



PLACESHAPING TEAM ANNUAL REPORT

21/22

Placeshaping Team
WORKING TO SHAPE OUR COMMUNITY

PlaceShapers
Building Homes and Lives

INTRODUCTION

Welcome to Freebridge's Fourth Placeshaping Annual Report

Our current strategy, 'Building Better Futures' sets out one of our key objectives in relation to 'creating Homes, Communities and local Spaces to be Proud Of'.

We have made a commitment to invest in our homes and communities, in order to tackle disadvantage and health inequalities across the Borough. However, we recognise that we cannot do this in isolation, and are committed to working with our local communities, key partners and stakeholders on projects and initiatives that will bring real change for local residents.

In the last year we have furthered our role as community leaders through the formation of our first ever Community Plan; led by our Placeshaping Team. Six weeks of consultation with residents in North Lynn gave us a very clear understanding about what mattered most to those living in the area, and what they would like to see done to improve the quality of life even

further. The resulting plan, sponsored and coordinated by Freebridge, but supported by a range of key stakeholders including the Borough Council of King's Lynn & West Norfolk, and Norfolk Constabulary will be a real driver for change over the next few years.

The year also saw activity from our two community centres regain pace, with many existing and new services resuming, including much needed youth activities, as well as the highly successful food education programme 'Food for Thought' from a revamped kitchen at the Discovery Centre.

Engaging with and listening to our residents is at the heart of our approach to delivering excellent services; over the last year our expanded Community Impact weeks gave colleagues from across the business an opportunity to step outside of their day to day role, to meet with our customers and to see first-hand the difference we are making in many of our communities.

Our Placeshaping activities continue to support our local communities to thrive. When we truly listen to understand the needs of our residents, we are then able to adapt and develop our services to meet those local needs. Over the next 12 months we are committed to continuing this approach, this time with the development of a second Community Plan for our Fairstead and Gaywood residents, supported by a range of opportunities and activities for residents across the borough.



Sophie Bates

Director of Customer and Communities

OUR BOOKINGS IN NUMBERS

A total of
2733
hours

were hired out across
both Placeshaping
Centres

1%

NHS Services
– wellbeing/
counselling and
immunisation
clinic

4%

Social/hobby
groups

13%

Other youth provision,
including education and
creative sessions

24%

Charity bookings

58%

Sport and fitness for
all ages

31%

or 874.30 of those hours were
at charity discount rate or
less supporting our partner
organisations, local charities,
and new business start-ups

11%

or 293 hours of internal
meetings, training, and staff
events, saving the business a
total of £5859.79 in external
venue hire costs

JULY



10
families regularly
attended the weekly
picnics



SUMMER ACTIVITIES

The Summer events were held to support the PlaceShaping strategy of Freebridge Community Housing. This was designed to be a family friendly 6-week event, bringing the community together and allowing Freebridge to participate in community engagement. It involved different activities for different age groups and most of the activities were a great hit.

More events held over the 6-week summer programme are highlighted on the following pages.

THE PICNIC PROJECT

The Placeshaping team held twice weekly picnics for families on a low income or families that would usually receive free school meals.

These were held in our community garden at the Discovery Centre, on Tuesdays and Fridays, when the weather permitted!

The project provided children and their guardians with healthy, freshly packed lunches, and potential for further support with groceries, sanitary items, or children's summer clothing.

This was all inclusive, and supported any family referred to us by partner organisations.

The informal approach felt more like having lunch out. Numbers were limited to adhere to all social distancing and COVID guidance that applied at the time. Weekly time slots were allocated for take away packed lunches as well.

We aimed to bring relief from food poverty to children and their families in North Lynn over the school summer holidays. Plus provide a garden environment for families to enjoy, socialise and play.

We had 10 families regularly attended the weekly sessions.



39

one off, full garden
assistance to assist tenants
who needed it



£32K

saving to tenants for grass cutting during the year



15

children attended each session



SUMMER ARTS & CRAFT CAMP

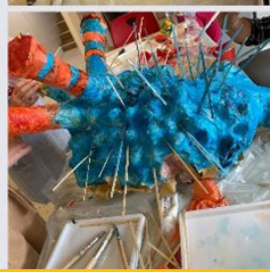
The Placeshaping team, in partnership with Blackfield Creative, held sessions for 3-days a week over a 3-week period for Art Camp. These were aimed at children aged between 6 and 16 years old. The Art Camp culminated into an Art Show on the North Lynn Consultation Open Day.

We aimed to provide a creative and supportive environment and empower expression through multimedia art. The Art Camps were delivered by a professional artist and all siblings and parents were welcomed and encouraged to participate in the sessions.

The sessions were fully booked each week and we had between 12 to 15 children attend each session.

COFFEE & CAKE SOCIAL MORNINGS

Weekly coffee and cake mornings were held by the Placeshapers at The Discovery Centre and were supported by the NHS Wellbeing Team, Citizens Advice Bureau, Freebridge Community Housing's Tenancy Team, Mind, South Lynn Café, Careers Advice and Emma Brock from the Fairstead Community Shop. Each week a different member came along to offer support and services to the community.





181

communal clean and health and safety inspections each fortnight



CUPCAKE & COOKIE DECORATING CLASSES

Weekly cupcake and cookie decorating “classes” were led by Freebridge Volunteers. These were provided at The Discovery Centre. The Placeshaping Team worked with our local bakery, Smiths, who provided the baked goods, and Morrison’s supplied us with decorating kits.



SPORT AND PLAY SESSIONS

In Partnership with our regular group bookings

The Placeshaping Team worked alongside our regular service users to provide sessions at the Discovery Centre.

These were an hour and a half for two age groups (5-11 & 12-17), each week.

The sessions were a combination of traditional sports, fitness/health classes and alternative sports.

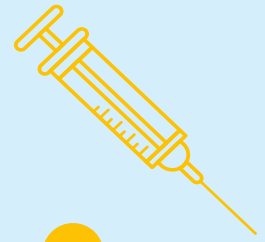
The sport sessions saw 10 children try their hand at yoga, football, tae-kwon-do and basketball.

BINGO

Following on from the picnic project, we held bingo for both children and adults to have fun and family time at the Discovery Centre.

This was a great success with between 10-12 children, their older siblings and family come along and win prizes generously donated by local businesses.

During COVID the Estates team continually worked to deliver health and safety inspections and cleaning visits



ADAPTING DURING COVID-19



Like everyone else, our Placeshaping team adapted over the 18 months during Covid-19 we continued to help promote community spirit and support the most vulnerable in our areas.

In July the Placeshaping team supported the covid Vaccination effort across the district.

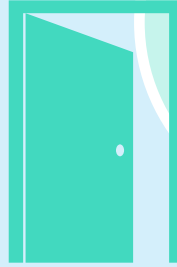
The Placeshaping team led support for the vaccination promotion in North Lynn and Fairstead. This was supported by a number of colleagues across all services at Freebridge. This included extensive hours of door knocking and talking to the residents to help signpost to the vaccination buses available in the town.

The Placeshaping team and Placeshaping Manager volunteered at the vaccination bus in North Lynn to provide continued partnership support. Keeping local communities safe.



During COVID the Estates team collected food parcels from community donations

SEPTEMBER



403

tenants engaged with on the Out & About

FAIRSTEAD OUT & ABOUT

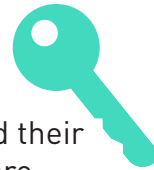
Before the arrival of Covid-19 Freebridge ran a programme of events called Out & About.

These events saw colleagues from across the organisation travel to a housing estate or village in west Norfolk to knock on the doors of our customers, to say hello and check in with them. We also took this opportunity to make sure we had their details correct on our systems.

The events were also attended by some of our multi-skilled operatives so that any quick and minor repairs identified could be carried out there and then.

161

tenants and their families were spoken to



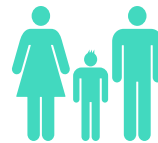
101

repairs were raised



75

household information was updated



5

referrals for income support were made



20

referrals to tenancy were made



4

referrals to support were made



12

referrals to garden assistance were made



OCTOBER



NOVEMBER



HALLOWEEN PARTY

The Placeshapers held an open day on Saturday 30th October at the Discovery Centre and planned lots of different Halloween activities.

Along with Halloween fun for the kids, the Placeshapers held a consultation for the residents of North Lynn. There was a chance to win £250 by filling in a survey about the area. This main objective of this was to compliment the 5-year plan, Building Better Futures released by Freebridge in 2021.

As well as pumpkin carving, disco music, spooky crafts and a Halloween costume competition we took the opportunity to supply information about the services PlaceShaping provide. And all this whilst raising money for King's Lynn Food Bank.



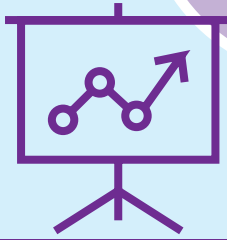
WHITE RIBBON

At the end of November, we were pleased to be able to welcome the Pandora Project to the Discovery Centre in North Lynn for White Ribbon Day. White Ribbon Day is a day that's marked all around the world and is the largest global initiative to end male violence against women by calling on men to take action to make a difference.

The Pandora Project offers advice, support and information to women and children affected by domestic abuse. Abuse can be current or historic. They offer a confidential and non-judgemental support service.

260

surveys were completed



150

hours of community engagement



NORTH LYNN CONSULTATION

As part of our 5-year strategy, Building Better futures, Freebridge Community Housing are committed to building strong and sustainable communities. Within our Strategy we seek to 'create better Homes and communities and local spaces to be proud of'.

This plan sets out our commitment to working with our local communities, key partners and organisations on projects and initiatives that will have a real impact on the people that live within our neighbourhoods.

A community action plan has been created following an extensive consultation and engagement projects over several months with residents in North Lynn. This included a consultation event at The Discovery Centre in October 2021, over 150 hours of localised community engagement and digital promotion, as well as multiagency and partnership engagement to create both the survey and action plan. We received over 260 responses via online and paper submissions. We have used this feedback, as well as other local knowledge to create an action plan for the North Lynn area which, when delivered in partnership, we believe will make a difference to life in North Lynn for the whole community.



WINTER WELLNESS PACKS

November to January

The Placeshaping team were working on Winter Wellness packs to distribute to those of our tenants in need in the New Year.

They were looking for a variety of items to be donated and had already contacted local shops and supermarkets. We were kindly donated unwanted Christmas gifts and also lots of the below:

- Crosswords, Sudoku, quiz and colouring books
- Hand sanitiser, soap, cleaning items, facemasks, mini moisturiser, and tissues
- Warm clothing (hats, scarves, gloves, socks)
- Hot chocolate/coffee sachets, microwave popcorn
- Pet food/bird seed
- Gardening seeds
- Magazines/books
- Little treats e.g., small box of chocolates, biscuits

The Placeshaping Team then delivered these to our tenants on a weekly basis.

DECEMBER



Collected bikes fly-tipped in the wider community to be donated to charitable causes for up-cycling



CHRISTMAS CARD COMPETITION

November to December

The Placeshapers held their annual Christmas card competition, which was open to children of all ages, the winner received their own pack of Christmas cards along with a doorstep visit from Santa!



CHRISTMAS TREE

Both Placeshaping teams came together to place a Christmas tree at the Providence Street Centre which was provided by the Estates team. The nursery children along with local children were invited to decorate the tree which was a great day.

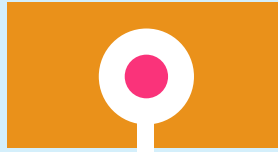


100

children enjoyed
our Santa Grotto



MARCH



SANTA'S GROTTTO

The Placeshaping team were able to welcome Santa and his grotto to Discovery Centre.

100 children, aged from just 15 weeks to 13 years old, enjoyed the Covid-Secure winter wonderland.

All the families were specially invited and had been selected from those who'd been given extra help and support from Income, Tenancy, and the Support teams. The offer was extended to the children at Giggles & Squiggles, the nursery based at the Discovery Centre, and finally referrals came in from Angels of King's Lynn.

The presents were provided from the King's Lynn Toy Appeal.

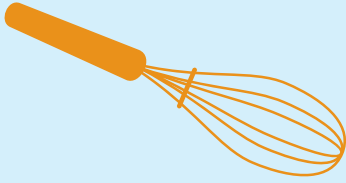
A few presents were leftover at the end of the event, and they were put into family food parcels.

The children involved left the centre beaming from ear to ear, with many of the parents saying how pleased they were that it had been able to go ahead.

TILS

TILS workshops are about empowering our residents to help them with budgeting, wellbeing to enable them to have greater confidence in paying rent or any other bills. Your Own Place is a project being introduced by Independent East which includes other housing providers.





KITCHEN RENOVATION

The Kitchen at the Discovery Centre has been renovated for customers, clients and leaseholders to use.

This will help our local community and our tenants for future courses on budgeting, food and life skills.

COMMUNITY VOICES

The team have undertaken community voices training – which is designed to support learners in developing an understanding of public health and the factors that impact on a person's health and wellbeing. It focuses on how asking questions and listening effectively to people is a vital role for us all.



347

homes were visited
on our Out & About

SOUTH LYNN OUT & ABOUT

Members of the Freebridge team together with volunteers from Morrisons spent time in the community and lend a hand in different ways. This included collecting over four tonnes of waste from fly tips and garden clearance. And a further 68 bags of litter were collected from communal locations, street paths, and wider community facilities. During the week, we called at 347 homes, and we spoke to over 180 of you. We were also pleased to be able to log and follow up on repairs, and our team completed some of the outstanding repairs. Our support didn't end there.

Following the week, we carried out a number of return visits, and our Placeshaping Team called on those homes where we didn't get to meet customers in person previously. We were also able to help with some tenancy issues and concerns and update the information we hold to make it easier for us to keep connected.

68

bags of litter
were collected
from communal
locations

180

residents were
engaged with



OUR SERVICE USERS

During the year we had the following based permanently on site:

- NHS Norfolk and Waveney Wellbeing Team – providing 121 counselling, support groups and courses
- The Matthew Project – Drug and Alcohol support for young people, plus drug and alcohol education in schools
- Mancroft Advice Project – Children’s counselling service
- Giggles ‘n’ Squiggles Nursery – children’s nursery and play group
- Ad Meliora Trust – Greenpark Academy Admin Team
- Voluntary Norfolk Chances Team – Employability and specialist financial support for anyone not in employment over the age of 16
- Family Action – Gardening support group, also delivering courses in horticulture and heritage

Other regular groups and organisations you can find in the Placeshaping Centres are:

- Mark Farnham’s School of Tae Kwon Do
- Volunteering Matters
- Bounce
- Samphire Quilters
- ICS Coaching
- Action for Children
- Break Charity
- NTAS
- Judo
- St Giles Trust
- Benjamin Foundation
- Toshi Ryu Martial Arts
- Norfolk County Council - Children’s Services
- Norfolk County Council - Adult learning
- Ashley Smith – 5 aside Football
- Yoga
- NFST – Thurlow house
- KIXX

If you'd like to get in touch with the Placeshaping Team, you can do by calling **01553 667777** or emailing **placeshapers@freebridge.org.uk**

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