"> • Support small businesses to grow and become more productive • Help local businesses to grow and stay in the district. 	<p>Develop / implement new business processes, services, products that improve business performance, generate incomes, new customers etc.</p> <p>Encourage entrepreneurship and develop management and leadership skills in owners / managers.</p> <p>Initiatives to promote small independent businesses in the city, market towns, and rural areas.</p>
<p>There are a number of important sectors in the Winchester economy in terms of size and potential: knowledge based businesses; creative industries; tourism and retail.</p> <ul style="list-style-type: none"> • Develop new business and employment opportunities across the District. 	<p>Projects that help the expansion of existing businesses resulting in the creation of new jobs.</p> <p>New processes and services that respond to changing needs, demands, markets etc.</p> <p>Greater links between schools, colleges, universities and businesses, creating an environment for knowledge exchange, innovation and collaboration.</p> <p>Build on existing clusters, or stimulate new ones and strengthen networks and partnerships.</p>

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Further data and information sources:

- Council Strategy 2017-2020
- Digital Strategy
- Winchester District Sport & Physical Activity Framework 2018 – 2023
- Index of Multiple Deprivation data for Winchester 2015 & 2011 Census