



GREENING WINGROVE COMMUNITIES LIVING SUSTAINABLY PROJECT

Final Evaluation Report
August 2017





Contents

EXECUTIVE SUMMARY	i
1. Introduction.....	1
1.1 The Project.....	1
1.2 The Partnership	2
1.3 The Report	3
2. Inputs	4
2.1 Introduction.....	4
2.2 Overview of Project Inputs.....	4
3. Activities	7
3.1 Introduction.....	7
3.2 Greener & Cleaner.....	8
3.3 Grow & Eat.....	13
3.4 Energy	16
3.5 Community Capacity Building	19
4. Participation and Performance	23
4.1 Introduction.....	23
4.2.1 Overview	23
4.2.2 Sustained Engagement	26
4.2.3 Diversity.....	32
4.3 Project Performance	33
5. Community Impact	38
5.1 Introduction.....	38
5.2 Understanding and Awareness	38
5.3 Behaviour Change	41
5.4 Community Pride and Infrastructure	45
5.5 Personas	50
6. Learning Themes.....	54
6.1 Introduction.....	54
6.2 Engaging the Community	54
6.3 Delivering Activity	55
6.4 Strategic Approaches.....	57
6.5 Partnership Working	58
7. Legacy.....	60
7.1 Introduction.....	60

7.2 Succession.....	60
7.3 Building Sustainable Assets	62

EXECUTIVE SUMMARY

1. This is the executive summary of the summative evaluation of the Workers' Educational Association (WEA) Greening Wingrove project which aimed to support residents, business and community groups to live more sustainably by saving and generating energy, greening the area, growing food, recycling and reducing waste.
2. The project initially developed out of a group of local residents and community organisations that had a shared aspiration to improve and enhance the local physical environment and bring the community together to take collective action. This group approached the WEA to act as lead organisation to take the project forwards and apply for external funding.
3. Funded by the Big Lottery Fund (BLF) with a grant of £978,147 awarded through the Communities Living Sustainably Programme (CLS)¹, Greening Wingrove was a 4.5 year project targeted at the Wingrove area in the inner west end of Newcastle upon Tyne; an area characterised by a multi-ethnic and relatively transient population, with relatively high levels of deprivation.
4. The project aimed to address the following core community needs, which were identified during extensive community based consultation and research:
 - Residents and businesses require greater understanding of how their actions impact on the environment and the potential impacts of climate change;
 - Residents and businesses require greater awareness of actions they can take and the support available to live more sustainably;
 - The community needs support to enable it to "green" the area and utilise their assets to live in a more sustainable manner; and
 - The community requires support to enhance cohesion between sections of the community within this diverse area.
5. Grant funding was utilised to achieve these objectives through a range of approaches and activities with the project successfully in leveraging in an additional c.£70,000 of funding into the area to help work towards addressing the above needs.

"Having the project in the area has raised awareness of all sorts of aspects of the impact of climate change. It's made us and our young members look at our environment with our eyes open and brought lots of organisations and people together - this wouldn't have happened without the support of the Greening Wingrove project"

"It has made me do something about the problems rather than walk by"

"It has helped me to grow more food. I have grown new veg I had never eaten before, as well as familiar ones. It has taught me new methods I didn't know about"

"There's definitely an increase in motivation and a significant increase in the number of people involved in growing and cleaning"

¹ www.communitieslivingsustainably.org.uk

6. The project was driven by a core team of project staff employed by the WEA with the support of a range of local community organisations and volunteers; whom collectively played a key role in developing and delivering a wide range of activities to improve the local area and environment, mobilise the community and change behaviour.
7. While the project secured substantial resources from BLF, and the project team played a key enabling role and drove a number of project activities, the ambitious aims of the project and the level of resources available for direct project delivery meant that local residents and volunteers and a range of community organisations played a huge role in delivering a number of project activities which in turn has enhanced the capacity and capabilities of these organisations.
8. The range of activities delivered under the project can be classified under the following core project themes:
 - a. **Greener & Cleaner** – including activities to green the area through the introduction of new plants and green spaces, including a community orchard, the planting of 1,400 trees; composting, waste reduction and litter campaigns, to mobilise the community to tackle these key issues and improve the local area; and community development focussed approaches to improving the local environment;
 - b. **Grow & Eat** – including the introduction of new food growing sites and activities to improve the skills and knowledge of local residents through activities such as Vertical Veg, a street based pop-up and drop-in delivery model to provide residents with the skills to grow their own food in whatever space they have available; gardening projects to improve community relations and the development of a community garden and new community facility which are increasingly becoming a hub for a wide range of local activity;
 - c. **Energy** - including a range of activities seeking to encourage residents and business to reduce their use of energy and resources, such as the development of energy teaching materials for English for Speakers of Other Languages (ESOL) courses delivered in the area; delivery of energy audits, saving and supplier changing advice and guidance and installations of water saving fixtures and fittings; and installation of energy saving or generation measures in local community facilities.
 - d. **Community Capacity building** – these included training in a wide range of subjects offered to volunteers and local residents to enable them to play a greater role in the project and within their community; an extensive calendar of community focussed events which brought an extremely diverse

"Wow, what can I say...this year has been amazing with some fantastic volunteers and neighbours. We have done 16 litter picks and on average we collected 200 bags of litter and 20 bins of recycling..."

"Greening Wingrove has become a big part of our lives. As a family we have helped to set up our own local litter pick and made lots of new friends as a result. My children are really enthusiastic about looking after their local area and the Greening Wingrove team have really fostered their enthusiasm"

community together in engaging events which aimed to informally raise aware of key project themes and activities and stimulate interest in further participation and positive behaviour change.

9. The Community Innovation Fund (CIF) played an integral role in project delivery and is recognised as one of the key strengths of the approach. The CIF itself provided a direct opportunity for local community groups and other organisations to access revenue resources to test and deliver activities and new approaches which contribute towards achieving the project's target outcomes. The CIF was delivered through annual application and community voting processes and accounted for a significant proportion of project funding (13% or £130,00), as the second largest spend heading. This funding was used to support 22 projects over three waves.

"CIF activities have been really beneficial, particularly as they target specific and different demographic groups and areas ...has helped other groups become involved"
10. By funding local community organisations to deliver targeted activity these CIF funded projects were particularly successful at widening and deepening the project's engagement with the areas community, and particularly those that are 'harder to reach' or 'seldom heard'. Indeed these project's accounted for 29% of all engagements secured by the project. Consequently they played a key role in enabling the project to reach out to the community and increasing visibility and awareness and understanding of the project and/or its core aims and objectives. Additionally CIF had the added benefit of enhancing the capacity of local community organisation thereby delivering against a number of Greening Wingrove project objectives and outcomes.
11. The project successfully secured more than 14,000 engagements with residents and representatives of businesses and organisations, with an average engagement with 1.5 activities or events per individual participant. Engagements peaked in Year 4 with more than 6,000 engagements in this single year, largely due to the extension of the project team over this period and the funding of a number of large scale projects.

"You can see the changes, you can see the enthusiasm, You can see the people getting to know each other"

"[the project has] made me optimistic... knowing there are lots of people in Wingrove ward who care about our parks, streets and environment...."

The project has been extremely useful and enjoyable to me. It has enabled me to meet others in my community, have fun and feel proud of the area where I live. I think it is an excellent project and will be a real loss to the area if it is no longer there. It feels part of the area now as do I, thanks to GW"
12. Analysis of engagements by theme shows that Community Capacity Building (largely events) accounted for 38% of all engagements with Greener & Cleaner the next most popular theme with 29%. Vertical veg was a particularly popular activity with this project along accounting for 7% of all engagements.

13. Alongside 'Greener and Cleaner' the 'Grow and Eat' theme was one of the key motivators and catalysts for initial engagement and sustained participation, something recognised by the project delivery team. By contrast the project team and partners experienced a number of challenges in securing engagements with the Energy theme.

"the enthusiasm from participants is already taking things in different directions and more and more people are joining in"

"[the project] has allowed small organisations to maximise their impact"

"every organisation has been strengthened by their involvement"

"project funding has gone beyond just supporting activities it has allowed an infrastructure to be created"

14. While the project enjoyed considerable success in securing community engagement it faced a significant challenge in bringing such a diverse community together under a common theme or themes. The events therefore provided an opportunity to show the community what can be achieved under the Greening Wingrove banner.

15. The project performed well against the outcome and change indicators agreed with BLF, with:

- a. 15 of 19 change indicators achieved or exceeded; and
- b. 4 out of 19 have evidence of good progress made, although data does not enable their achievement to be confirmed.

16. Community consultation reveals the project has made a positive impact on the community in terms of:

- a. Raising understanding and awareness;
- b. Generating positive behaviour change; and
- c. Improving community pride and infrastructure.

17. Through these outcomes the project has delivered a legacy by supporting the growth and development of the community infrastructure, local organisations and community assets; giving people skills, knowledge and understanding to sustain their behaviour change and continue to make a positive contribution through growing, greening and cleaning activity. Lessons learned through delivery of the project will continue to inform future activity delivered by project partners such as the WEA and the Greening Wingrove Community Interest Company (CIC), which developed out of the informal group of residents that had the first ideas for Greening Wingrove.

"[the project] has allowed small organisations to maximise their impact"

"every organisation has been strengthened by their involvement"

"project funding has gone beyond just supporting activities it has allowed an infrastructure to be created"

"It's made Nuns Moor Park more of a hub of the community where activities happen that are open to all. With the promised changes to park management and maintenance and the continued shortage of funding, this provides positivity over the park's future"

18. However, questions remain regarding what comes next. While the Greening Wingrove CIC has played an important role in project development and delivery and has been strengthened considerably through participation in and the support of the project, it lacks the capacity and long term financial sustainability to continue to support the work started by the project.

"The project has been extremely useful and enjoyable to me. It has enabled me to meet others in my community, have fun and feel proud of the area where I live. I think it is an excellent project and will be a real loss to the area if it is no longer there. It feels part of the area now as do I, thanks to GW"

1. Introduction

1.1 The Project

This is the Final Summative Evaluation of the Workers' Educational Association (WEA) Greening Wingrove project. Funded for 4.5 years by the Big Lottery Fund (BLF) through the Communities Living Sustainably Programme², the WEA Greening Wingrove project aims to support residents, businesses and community groups across the Wingrove area of Newcastle upon Tyne to live more sustainably by saving and generating energy, greening the area and growing food and recycling, reusing and reducing waste.

The aim of Communities Living Sustainably (CLS) was to demonstrate how communities can make a difference in addressing the local impacts of climate change, and develop good practice that can potentially be replicated elsewhere. A £12m Programme, it supported 12 communities across England, with the intention of sharing the learning acquired over delivery of local actions. CLS operates at different scales, with the Greening Wingrove project targeting one of the smallest communities within the Programme, at the level of an area based on a local authority Ward, with a multi-ethnic population of c.19,800, as well as some adjoining areas. The experience in Wingrove is therefore a test of the extent to which targeting resources at a small and diverse community can make a difference to mitigating the effects of climate change.

The project was intended to focus on three main strands: the maximisation of community assets; conscious consumption; and the Community Innovation Fund (CIF), an approach which evolved over the implementation of the project. The CIF supported the local community to develop initiatives and activities which formed part of the wider project with each initiative being responsive to the needs of the local community and designed by them.

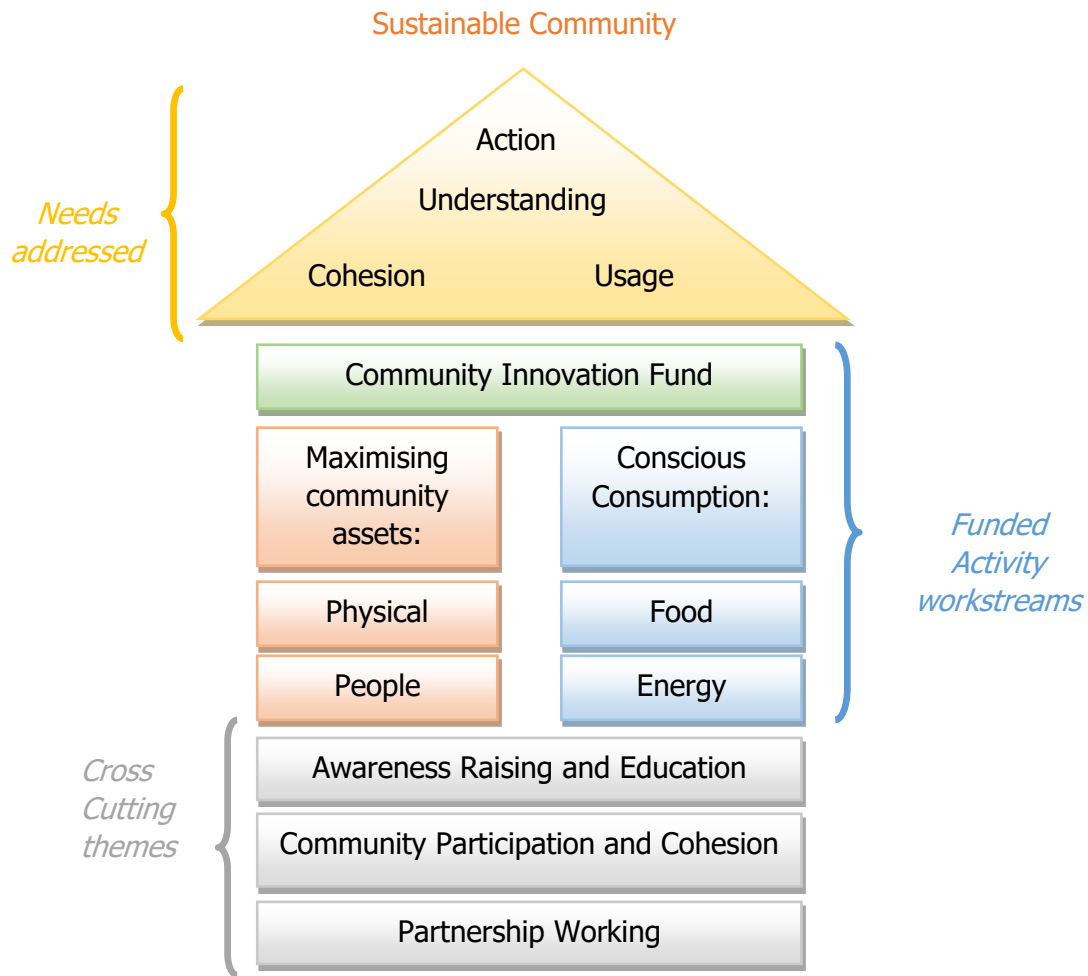
The project aimed to address the following core community needs, which were identified during extensive community based consultation and research:

- Residents and businesses require greater understanding of how their actions impact on the environment and the potential impacts of climate change;
- Residents and businesses require greater awareness of actions they can take and the support available to live more sustainably;
- The community needs support to enable it to "green" the area and utilise their assets to live in a more sustainable manner; and
- The community requires support to enhance cohesion between sections of the community within this diverse area.

The model that informed the creation of the project is summarised in **Figure 1.1**, over.

² www.communitieslivingsustainably.org.uk

Figure 1.1: Greening Wingrove Activity Model



1.2 The Partnership

The initial lead for the project came out of the Greening Wingrove group of local residents, at that time an unincorporated community organisation. It remains a key partner in taking forward the project aims and legacy, and is now constituted as a Community Interest Company (CIC).

As the group did not have the capacity to manage the funding, WEA took the role of lead organisation, together with an initial partnership comprising:

- The Greening Wingrove Group;
- Newcastle City Council;
- Time Exchange (local time banking group)³;
- Newcastle University;
- The Co-operative Group⁴;

³ <https://thetimeexchange.org/>

⁴ <http://co-operative.co.uk>

- BECON (North East network for the black and minority ethnic voluntary and community sector)⁵.

For a range of reasons, discussed in the report, the latter two partners did not play a role in the project, and two other potential partners, the Freeman of Newcastle upon Tyne⁶ and Nestlé⁷ chose not to take part in the project.

1.3 The Report

This Report builds on a series of formative reports that have informed the project since its inception and were undertaken by the evaluation partner, Centrifuge Consulting. The Report draws on these earlier findings, building on an extensive review of data collected by Greening Wingrove staff, partners and volunteers and consultation with partners and project participants and beneficiaries. Those consulted as part of the evaluation include:

- The project delivery team and project partners;
- Organisations in receipt of project funding;
- Local residents and project participants identified by the project delivery team or project delivery partners;
- Project participants identified through detailed analysis of the project database;
- Individuals attending events where the evaluation team undertook consultation; and
- Project participants that responded to requests for participation in the evaluation process that were issued by the project delivery team on behalf of the evaluation team.

The remainder of this report details the:

- **Inputs** to the project;
- **Activities** undertaken over the course of the project;
- **Participation** in the project, and its **performance**;
- Individual and collective **impact** of the project;
- Issues arising over the project lifetime; and
- **Legacy** from the project.

⁵ <http://www.becon.org.uk/>

⁶ <http://www.freemenofnewcastle.org/about.html>

⁷ <http://www.nestle.co.uk/>

2. Inputs

2.1 Introduction

This section of the report provides an overview of the financial data for the project, outlining project spend and additional resources levered by the project team. It should be noted that it is based on data to July 2017 as the WEA have been unable to provide final financial data for the project during the evaluation timescale.

2.2 Overview of Project Inputs

Delivered with funding secured from the Big Lottery's Communities Living Sustainably Fund the WEA Greening Wingrove Project is predominantly a revenue funded project. The total grant award was £978,147, of which £971,761 or 99% of funding had been committed. This left an under spend of £6,384 at this stage.

Figure 2.1: Project Spend up to July 2017

Primary Heading	Budget committed	% of budget committed
Staffing Salaries	£ 366,290	38%
Community Innovation Fund	£ 130,120	13%
Management Fees	£ 90,967	9%
Sustainability Centre	£ 59,979	6%
Demonstration Projects	£ 52,881	5%
Volunteer Training	£ 51,999	5%
Professional Fees	£ 34,719	4%
Community Growing	£ 33,551	3%
Monitoring and Evaluation	£ 28,800	3%
Feasibility Study	£ 22,280	2%
Wingrove Barometer	£ 19,700	2%
Events	£ 15,867	2%
Web and Social Media	£ 12,978	1%
Staff Expenses	£ 12,428	1%
Printing	£ 9,330	1%
Staff Training	£ 8,497	1%
Volunteer Expenses	£ 5,683	1%
Recruitment	£ 4,051	0%
Design Costs	£ 3,990	0%
Sust Centre Maintenance	£ 3,092	0%
Setup costs	£ 2,698	0%
Redundancy	£ 1,861	0%
Total	£ 971,761	100%

Figure 2.1, above, shows the distribution of project spending against primary spend headings set by the project team. This shows that staffing salaries (38%) and the

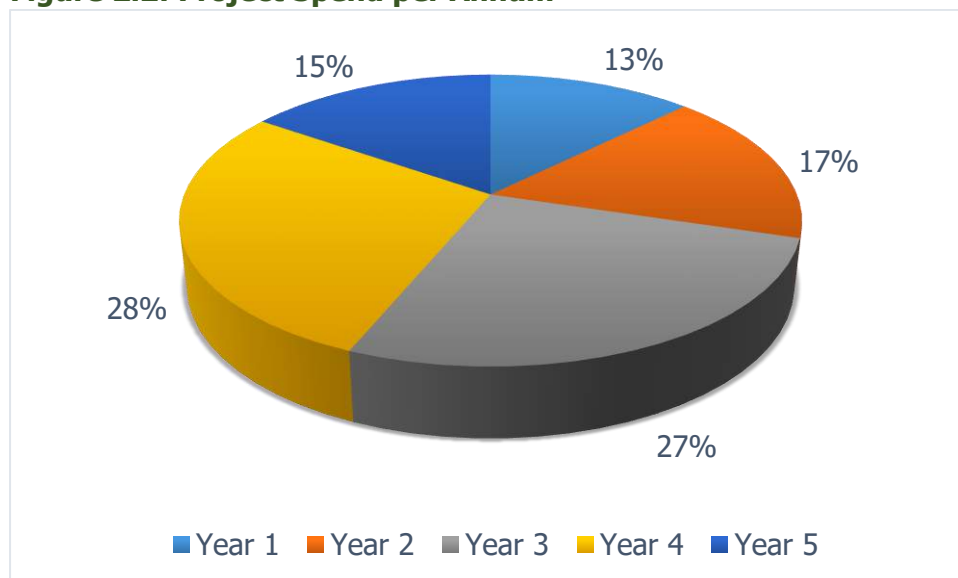
Community Innovation Fund (CIF, 13%) collectively account for slightly more than half of the overall project spend (51%), while staffing and management costs (9%) account for almost half of the allocated budget at 47%.

Spend on externally delivered projects was largely delivered through the CIF (13%), with capital improvements made under the Sustainability Centre spend heading accounting for the next largest proportion of the committed budget (6%), while a number of other activity streams accounted for smaller proportions. CIF spending exceed that originally allocated largely as a consequence of the success of CIF funded projects and their ability to widen and deepen the project's engagement with the areas community, and particularly those that are 'harder to reach' or 'seldom heard'. Consequently CIF projects have played a key role in enabling the project to reach out to the community and increasing visibility and awareness and understanding of the project and/or its core aims and objectives. Additionally CIF had the added benefit of enhancing the capacity of local community organisation thereby delivering against a number of Greening Wingrove project objectives and outcomes.

Analysis of the budget committed per annum shows an understandable concentration of spend in Years 3 and 4, as the Project became embedded in the local community, the project team expanded and further activities were commissioned to respond to emerging community needs.

From years 3 to 4 the project succeeded in channelling a greater proportion of funding directly to delivery of activities, with external delivery bodies and local community based organisations in particular, playing a key role in this process.

Figure 2.2: Project Spend per Annum



While the project secured 100% funding from BLF, the project team have succeeded in drawing in or supporting the development of bids for additional and complementary resources to enhance activities delivered within the area and local organisations. This includes:

- An additional £4,000 under the Communities Living Sustainably programme to support the development of a schools programme;
- £28,000 secured to deliver a water audits project on behalf of Northumbria Water;

- £12,400 secured from ISOS Housing to support the delivery of a litter and waste project; and
- c.£25,000 of funding for the CHAT Trust to support their core costs.

Therefore the project has successfully drawn an additional c.£70,000 of funding into the area in order to support activities directly related to the objectives of the project.

3. Activities

3.1 Introduction

The Greening Wingrove project has supported the delivery of a wide range of activities and events. These have been targeted at engaging the community and supporting them to increase their knowledge, awareness and understanding and helping them to make a positive contribution to the environment and their local area. This includes activities and events open to all, and others targeted at specific age groups, ethnic groups or interest groups including activities for BME communities, people for whom English is not their first language, older people and children and young people.

This section of the report provides an overview of the activities that have been delivered or funded by the Greening Wingrove project. Building on the initial model described in **Section 1**, activities are classified within the core project themes of:

- Greener & cleaner;
- Grow & eat;
- Energy; and
- Community capacity building.

Figure 3.1: Core Project Themes



3.2 Greener & Cleaner

This theme sat at the heart of the Greening Wingrove movement, which developed out of a shared aspiration to improve and enhance the local physical environment and brought members of the community together to take collective action, eventually leading to the development of the Greening Wingrove project and Greening Wingrove CIC.

Litter and waste within the area have long been a concern for local residents, organisations and businesses and this became and has remained a focus for the community and the project. Indeed, litter and waste remains an important motivator for community engagement, involvement and action, including self-organising activity outside of the project. In addition they were also seen as a route to enhance environmental sustainability by helping to challenge the scale of consumer waste and excessive packaging. Consequently a number of projects proposed and funded through the CIF have focused on this theme and it remains an area of future activity for the Greening Wingrove CIC and other residents beyond the lifetime of the project.



Activities delivered or supported under this theme included:

- A range of projects and initiatives focussing on 'greening' the area through the introduction of new plants and greenery, including the:
 - Introduction of **new street planters** and refreshment and maintenance of existing planters across the Greening Wingrove area, including the introduction of vegetables, herbs and flowers;
 - Development of a **community orchard** in Nuns Moor Park leading to the development of new growing sites from disused or underused spaces. The orchard includes apple, pear, cherry, mulberry and hazelnut trees and plants, with an extensive range of heritage apples. Led by the Greening Wingrove CIC (The CIC) the



development of the orchard was enabled through support from the LEAF Fund⁸;

- Renewal of tree cover through planting 1,400 new trees and whips sourced and planted by the CIC via the Big Tree Plan and assisted by the Volunteer Coordinator employed by WEA as part of the project team.
- Numerous initiatives and actions to enhance the natural and built environment by focussing on reducing waste and cleaning shared and private spaces across the community. Again the CIC has played a central role in taking many of these activities forward with key projects including:
 - The **My Pledge** project, involving the appointment of three Community Organisers⁹ to engage, listen and work with the community to address their specific concerns and take forward their ideas to address them. The actions taken included the mobilisation of weekly and monthly residents led community litter picks and the initiation of ongoing dialogue and cooperation with Newcastle City Council around litter and waste. The project also sought to identify sources of local litter and identify campaigning priorities;
 - The **Reclaim the Lanes** projects which focused on local organisations and activists engaging and working with local people and the Council to develop relationships, deliver events and make environmental improvements in targeted back lanes with the aim of raising community involvement, participation and pride to address issues relating to litter and waste, including fly tipping. Environmental improvements include the delivery of a large mural and mosaic, painting exterior walls and living wall and planter. Through match funding from Newcastle University's Impact Acceleration Account the second phase of the project also involved the exploration of local service delivery¹⁰. Project data shows that the Reclaim the Lanes projects have secured more than 1,000 engagements;
 - Further community clean up initiatives and awareness raising activities through a £12,400 grant from the former Isos Housing (now part of Karbon Homes), a provider of social housing in the area;
 - **Reusing and recycling** activities including:
 - Upcycling taster sessions focusing on clothing and a series of **Fix it Cafés** to encourage residents to drop-in with household items requiring repairs and learn how to fix them, thereby reducing waste;



⁸ <http://www.communityfoundation.org.uk/9435-leaf-a-collaborative-approach-to-environmental-funding>

⁹ <http://www.corganisers.org.uk/>

¹⁰ An accompanying report is available here: <http://www.ncl.ac.uk/apl/engagement/reclaim/>

- **Composting** activities including a community composting scheme with the Stanhope Street Residents Association and HOTBIN composter trials across 12 sites. These initiatives have had mixed degrees of success with the community composting facilities not particularly well used. Consultation with project staff suggests this was due to a lack of support from local landlords and a lack of capacity in the project team. However, the sites represented their first food waste community composting scheme and interest has been expressed in the model from external organisations following the end of the trial.



Figure 3.3 over provides a summary overview of Project activities and events that can be categorised under the Greening & Cleaning theme.

Figure 3.3: Greener & Cleaner Activities

What?	Who?	When?	Why?
Greening Wingrove litter project which included resident led litter picks, waste and litter focussed work in schools and engaging residents to discuss the potential introduction of communal bins to improve waste disposal and collection	Greening Wingrove CIC, including funding from Isos housing (now part of Karbon Homes)	2013-17	Litter is a significant problem in the Wingrove ward and the wider project area and is a key concern for residents and stakeholders alike, including the local authority and local housing associations. The project sought to mobilise residents in addressing these issues through awareness raising, community action and discussions with key stakeholder organisations.
Reclaim the Lanes , working on the lane between Tamworth Road and Stanton Street the project has sought to use the lane has a public space and reclaim it from the litter and waste. This included a programme of activities to use the space.	CHAT Trust and Greening Wingrove CIC	2015-2017	A number of the back lanes of the terraced streets in the area have long had issues around litter and anti-social behaviour. The Reclaim the Lanes sought to address both of these issues and build community pride and activity in these often neglected areas. Working on the lane between Tamworth Road and Stanton Street the project has sought to use the lane has a public space and reclaim it from the litter and waste. This included a programme of activities to use the space.
HOTBINS , a community composting project which introduced compost binds that heat food and garden waste to produce compost more quickly and efficiently. The approach was trialled across 12 sites.	Greening Wingrove project team	2015-17	To generate interest in the reuse of food and garden waste to produce compost. It aimed to bring people together to trial community composting on a small scale with local use of output.
My Pledge and My Pledge Plus, which sought to generate community interest in and commitment to activities to reduce waste, litter and fly tipping and encourage recycling through one to one engagement and the development of a petition for action. The second phase of the project involved targeted activity and families and adults, young people and BME young people.	Greening Wingrove CIC, West End Youth Enquiry Service (WEYES), Islamic Diversity Centre	2014-2015	Led by the CIC to encourage people to recognise where they produce waste and take action by reducing waste and recycling more. Specific delivery partners were used in the second phase to target their service users and the communities they work with.

What?	Who?	When?	Why?
Friends of Nuns Moor Park , a group of resident volunteers that was established to help care for Nuns Moor park through litter picking, planting and other activities	Greening Wingrove CIC. The 'Friends' are a group of 20 local resident volunteers	2016-2017	The park has become an increasing focus for project and community activities with time and resources invested in new spaces and facilities. The Friends work to help maintain and undertake work in the main park, following reduced local authority resources
Schools Work , involving environmental education with Key Stage 2 pupils and their families at a local Primary School. This covered issues including waste, climate change and what people can do to reduce their impact on the environment and climate change	Jill Essame (consultant), Islamic Diversity Centre, Wingrove School	2015-17	The area is home to a lot of families and includes a number of schools within or close to the area. Children and young people are also a key way to change family behaviour and as such these activities sought to work with local children within one local school to raise their and their families awareness of climate change and what they can do to reduce their impact on the environment.
Tree Planting , with a total of 1,400 trees planted in the area, in community and private spaces, including residential gardens and yards. These were sourced via Big Tree Plant ¹¹ .	Greening Wingrove CIC, Friends of Nuns Moor Park, Wylam Nurseries, local residents, Wingrove School, Moorside Allotments and the Bike Garden	2013-2016	In order to improve the environment, increase carbon capture, improve drainage and increase local food growing by residents through fruit trees
Community Orchard , development and maintenance of a community orchard in Nuns Moor Park. The orchard includes apple, pear, cherry, mulberry and hazelnut trees and plants, with an extensive range of heritage apples.	Greening Wingrove CIC	201-17	To develop a growing site from a disused or underused spaces and introduce a new green community asset into the area.

¹¹ <https://www.forestry.gov.uk/england-bigtreeplant>

3.3 Grow & Eat



The project has also maintained a strong focus on this theme throughout the 5 years with a particular emphasis on growing food and the development of green spaces within the community.

Alongside 'Greener and Cleaner' the 'Grow and Eat' theme was one of the key motivators and catalysts for initial engagement and sustained participation, something recognised by the project delivery team. As a consequence the

project increasingly sought to develop pathways for participation to enable people to develop their skills and maintain and enhance their participation in related activity both within and outside of the project. Growing activity proved particularly effective in raising awareness and interest through street based activity and growing in front gardens and communal spaces.

The project area has long contained a number of key growing sites including a number of allotment sites and while this has ensured the presence of committed groups and individuals a number of these sites have been lost with the closure of allotment sites over recent years. However, despite this the project initiated, funded and supported the development of growing spaces within the Wingrove area.

Key activities supported or delivered by the project under this theme, include:

- **Vertical Veg Street** –this project has had an important influence on securing participation and engagement through its community development focussed approach. Street based pop-up and drop-in delivery played a key role in this, making the activities accessible and visible and encouraging the development of social linkages and social capital between participants. The informal, hands-on and community focused approach is an important learning point for the project and has enabled these activities to encourage participation from a diverse range of individuals, many of whom had no previous awareness of the project. The project also provided residents with materials and resources to enable them to begin applying the skills learned and growing their own;



- **Community Food Growing** – delivered through the Time Exchange, this project provided support to encourage local residents to grow food and develop their skills in this area. This brings a particular focus on households without a regular garden space to encourage growing in front or back yards through regular 1 to 1 support available at the Time Exchange and off site support through the Time Exchange gardener; events and activities; and plant and seed lists and seasonal advice.
- **CIF supported projects** – this included:
 - The **Bike Garden**, Nuns Moor Park. Developed on the site of a former disused bowling green and pavilion, funding from the project and the commitment of volunteers has seen the development of a community facility and garden that are increasingly becoming a hub for a wide range of activity within the area. Managed by the Greening Wingrove CIC, the site was secured from Newcastle City Council in 2014, and additional funding secured through Sustrans enabled the site to become a focus for cycling related activities alongside the community garden, which brings an additional focus on food through growing and cooking facilities through an open-air pizza oven. Developed with a view to becoming self-sustaining it is frequently hired for community and private events, meetings and adult education sessions;
 - **New Mills Neighbours Garden Project** which sought to build social capital and community cohesion within the New Mills Estate through community focused gardening activities through the recruitment of a community gardener and a series of community arts, planting and food focused sessions and events;
 - The **Wingrove Maker** project delivered by Your Back Yard which provided a programme of training and support to enable residents to develop marketable products and their own craft or food based businesses. The food component of the project proved more successful with participants support to comply with regulatory requirements through a food hygiene course alongside tailored business and product development support. The project also provided participants with the opportunity to trial their products and business propositions at a community market with stalls managed by 16 course participants. This represented an interesting shift for the project with one of the core aims being to support individuals to move towards establishing their own business enterprise. Indeed consultations have revealed that 4 attendees are interested in and are actively seeking to develop food businesses following participation in the training and support programme.



Figure 3.4, over provides a further summary overview of Project activities and events that can be categorised under the Grow & Eat theme.

Figure 3.4: Activities

What?	Who?	When?	Why?
Vertical Veg , Street based pop-up and drop-in delivery to promote growing and food growing in particular. This included sessions focussed on growing beans, tomatoes, chillies, hanging baskets, herbs, raised beds, fruit trees, mushrooms, winter veg, Christmas sprouts, peas, and salads; as well as sessions on seed swapping, woodwork, waterbutts and foraging.	Vertical Veg promoter ¹²	2013 - 2017	Many residents live in terraced housing with limited outdoor space and characterised by back yards and few gardens. Therefore the Vertical Veg approach was adopted to show residents how they can grow a range of food and other plants and flowers with whatever space is at their disposal.
Community Food growing project, providing skills development support through 1 to 1 support, plant and seed lists and events and other sessions.	Time Exchange	2013-2017	To support people without a regular garden space to begin growing in their front or back yards.
Community Bike Garden , involved the development of a new community garden and community resource to deliver gardening and other community activities and events. The Garden is also available for hire.	CIC, Sustrans, CHAT Trust, Time Exchange and others	2012-2017	To bring disused space and a building back into community use and provide a new community asset and hub for greening and growing activity.
School Food Growing , working with 60 Key Stage 1 pupils in a local primary school to involve them in growing food in the school garden and stimulate further interest in growing	Wingrove School	2015-2017	The area is home to a lot of families and includes a number of schools within or close to the area. Children and young people are also a key way to change family behaviour and as such these activities sought to work with local children within one local school to get them interested and involved in growing food
Wingrove maker project, to provide residents with the skills, knowledge and understanding to enable them to start their own food businesses	Your Back Yard CIC	2015-16	Numerous residents were interested in establishing a food business but lacked an understanding of how to do this, what legislative and regulatory requirements they needed to fulfil and how to develop a robust business plan. This project sought to address these barriers through tailored training.

¹² <http://www.verticalveg.org.uk/my-growing-diary/>

What?	Who?	When?	Why?
Love Food, hate waste – 3 training sessions focussed on raising awareness of how to use leftover food	WEA		Food waste is a key issue, with national evidence showing a significant amount of food is wasted by households. Therefore this project sought to provide residents with knowledge to enable them to cut down on their waste.
The Activist Garden , a programme of activities focussed on engaging BME women and children in accessing Nuns Moor Park and planting, growing and gardening skills.	Angelou Centre	2015-16	To engage BME women and children in community activities focussed on Nuns Moor Park and planting and growing sessions.
New Mills Garden Project , encouraging residents to get involved in greening the area and improving their own gardens	Action New Mills	2014	To improve the local environment

3.4 Energy

Encouraging residents and local businesses to reduce their use of energy and resources was another core aim of the WEA Greening Wingrove project with numerous activities and initiatives developed and delivered to work towards achieving this aim. However, project staff acknowledge that the energy strand was a “*harder sell*” than activities focussed on ‘cleaning and greening’ and ‘growing and eating’. As a consequence the project had to adopt a flexible approach, trialling different activities and methods in an attempt to secure community participation and foster behaviour change. Initial ambitions to recruit a volunteer base of champions to deliver energy audits had to be scaled back due to a lack of capacity within the community to deliver the ambitious targets set, while other activities such as the proposed Green Centre have had to be revised and refined. However, the need to adapt and adjust proposed activities led to the ‘energy’ theme delivering some of the project’s more innovative activities as well as attracting additional external funding. This latter point illustrates that the project is not alone in encountering challenges in this area with many agencies and organisations encountering difficulties in seeking to raise awareness and change behaviour around energy saving.



Core activities funded or delivered under this theme, include:

- Awareness raising and behaviour change activities, including:
 - **Energy modules for English for Speakers of Other Languages (ESOL)** courses. As This provision represents a particularly innovative example of how the project adapted its approach for engaging residents around the energy agenda. It was developed in recognition of the challenges in engaging migrant communities and people whose primary language isn't English with the project funding the development of an energy focused module for inclusion within locally delivered ESOL courses and training ESOL trainers to deliver it.
 - Delivery of **energy audits, advice and guidance** with residents through a range of different mechanisms throughout the lifetime of the project, with the latest of these approaches involving thermal imaging home visits and 1,200 energy monitors and the delivery of support through an appointed external contractor and a Community Organiser seconded to the project from the CIC. This activity built on the Four Streets project which delivered a community energy survey in four streets across the area to enable residents to understand their energy use against that of their neighbours;
- Demonstration projects, such as the **Green Gems Network**. From the outset the project allocated capital funding for the development of a Green Centre to demonstrate energy saving and generation technology and measures. However, this proposed approach was refined following the identification of a number of barriers including a lack of organisational capacity and the ongoing financial viability of the facility. As a consequence a revised approach was developed to create a more sustainable impact within the community. Developed through a workshop of local interested groups and organisations this revised approach saw the project offer capital funding to existing community facilities to enable them to install energy saving or generation measures. This has included enhancing insulation at the Bike Garden Pavilion and the Roberts Stewart Memorial Church; photovoltaic display and educational panel at the Nuns Moor Centre; urban irrigation system and community notice boards at The Time Exchange; and replacement of a condemned boiler at the CHAT Trust. The adoption of such an approach served dual purposes by enhancing the financial viability of existing or newly developed community facilities by reducing energy costs and enhancing their availability and likelihood for income generation through increased use.
- Securing additional funding to deliver energy saving focussed activities including **water saving activities** funded by Northumbria Water, involving visits to residential properties to deliver water audits, advice and installations of fixtures and fittings and garden water butts.

Figure 3.5 below provides a summary overview of the projects and activities funded or delivered under this theme.

Figure 3.5: Energy Activities

What?	Who?	When?	Why?
Northumbria Water Project , which delivered water audits of residential properties and businesses and schools in the area with numerous water saving devices fitted. In total 1,930 audits were undertaken, 519 ecoBETA water saving devices and 779 water reduction shower heads were fitted.	Greening Wingrove CIC	2016	Northumbria Water struggles to engage local residents in the area and approached Greening Wingrove to undertake grassroots level engagement and audits in order to increase take-up of water saving devices and raise awareness of other actions people can take to reduce use. The CIC started the conservations with residents through door knocking and got residents interested in having home visits from the auditors.
Energy project , which delivered doorstep energy audits and advice to residents	Wise Group	2015-2017	The project had struggled to engage residents in energy saving activities and as such funded this project to give energy audits and energy saving advice on the doorstep of local residents through cold calling.
NEA Training and drop in sessions to raise awareness and understanding of how to save energy and reduce costs.	NEA	2012-15	To raise resident awareness and understanding of energy reduction techniques and external support available. Key areas covered included fuel debt advice, collective energy switching schemes and one to one advice.
ESOL energy modules for inclusion within locally delivered ESOL courses and training ESOL trainers to deliver it. This covered energy saving and energy switching and other key areas to reduce use and costs.	A range of local ESOL delivery organisations	2013-14	It was developed in recognition of the challenges in engaging migrant communities and people whose primary language is not English.
4 Streets to pilot a community based approach to engaging residents in the delivery of energy audits and energy saving advice through door to door surveys.	Greening Wingrove CIC	2013-14	To raise resident awareness and understanding of energy reduction techniques and external support available. Support was delivered door to door in recognition that residents had largely not attended public events and drop-ins previously delivered.

What?	Who?	When?	Why?
Green Gems project which supported existing community buildings to create a 'dispersed' Green Centre through the delivery of energy saving and production measures.	Delivered by the Project delivery team and funded a range of community organisations	2013-2017	This approach was adopted in recognition that a dedicated new community asset in the form of a Green Centre would struggle to be financially viable beyond the Project lifetime and that existing community assets could benefit significantly from investment in their environmental sustainability.

3.5 Community Capacity Building

Developing the capacity of local community groups and residents underpinned much of the work of the Greening Wingrove project. While the project secured substantial resources from BLF, the ambitious aims of the project and the level of resources available for direct project delivery meant that local residents and volunteers and a range of community organisations played a huge role in delivering the project and many of the activities discussed above, which in turn has enhanced the capacity and capabilities of these organisations.

The Green Gems network has also enhanced a number of community facilities in the area, as outlined above. In addition as the project entered its final two years the project team began to increasingly focusing on the legacy of the project both in terms of the target outcomes generated and its wider impact and contribution to the community infrastructure and organisations within Wingrove. As a consequence the team sought to further support organisations in the area to secure resources to enable them to sustain and enhance the activities they have delivered through the project. For example, the project manager worked with organisations such as the Chat Trust, Time Exchange and the Greening Wingrove CIC to assist them to bid for grant support. This includes a specific focus on building on activity delivered through the Greening Wingrove project including seeking resources to further develop the Bike Garden and Pavilion.



The CIC sat at the heart of attempts to build community capacity through the project, with the project providing a number of elements of support including a job share coordinator post, in-kind support through staff time as well as dedicated funding for an action research project to enable the CIC to establish a strategy and business plan for its ongoing development. The CIC also successfully obtained CIF resources for a number of community focused projects and organisational development to support the shared ambition to see the CIC grow as a sustainable community enterprise.

The Community Innovation Fund or CIF was another key element of the project's support to building capacity within the local community and its organisations. The CIF itself provided a direct opportunity for local community groups and other organisations to access revenue resources to test and deliver activities and new approaches which contribute towards achieving the project's target outcomes. The CIF was delivered through annual application and community voting processes and it fulfilled a number of important functions:

- Funding the delivery of activities and events that contributed to achieving the targets and objectives of the project;
- Providing flexible resources that enabled delivery partners to design and deliver project that respond to the needs of the community;
- Supporting, growing and building the capacity and experience of locally based VCS organisations;
- Reaching out and targeting the diverse and often hard to reach groups and communities within the area;
- Testing a variety of different approaches, activities and events to inform future delivery by the project; and
- Facilitating partnership working and collaboration between a range of local community organisations that may not have otherwise worked together.

The CIF was arguably one of the core strengths of the Greening Wingrove project, directing resources to organisations already embedded within the community and enabling them to deliver new approaches and activities while simultaneously enhancing their capacity and capabilities.

The project funded 22 CIF projects over three waves between 2014 and 2016. A variety of projects were funded with many of those in the second and third waves seeking to build on early CIF or other Greening Wingrove project funded initiatives. This includes a number of activities focused on the development and growth of the Bike Garden and Pavilion in Nuns Moor Park and other initiatives focussed on cleaning and greening the area and the back lanes, in particular. Through the use of trusted and integrated community organisations the CIF enabled the project to broaden and deepen its reach, particularly with groups that had proved harder to reach and as such it has added considerable value to the project.

The Nuns Moor Park Bike Garden and Pavilion is an excellent example of where the project enhanced community capacity, via a range of funded interventions. This included funding physical improvements and increasing the energy efficiency of the building and development of the facility and outdoor space as well as revenue funding for activities to be delivered

from the site and the funding of a coordinator to promote the Garden and Pavilion and enhance the income generated by the site.

Residents played a central role in supporting the development and delivery of the project with voluntary action a enabler. In recognition of the support required by volunteers the project created new posts and recruited two volunteer coordinators in 2016 with the aim of supporting the creation of volunteering opportunities and the development of new volunteers in the community. Numerous volunteering opportunities were created from participation in cleaning and greening activities to adopting street planters. Training opportunities offered through the project went hand in hand with volunteering with training

offered including food waste, healthy eating, bee-keeping, video training, disability awareness and Level 3 Award in Education and Training.



The project also pursued an active communications strategy, utilising a range of channels to raise awareness, using social media platforms, and developing new access points, such as the 'Neighbourly' app, developed with Newcastle University and launched in January 2017. In addition, the project worked with Spice FM¹³, a volunteer run Asian-focused community radio

station which hosted a 'green radio show', promoting local projects and encouraging links. The CIC also played a role here through weekly emails on information about the project and the work of the CIC to their 160 local resident and organisational members.

Festivals and events were another key element and these played a key role in engaging large numbers and a wide range of people in the project. All events incorporated activities relating to the project's core themes, including growing. Events delivered included:

- **Food festival** – summer 2016 saw the first Food Festival funded by the project. The event successfully attracted people from across the Wingrove area and its diverse communities with attendees and producers both keen to see the festival repeated in future years following the end of the project.
- **Apple Days** – delivered annually for 4 years of the project, with a community event in the community orchard focussed on enjoying the apple harvest;
- **Garden Festivals** – delivered in 3 years of the project the annual garden Festival was held to celebrate growing and gardening and bring the community together to join in activities and learn more about the project; and
- **Circus in the Park** – held in Summer 2017 this was a large scale and well attended event which delivered a circus show in Nuns Moor Park and involved engagement and awareness raising activities delivered by a range of local partners.

A brief summary of activities delivered under this theme is summarised in **Figure 3.6**, below.

¹³ <http://www.spicefm.co.uk/>

Figure 3.6: Community Capacity Building Activity

What?	Who?	When?	Why?
Garden Festivals	Project delivery team and partners	2012-15	To engage community members through fun large scale and informal engagement events to bring the community together and raise awareness of key themes, the project and what partners are doing
Apple Days	Project delivery team and partners	2013-16	
Food festival	Project delivery team and partners	2016	
Circus in the Park	Project delivery team and partners	2017	
The Green Radio Show covering the project and environmental issues on a BME led local radio station	Spice FM	2015-16	To publicise and market the project and its activities to the local BME communities in order to stimulate involvement and awareness raising to give BME communities a greater understanding of environmental issues and what they can do to reduce their impact
CHAT outreach project to engage young people in Nuns Moor Park	CHAT Trust	2015-17	To positively engage young people in growing and other project themes and to help develop a sense of ownership and pride over the space to try and reduce incidents of vandalism
Community living Rooms , in which residents could come together to meet neighbours and learn new skills	Project delivery team and partners	2015-17	To help create positive relationships and build social capital and cohesion within the community while providing residents with skills to enhance their sustainable living
Training courses , such as sewing, photography, understanding Islam, community journalism and willow weaving	A range of delivery partners including the WEA	2014-17	To provide residents with skills and knowledge that enable them to play a greater role in their community and take forward some of the activities delivered under the project.

While these activities have been categorised under 'community capacity building' they should not be viewed as isolated activities that are distinct from the other themes. As outlined in **Figure 3.1**, community capacity building was an underpinning theme with events providing access to information, activities and signposting relating to the other core themes of Greening Wingrove. In this way these activities and events served to raise awareness, stimulate interest and serve as an engagement pathway for other project themes and activities.

Training courses also served to add to the capacity and capabilities of community members and the project provided access to a range of courses through the WEA and other partners. The training provided a gateway for further participation by enabling members of the community to assist in the delivery of some project activities and act as volunteers.

4. Participation and Performance

4.1 Introduction

This section of the Report provides an analysis of the performance of the project by showing the number of people it has engaged and the difference it has made in terms of outputs and outcomes. Outputs are the immediate results arising from the activities described above, such as the number of project participants, whereas outcomes are the changes achieved by these interventions, such as an increased understanding of climate change and the impact actions can have on the environment.



4.2 Participation and Engagement

4.2.1 Overview

Engaging and securing the participation of individuals, groups, organisations and businesses has been central to the Greening Wingrove project mission and project data shows that it has successfully secured 14,000 “engagements” over its lifetime¹⁴.

Figure 4.1 shows that the Community Innovation Fund (CIF) played an important role in securing project participation with these activities accounting for 28% of total engagements. This is particularly significant given that the CIF only accounted for 13% of total project spend.

Figure 4.1: Engagements Overview

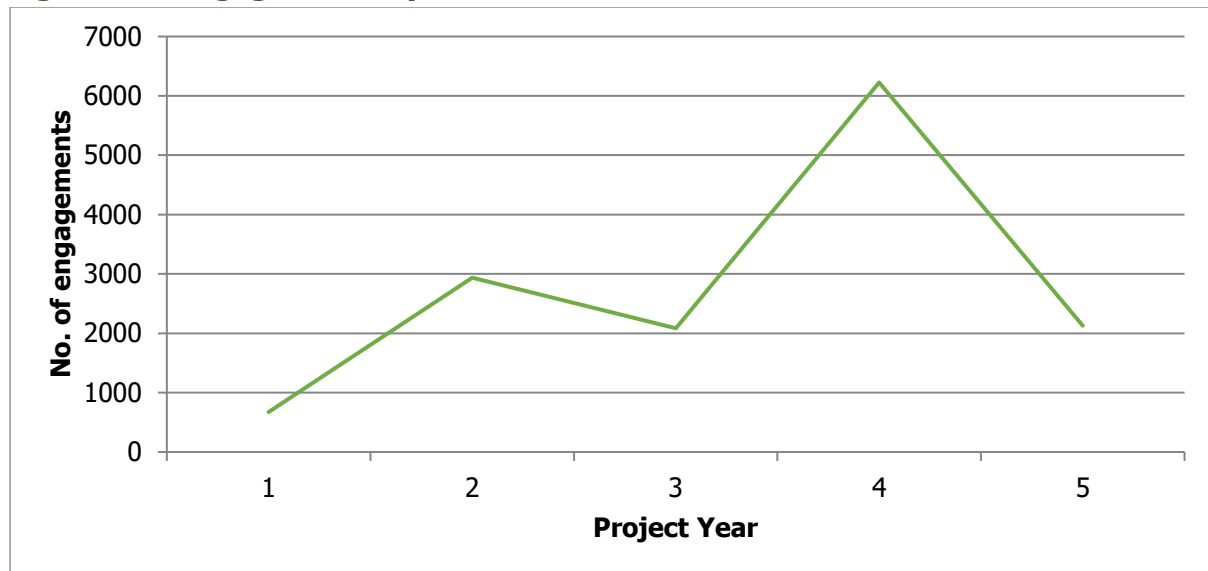
Source	No. of engagements	% of total engagements
CIF	4,136	29%
Non-CIF	9,916	72%
Total	14,052	100%

Analysis of engagements by year shows a significant increase in participation levels in Year 2 and year 4, with the latter generating the most engagements before a tapering down of participation in Year 5 of the project due to a decrease in CIF funded activity in the final year (see **Figure 4.2**, below). Year 4 involved a number of activities which secured high levels of engagement, including the Northumbria Water project, Food Festival and a number

¹⁴ An engagement is defined as the participation of a person in an event or activity funded or delivered through the project. For example, a person attending a vertical veg session or an individual being consulted through a doorstep engagement process will be counted as an ‘engagement’. As a consequence anytime any individual engages with the project it is counted as an engagement. Therefore engagement figures do not represent the number of individuals engaged by or participating in the project, as any one individual can accumulate numerous engagements with the project. As a consequence the number of individuals engaged by or participating in the project is notably lower than this figure.

of CIF activities. The project team played a key role in increasing engagement with year 4 seeing the project have its greatest number of staff, a key factor in the project's success in increasing engagement, particularly through the creation of additional posts specifically focussed on building community capacity and securing participation. It should also be noted that the project was without a project manager for a period of time in year 3, a factor which impacted on project capacity and the number of engagements secured.

Figure 4.2: Engagements by Year



Analysis of participation by theme shows that community capacity building activities accounted for the highest proportion of total engagements (38%) and the majority of engagements from non-CIF funded activities (70%). This is perhaps unsurprising given the presence of a number of large scale events within this theme, such as Garden Festivals, Circus in the Park, Party in the Park, Food Festival and Apple Days. A breakdown of this theme is shown below.

Figure 4.3: Engagements by Greening Wingrove Theme

	Non-CIF	CIF	All
Greener & Cleaner	13%	74%	29%
Grow & Eat (non-VV)	2%	25%	9%
Vertical Veg	13%	-	7%
Energy	33%	-	18%
Community Capacity Building	70%	1%	38%
Total	100%	100%	100%

Greener & Cleaner was the next largest theme in terms of share of total engagements secured by the project (29%) and also accounted for the majority of engagements secured by CIF funded projects (74%). Again this is unsurprising given the prevalence of Greener & Cleaner focussed activities funded under the CIF, such as Reclaim the Lanes, My Pledge and Community Green Team.

Collectively Grow & Eat activities (including Vertical Veg) accounted for 16% of total engagements while Energy generated 18% of engagements. However, it should be noted that 4 out of 5 engagements in energy activities were secured by a single project, the

Northumbria Water project highlighted in **Section 3**, above. Annual evaluations throughout the project delivery period had highlighted the degree to which the delivery team and delivery partners had often struggled to secure large scale participation in activities focused on energy, with the exception of this project. Indeed if this single project is removed energy would only account for 4% of engagements. It was in recognition of the difficulty in securing engagement in the energy theme that the project management and steering group sought to pursue the opportunity with Northumbria Water with the aim of increasing engagements.

Numerous factors help to explain some of the challenges experienced in securing engagements within the energy theme. For example, supplier switching sessions delivered in the early days of the project experienced a number of challenges with attendees not bringing the information necessary with them to these events. Where relationships were developed such as through the 4 Streets project, the project team lacked the capacity to sustain engagement when the two community coordinators that had led this project were no longer in post. Indeed where the project secured successful engagement around the energy theme, the level of resources was key. For example, the Northumbria Water activity was delivered by 5 community engagement members of staff, support by a team of professional fitters and media team support. By contrast an alternative activity delivered by the Wise Group was less successful in securing engagement was delivered by 1 member of staff on 1 day a week. This highlights the degree to which resources were a key factor in the success of energy focussed activities.

Engagement data for Vertical Veg shows that this activity has been one of the core successes of the project with the numerous events and activities delivered under this banner accounting for 942 engagements or 7% of all engagements in the Greening Wingrove project. The visibility and ease at which residents could participate in these activities were key to this success.

The above data shows that community capacity building accounted for a substantial proportion of total engagements secured by the project and **Figure 4.4** below provides a breakdown of engagements by some of the most significant activities classified within this theme, illustrating the importance of large community events in securing participation.

Figure 4.4: Community Capacity Building Engagements

Activity	No. of engagements	% of theme engagements	% of total engagements
Garden Festivals	1,192	24%	17%
Circus performances and workshops	1,121	22%	16%
Apple Days	670	13%	9%
Food festival	500	10%	7%
Party in the park	500	10%	7%
Spring event	270	5%	4%

Clearly such large scale community events proved valuable in securing engagement in the project, bringing sections of the community together and raising some awareness of the issues the project is focused on. However, given that they are one-off events which can often have a limited focus on climate change or do not require participants to engage with climate change focused activities they will arguably have had a limited impact on securing the sustained behaviour change the project was aiming to achieve. Despite this such events

can work as important gateways or entry points to wider and ongoing participation and this is discussed in **Section 6** of this Report.

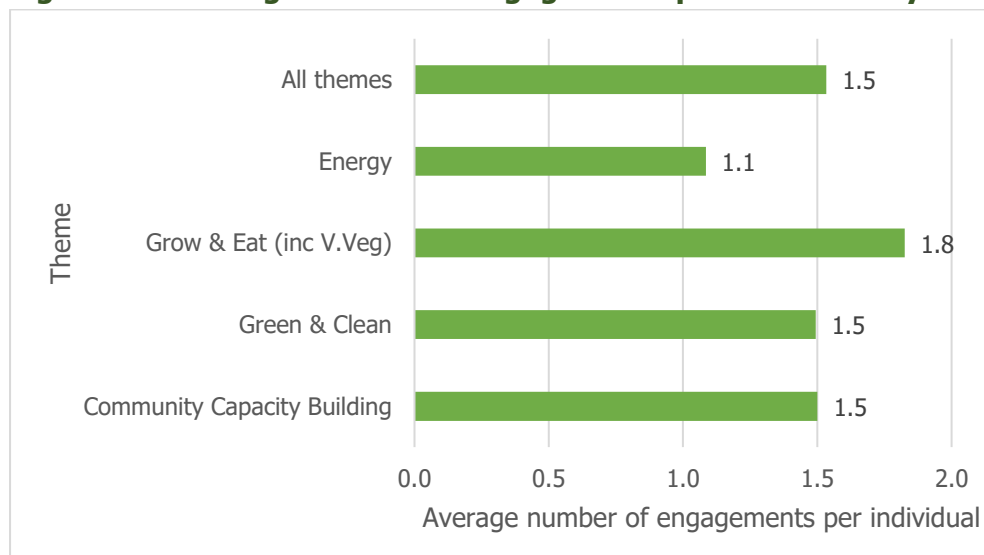
However, it is important to recognise that the project has faced a significant challenge in bringing such a diverse community together under a common theme or themes. The events therefore provided an opportunity to show the community what can be achieved under the Greening Wingrove banner. Every event provided an opportunity to engage with greening activities, such as vertical veg growing or recycled crafts. The events have also provided a positive model of good practice, such as the provision of waste bins throughout the park in order to show residents how a positive event can be achieved in a park that has often had a bad reputation.

4.2.2 Sustained Engagement

A deep dive analysis of the database provided to the evaluation team enabled further exploration of participation at an individual level¹⁵. This allowed the evaluation team to look below overall engagements to look at how participants have engaged with the project and the degree to which participants have sustained engagement with the project and engaged across different themes. Key findings from this analysis include:

- an average of 1.5 engagements per individual participant;
- 46% of named individual participants engaging with the Greening Wingrove project through 2 or more activities or events. However this also means that more than half of all participants only attended one event or activity;
- Grow & eat themed events and activities had the largest number of average engagements per individual participant (1.8) while energy had the lowest (1.1);
- 7% of named individuals engaging 5 or more times; and
- 2% of named individuals engaging 10 or more times.

Figure 4.5: Average number of engagements per individual by theme



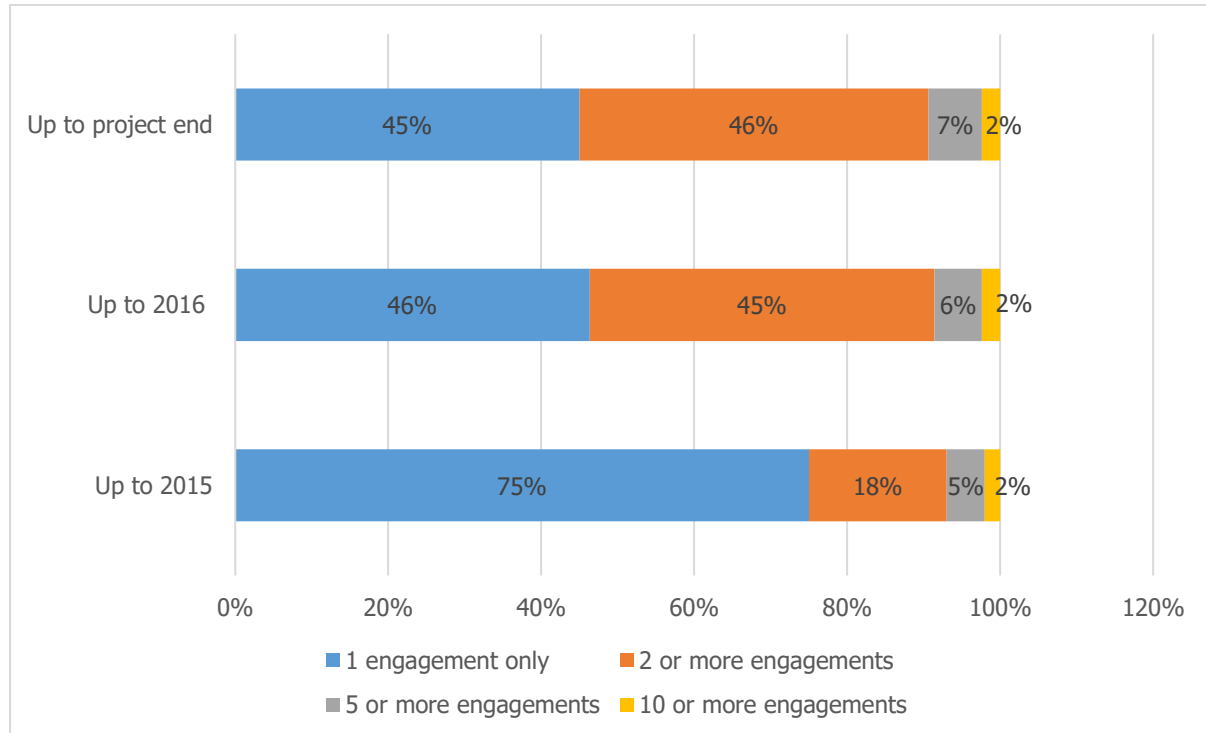
¹⁵ It should be noted that the individual database provided to the evaluation team is not comprehensive and as such does not include entries for every individual or every engagement with the project. In particular this analysis does not include participation in CIF activities as projects funded through the CIF have not consistently provided named individual participant data to the project team and where this has been provided this has not been entered on the database.

Figure 4.5 shows events and activities categorised under the theme of Grow & Eat were the only ones to generate levels of engagement above the overall project average. This shows that activities such as vertical veg were the most successful in securing continued engagement of community participants, whereas Energy themed activities and events were the least successful in securing continued engagement in that theme. This again emphasises the challenges the project encountered in enthusing and engaging the community around activities and events aimed at raising awareness of energy saving and helping people to reduce their energy use. In recognition of this challenge the project delivered partnership projects with Northumbria Water and the Wise Group, which provided specific expertise in community engagement and direct door to door engagement with expert advisors following up the leads generated. These projects were closely managed by the Greening Wingrove project team and staff members and were responsible for delivering a substantial proportion of the engagements within the Energy theme.

This data also emphasises the importance of the Grow & Eat theme in securing and maintaining community participation and the value of focussing on this theme due to its alignment with resident interests. However, the degree to which the project was successful in channelling sustained participation from these more popular themes into less popular themes such as energy is limited.

Interestingly the proportion of individuals that engaged through 5 or more activities or events and those engaged through 10 or more both remained at similar levels from 2015 to 2016 and then through to project end (see **Figure 4.6**, below), pointing to a core, active group, organised around the CIC. By comparison the proportion of individuals engaging through two or more activities or events increased significantly between 2015 and 2016 from 18% of participants to 45% of participants, an increase of 27%. This suggests that in its final years the project made considerable progress in maintaining engagement with the project beyond a single activity or event, thereby increasing its potential to increase the knowledge and awareness of participants and change their behaviour.

Figure 4.6: Average number of engagements – Comparison over time



The project appears to have involved a wide range of people from across the target Ward. **Figure 4.7**, over, maps participation by individuals by postcode in the Wingrove area. While this data is not exhaustive, as it was not collected in every case (for example for attendance at events) it does show an even distribution of participation.

Figure 4.8 shows the wider influence of the project, mapping participation across the North East¹⁶, suggesting an impact that goes beyond the immediate target Ward, broadening the influence of the project. It illustrates the fact that the project has had a Newcastle-wide impact, spreading even further into neighbouring local authority areas.

¹⁶ This excludes outliers from a wider area, including Hexham, Darlington and Cumbria.

Figure 4.7: Participation in Wingrove

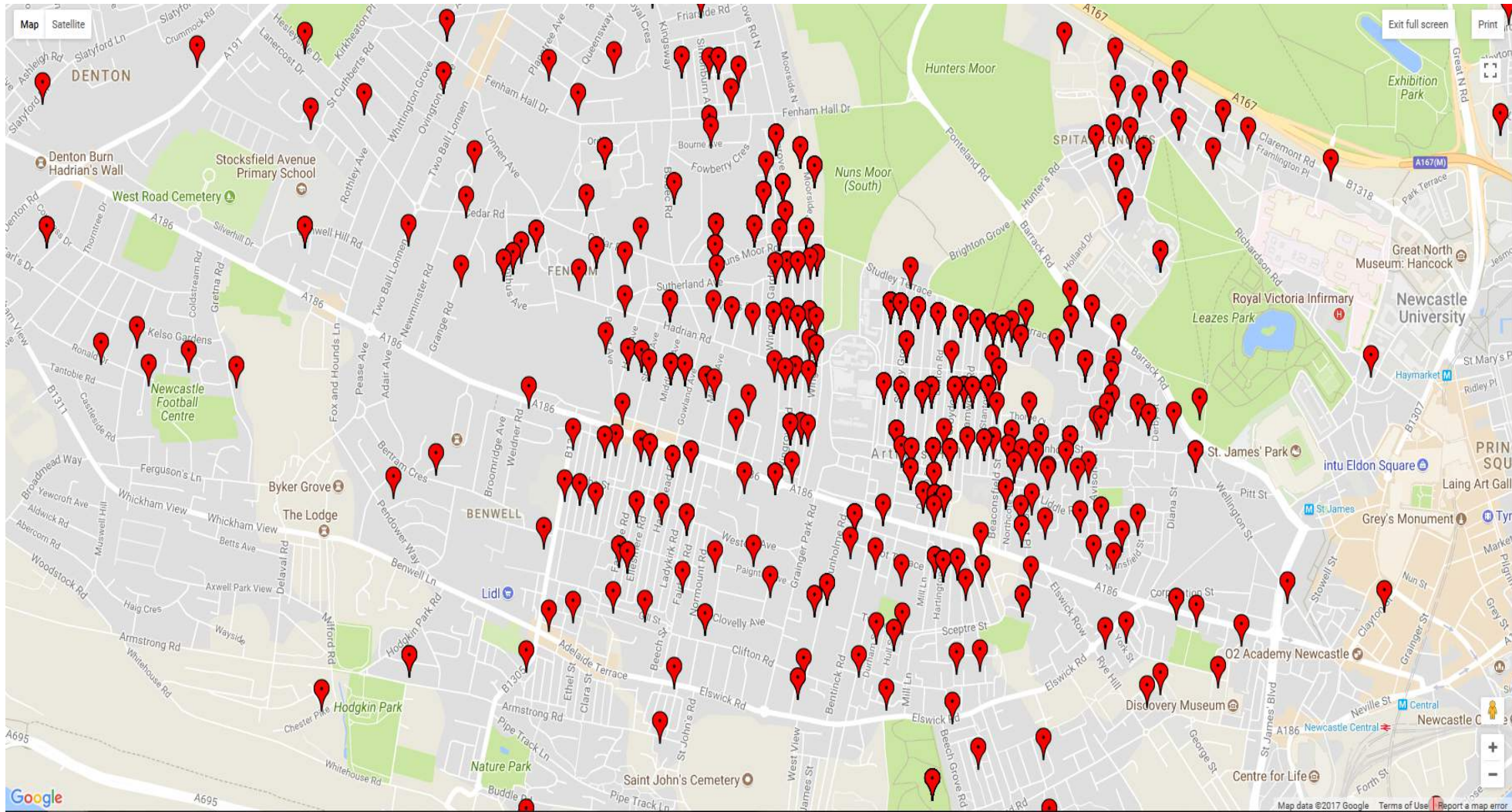


Figure 4.8: Wider Participation

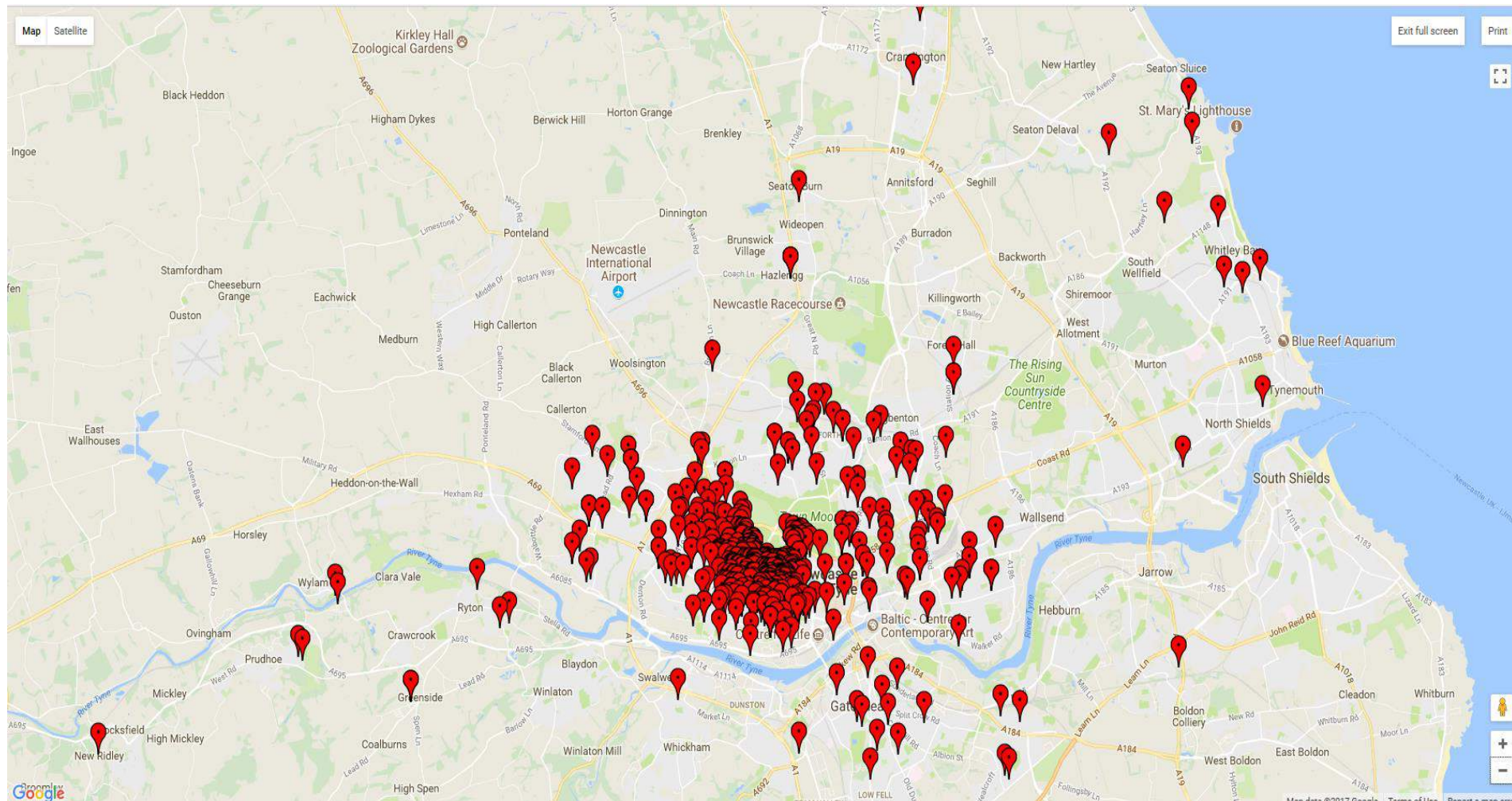
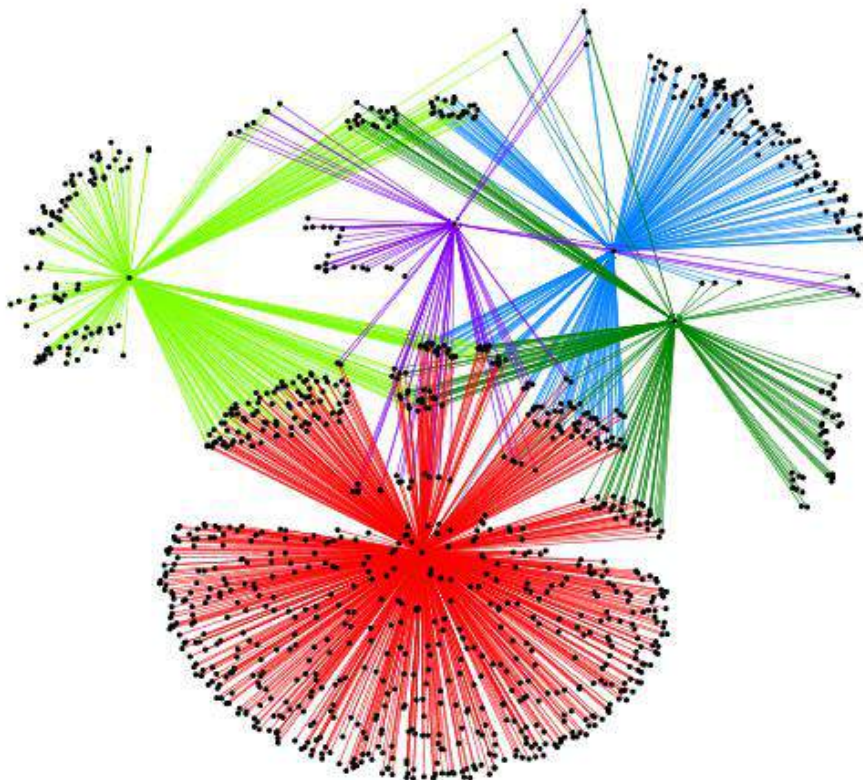


Figure 4.9 below utilises individual participant data to visually display engagement with and across the Greening Wingrove project's core themes. This provides an additional tool for understanding how participants have engaged with the project with each black dot or node shows an individual that has participated in or engaged with the project (where data is available) and each linking line or edge shows how they have engaged or interacted with different themes within the project. This therefore enables us to look at where individuals have participated in more than one project theme and understand how well the project has facilitated involvement and engagement across these themes.

Figure 4.9: Social Network Analysis of engagement per participant¹⁷



Legend: Grow & Eat; Vertical Veg; Energy; Green & Clean; Community Capacity Building.

Key findings from this social network analysis are that:

- A relatively significant amount of engagement occurred across and between themes, although a substantial proportion of those attending community capacity building activities and events (including festivals) do not engage with the project through any other themes;
- Those engaging with Grow & Eat and Vertical Veg activities are most likely to also engage with other activity themes; while relatively low levels of those engaged through Energy activities and events engage more widely with other activity themes. This may be because the approach used in those Energy projects which successfully secured engagement were largely focussed on door to door engagement with individual households, whereas other themes adopted a much more street based and community event focussed approach;

¹⁷ It should be noted that individual participation data is not comprehensive and has not been provided for many of the CIF projects and as such the number of participants shown here is significantly lower than levels of participation reported by CIF projects and shown elsewhere within this report.

- Throughout the evaluation process it has been reported that the project had greater scope for building on individual's engagement. For example, many of those attending the Garden Festivals and other activities such as Apple Day did not engage or participate in other activities that may be of interest or could enhance their involvement in the project and the likelihood of sustainable behaviour change. This suggests that projects seeking to change behaviour and secure sustained engagement should consider how they utilise such standalone events as a catalyst for deeper involvement. While it will never be the case that all of those attending such events will become further involved, they do act as an important gateway to the community and such opportunities need to be maximised.

4.2.3 Diversity

Equality of access and opportunity are integral to any project, particularly one with a community focus and one in a community as diverse as Wingrove. For example, the 2011 Census shows that around 56% of the population of the Wingrove ward define their ethnicity as something other than white English/Scottish/Welsh/northern Irish/UK.

In recognition of this ethnic diversity the project made numerous steps and delivered a range of approaches and activities to try and ensure equality of access and engage and secure participation from across the diverse communities within the area. This includes:

- Funding black and minority ethnic (BME) community organisations such as the Angelou Centre, a BME led women's organisation and facility;
- Developing specific training materials for inclusion within English for speakers of other languages (ESOL) courses; and specific attempts to engage 'seldom heard' communities such as the Slovakian Roma community, within certain funded activities such as the Reclaim the Lanes project, bike club and youth outreach work;
- Producing educational materials for primary schools and linking environmental sustainability with specific teachings from the Koran in partnership with the Islamic Diversity Centre.

Labour and resource intensive door to door engagement has proved particularly valuable in securing engagement in the project and raising awareness as have the use of school assemblies for marketing large community events. Collectively these approaches have increased the diversity of people attending events in the project's final 2 years.

However, despite these interventions it is widely acknowledged that the project encountered challenges in ensuring those engaged with and participating in the project represent the diversity of the area. In particular, the potential costs of translating all project materials into the numerous primary languages spoken by residents proved prohibitive within the budgetary constraints and the project struggled to consistently engage and maintain engagement with a number of 'seldom heard' communities, with cultural and language barriers identified as a challenge for the project delivery team and a number of delivery partners. As a consequence, local organisations that regularly work with and are operated and trusted by members of different ethnic groups have proved essential for the project to engage different BME groups beyond one-off festivals and events. Indeed this is a further core strength of the project, and this approach has played a fundamental role in the project achieving what it has.

The project team and project delivery partners reported encountering difficulties in collecting data from project participants, limiting the evidence base regarding the diversity of those that engaged with the project. Some partial data was provided to the evaluation team in the Winter of 2015, which showed that:

- The following groups were overrepresented among those participants that have completed the equalities monitoring when compared against the area's population.
 - White, including English/Scottish/Welsh/Northern Irish/UK in particular;
 - Bangladeshi¹⁸;
 - Other ethnic groups and Arab in particular; and
- Numerous groups were underrepresented with those identifying their ethnicity as Asian or Asian UK, the most underrepresented with those identifying their ethnic group as Pakistani the least representative of their proportion of the area's population.

Anecdotal evidence collected from project staff and participants also suggested that despite recent improvements, regular participants in the project do not fully reflect the diversity of the area, with consultees suggesting that white residents are disproportionately represented among those more active with and within the project. Therefore as well as being a key strength of the area its ethnic diversity has also presented a considerable challenge to the project and poses an ongoing question for future delivery in the area.

4.3 Project Performance

Establishing key performance measures such as outcomes and change indicators is an important element of robust project management and monitoring and these form one of the primary mechanisms against which we can determine the performance of the project.

Figure 4.10 below shows performance against the core indicators for the Greening Wingrove project, as reported by the project team. It should be noted that following discussions with the Big Lottery Fund, the project secured some minor revisions to the wording and figures for these indicators. These were secured to reflect the lessons learned in delivering the project and in response to shifting needs within the community, thereby demonstrating that this was a 'learning project' which adapted its approach and targets in accordance with lessons learned and the shifting context in which it was operating. This is an important component and a key strength required in longer term projects such as these.

One tool that was envisaged as a core contributor to measuring impact was the 'Wingrove barometer', a longitudinal study that was to take place across the project life. Newcastle University was contracted to deliver this activity, and separate reports are available for 2014, 2015 and 2016. However, difficulties of maintaining the longitudinal panel created benchmarking problems, and no Barometer survey was undertaken in the final year of the project. This has created issues over evidencing some of the Output targets (3, 6, and 18) below.

¹⁸ It could be argued that those identifying with a country that has a great deal to lose from global warming in the near future makes this group receptive to understanding and mitigating climate change effects.

Figure 4.10: Performance against Indictors of Change

Outcome	Change Indicators for Project End	Progress to Date
Outcome 1: More people will understand the issues of climate change and the impact their actions have on the environment	Output 1: 1,000 people benefiting from awareness raising sessions	6,492 (target exceeded) ¹⁹
	Output 2: 5 Garden Festivals and community events	236 in total, with over 5 large events including Garden Festivals, Apple days and the Food Festival (target exceeded)
	Output 3: 10% increase of longitudinal panel with increased understanding and awareness	<ul style="list-style-type: none"> - 14% decrease in barometer participants that have heard of climate change from 2014 Barometer to 2016 Barometer - 6% decrease in the % that are concerned about climate change and the impact it may have between 2014 and 2015 of the Barometer. This data was not collected during 2016 Barometer with no Final Barometer undertaken by the project - 74% of respondents to the final evaluation survey²⁰ agreed that they had increased their understanding and awareness of how their actions impact on the environment. However, this was not bench marked within the Barometer and as such no increase can be shown over time.
Outcome 2: More people will be aware of the steps they can take to help reduce their impact on the environment, cope with potential impacts of climate	Output 4: 300 households, businesses and community groups benefitting from energy audits/advice	2,557 ²¹ (target exceeded)
	Output 5: 50 referrals to providers of external support	148 (project behind target) ²²

¹⁹ This represents the total number of engagements with awareness raising sessions rather than the total number of people attending and benefitting. Therefore an individual person may be counted more than once in these figures.

²⁰ This was a survey of 50 local residents and representatives of local community organisations. Those consulted as part of the evaluation were either identified by the project deliver team or a project partner, identified from the project participant database or responded to invitations to participation issued by the project delivery team.

²¹ This represents the number of individual engagements rather than the number of individual households, business and community groups. Therefore an individual person, organisation or business may be counted more than once in these figures. 84% of these or 2,159 were secured during Year 4 with a total of 1,930 or 75% were secured through the 'Every Drop' project which was largely funded by Northumbria Water.

²² 143 or 97% of these were achieved through CIF projects.

change and live more sustainably	Output 6: 10% increase of longitudinal panel aware of practical actions they can take to adapt to and mitigate against climate change	<p>Relevant data was only collected as part of the 2014 and 2015 Barometers. These showed:</p> <ul style="list-style-type: none"> - 0.2 increase in the average score (2.9 from 2.7 with 5 being very prepared) for preparedness to protect against the effects of hot weather - 0.6 increase in the average score (2.4 from 1.8) for preparedness to protect against flooding <p>The final evaluation survey showed that 77% of respondents have taken action to reduce any negative impact they have on the environment. Again however this was not benchmarked by the Barometer and as such no change over time can be shown.</p>
Outcome 3: More people will be involved in Greening Wingrove activities	Output 7: 15 community led climate change mitigation and adaption activities supported through Innovation Fund	21 projects funded (target exceeded)
	Output 8: 100 volunteers involved in the Greening Wingrove project	883 ²³ (target exceeded)
	Output 9: 1 community composting scheme	1 (target met)
Outcome 4: More food production, recycling, reusing and saving, as well as a reduction in waste	Output 10: 250 people involved in new community and growing sites	1,441 ²⁴ (target exceeded)
	Output 11: 100 new sites (gardens, back lanes, allotments, community sites and development land)	307 ²⁵ (target exceeded)
	Output 12: 50 people accessing external support to enable them to reduce energy use	856 (target exceeded)

²³ 423 or 48% of these were achieved through CIF projects.

²⁴ This number represents the number of engagements rather than the number of individual people. 75.7% of the engagements cited were secured through CIF projects.

²⁵ 72% of this achievement was secured through the "Community Food Growing" Project.

	Output 13: 500 people/businesses pledging to take specific action to reduce their impact on the environment	548 (target exceeded)
Outcome 5: People and community resources will be used to support Greening Wingrove activities	Output 14: Greening Wingrove Sustainability Centre established	16 (target achieved)
	Output 15: Greening Wingrove established as a company limited by guarantee with charitable status	Greening Wingrove has been established as a Community Interest Company, without charitable status (target changed) ²⁶
	Output 16: 1 Development site secured for community activities	8 (target exceeded)
Outcome 6: More people will have a feeling of wellbeing and community spirit and there will be the opportunity for new jobs, enterprises and/or funding	Output 17: 1 social enterprise established providing environmental employment activities	10 (target exceeded) ²⁷
	Output 18: 5% increase of longitudinal panel who positively engage with different communities in Wingrove	<p>No direct measure available in the Barometer Reports. However the 2016 Barometer shows that 66% of respondents believed that community spirit in Wingrove is 'good' or 'very good'.</p> <p>In addition 78% of respondents to the final evaluation survey feel that the project has improved their links and relationships with other residents while 67% felt the Greening Wingrove project had improved relationships between different communities in the area. However, as the Barometer had not benchmarked this data no change over time can be shown.</p>

²⁶ It should be noted that earlier reports have noted this target as achieved, due to a misunderstanding in reporting. The implications of this different status are discussed in **Section 7** of the Report

²⁷ While 10 social enterprises are claimed here 9 of them are claimed under the Wingrove Maker Markets project which supported potential entrepreneurs to establish food and craft businesses. However, no evidence has been provided regarding the formal establishment of 'social enterprises' (such as company or CIC registration) and as such we believe such figures are likely to be an overestimate.

	<p>Output 19: 10% increase of longitudinal panel who feel the area and quality of life has been improved by Greening Wingrove</p>	<p>65% of Barometer participants in the 2016 Barometer believed the Wingrove area had improved over the past 12 months. This is an increase of 34% from the previous year. (target exceeded)</p> <p>In addition 73% of respondents to the final evaluation survey agreed that they had improved how they felt about the Wingrove community and area as a result of involvement in the Greening Wingrove project.</p>
--	--	--

Note: Cells highlighted in Green show where targets have been achieved and or exceeded; cells highlighted in orange indicate where good progress has been made towards targets but benchmarking evidence is not available to demonstrate the required % changes.

In summary:

- 15 out of 19 (79%) change indicators have been achieved or exceeded, this is up from 8 in the 2016 Evaluation Report;
- 4 out of 19 (21%) have evidence of good progress made although the lack of appropriate benchmarking data within the Barometer mean that the required % changes cannot be evidenced for 3 of these and the legal status of the CIC means that output 15 has not been achieved. However, data collected during the final evaluation survey shows that the majority of those surveyed believe the project has had a positive impact in these areas.

While these change indicators provide good measures of the progress and effects of the project they are by no means the only way to analyse the difference it has made to people and places within the local community. As a consequence **Section 5** of this report focuses on the changes the project has made within the community, for individuals and organisations.

5. Community Impact

5.1 Introduction

This section of the report uses testimony gathered from residents and organisations within the project area to provide some qualitative insight into the difference made by the Greening Wingrove project. It focuses on three of the main areas of impact which the project sought to generate:

- Raising understanding and awareness;
- Generating positive behaviour change; and
- Improving community pride and infrastructure.

5.2 Understanding and Awareness

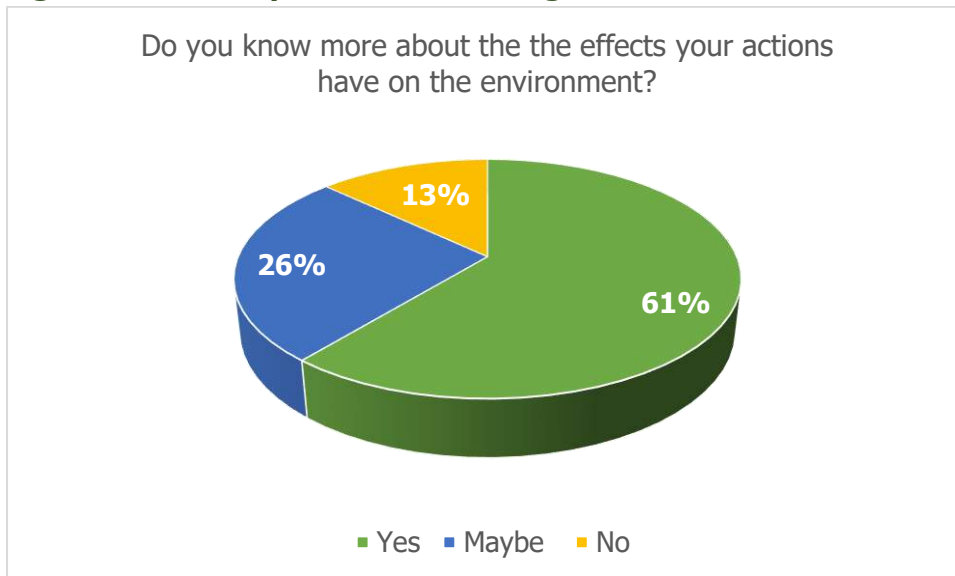
The ultimate aim of the Greening Wingrove project is to generate sustainable behaviour change in the community. However, in order to achieve this the project must first engage members of the community and raise their understanding and awareness of what negative behaviours they are seeking to challenge and what positive behaviours they are trying to instil. Only when people have the knowledge of how to make a change and the confidence to do so, can you hope to positively change their behaviour and maintain these changes. In the case of the Greening Wingrove project the aims were to raise awareness and understanding of climate change, how actions impact on the environment and how people can reduce their impact through a range of activities.



A participant response form was developed by the evaluation team to capture data on the project's effect on participant understanding and awareness. While a relatively substantial amount of data was collected through this form in the first 3 years of delivery, this data was not collected consistently with some funded projects expressing difficulties in ensuring completion of the form and as such the Project Management Team phased it out of use. Therefore it should

be noted that this data was only collected up to the end of 2015 (project year 3). However, while it is not comprehensive it does give some indication of the degree to which the project generated change within participants with **Figure 5.1** showing that around 3 out of 5 participants in project activities or events that completed the form felt that they knew more about the effects their actions have on environment as a result of engaging with the project (61%). This suggest that the project had a positive impact on raising understanding and awareness of those that engaged with it.

Figure 5.1: Participant Understanding and Awareness



This finding is further emphasised by a survey of 50 residents that was undertaken by the evaluation team to inform the final report, which found that 74% or 37 of these 50 residents either strongly agreed or agreed that they have increased their understanding and awareness of how your actions impact on the environment as a result of participation with the Greening Wingrove project. By contrast only 7% or 3 out of 50 disagreed with 19% undecided.

Qualitative evaluation interviews undertaken with project participants (both individual residents and representatives of local community organisations) throughout the delivery of the project also provide strong evidence of the project's success in this area:

"By showing them how to do things the community are more aware that they can do things themselves, there's an increased confidence..."

"I've increased my awareness of environmental issues"

"I have more of an awareness and understanding of the environmental and social issues in the area"

"The Greening Wingrove project has had an impact on my view on the environment. Whereas I already use to recycle and not waste energy before, I had never had a go at growing vegetables so the Vertical Veg sessions were crucial for me to start"

"Having the project in the area has raised awareness of all sorts of aspects of the impact of climate change. It's made us and our young members look at our environment with our eyes open and brought lots of organisations and people together - this wouldn't have happened without the support of the Greening Wingrove project"

A number of those interviewed highlighted the positive role and the legacy generated by the project in raising awareness and understanding among younger residents in particular:

"WEA Greening Wingrove educates communities on issues I'm generally already aware of; but it reaches beyond the people who "already know" and in particular to children, who I hope will be more likely to continue this kind of interest as they grow"

"It's been great to see so many young people involved, getting to know their environment and the effects of climate change"

In addition the project has also played an important role in enhancing the awareness and understanding of those that already have some knowledge of a particular project theme:

"I have long been growing my own vegetables but Vertical Veg has shown me new things I can grow and new ways of growing them"

The project has also made important steps in raising awareness and understanding beyond its target areas of climate change and related project themes. In particular a number of residents and local community organisations, in particular have highlighted the project's role in enhancing awareness and understanding among different ethnic groups and sections of the local community:

"Learning cultural differences takes a while, one of the good things about this project was that it was long term and gave that opportunity"

"we've learned a lot about engaging with Eastern European Roma communities and now people know we're good at it"

The quantitative and qualitative data highlighted above shows that the project has not only engaged people in awareness raising activities and events but that these activities and events have had a positive impact and have led to increased understanding and awareness of climate change and a range of other community related issues within the greening Wingrove project area.

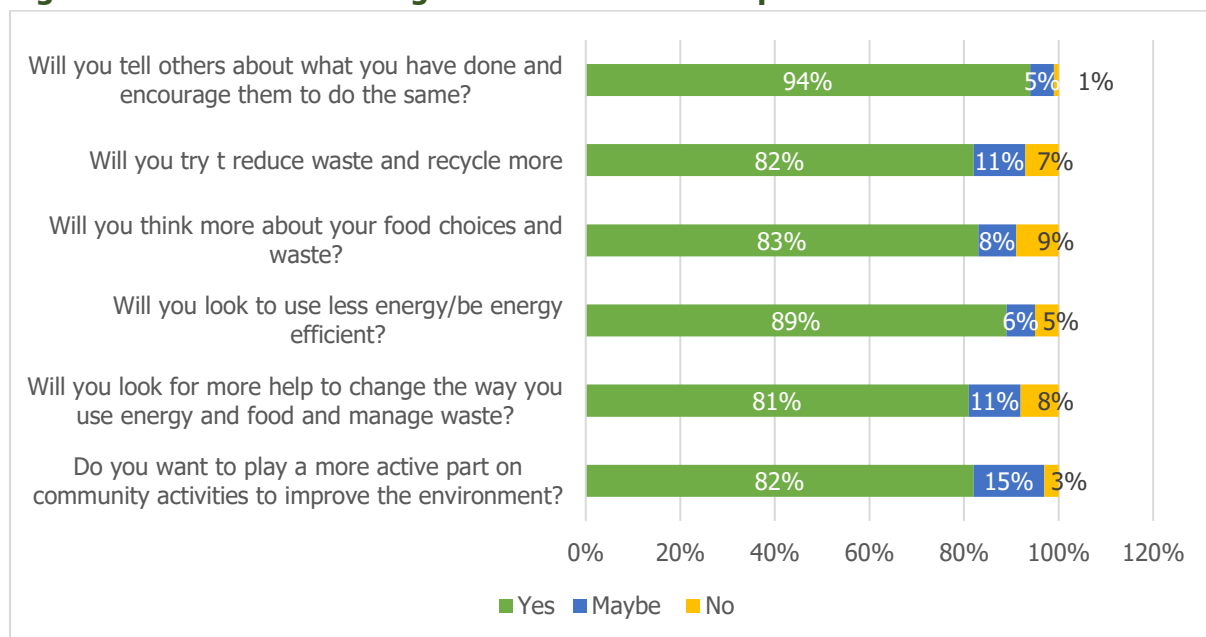


5.3 Behaviour Change

This evaluation must also consider the degree to which the increased awareness and understanding outlined above has translated into behaviour change among residents and organisations within the Wingrove area.

Figure 5.2 below shows data collected by the project up to the end of Year 3 through participant response forms. This suggests that it successfully generated a desire to change behaviour among the participants that completed the form, with over 4 out of 5 suggesting that they will look to change their behaviour in order to reduce their impact on climate change and the environment.

Figure 5.2: Behaviour Change as a Result of Participation



These findings from the first 3 years of the project are further supported by evidence compiled by through the final evaluation survey. For example, 39 of the 50 people surveyed have changed their behaviour by taking action to reduce any negative impact they have on the environment.

While these findings should not be deemed representative of the entire community, they do suggest that the project has secured behaviour change from a good proportion of those that have participated in the project.

Testimony from project participants further demonstrates the positive change the project has brought about in numerous participants. In particular many of those consulted identified increased involvement in waste reduction activities as a key outcome from their engagement and involvement with the project.

"I now litter pick on Leazes moor; organise bins in back lane & clean up if needed; much more confident in challenging neighbours & local businesses over bin issues &

littering etc; met new people at different meetings & activities; met people knew but not seen for years; got my bike checked & mended; enjoyed seeing vertical veg growing; enjoyed cleaner streets & difference enforcement on Stanhope Street has made; like meadow on Fountains Row and love poppies on Barrack Road. I like living in area where I know others care for the environment & want make it greener & more pleasant. Greening Wingrove made a big difference to how I think & act. Thanks"

"We have found that people are more likely to comment favourably when they see us picking up litter"

"Litter picking on Leazes Moor regularly & alone has been one thing I didn't do before"

"I do my bit of litter picking when in the park or on the moor, but despair when I see the state of some streets; I think I will get involved in 'organised' litter picking from this summer"



Participants have also emphasised the role of the project in helping them to translate the knowledge and understanding gained into action by growing more food and reducing their levels of waste:

"It has helped me to grow more food. I have grown new veg I had never eaten before, as well as familiar ones. It has taught me new methods I didn't know about"

"I'm trying to grow food vertically, met others doing the same"

"Yes - I'm finally digging my garden and planning a veg plot"

"With the knowledge that I have been given regarding growing I can now eat and share my produce"

A number of those consulted also commented on positive behaviour change beyond themselves with some pointing to wider behaviour change within the community:

"there's definitely more community involvement in keeping local area clean"

"There's definitely an increase in motivation and a significant increase in the number of people involved in growing and cleaning"

"our work with children has been the most successful...litter [and waste] is something people in the community really engage with"

"Wow, what can I say...this year has been amazing with some fantastic volunteers and neighbours. We have done 16 litter picks and on average we collected 200 bags of litter and 20 bins of recycling..."



A number of those consulted as part of the evaluation process identified the project's work with children and young people as a particularly positive aspect with a number of parents highlighting behaviour change at a family level, with their children at the forefront of this:

"Greening Wingrove has become a big part of our lives. As a family we have helped to set up our own local litter pick and made lots of new friends as a result. My children are really enthusiastic about looking after their local area and the Greening Wingrove team have really fostered their enthusiasm"

A key theme running throughout the participants consulted by the evaluation team was the degree to which the project had empowered people and given them the confidence to take action themselves as well as seeking to change the behaviour of others and co-operate with others to improve their community, with evidence suggesting some of this activity and can and will continue:

"It has made me do something about the problems rather than walk by, take ownership and not mind about being thought of as that batty woman who picks stuff up and puts it in the bins! I am talking to more people"

"I'm more involved in street cleaning every day but now carry use my phone camera to catch tippers! Only one so far and he cleared up when told the Police would be involved"

"The biggest impact Greening Wingrove has had on me personally, is the visiting to my house of someone who tells me they have spoken with neighbours who think similarly. That has helped give me confidence in talking to other neighbours about problems like tackling litter, dog mess and anti-social behaviour"

"I've been involved in the street clean ups, encouraged others to come along, and go to the apple days, festivals and any other event I can get to when not at work"

"the enthusiasm from participants is already taking things in different directions and more and more people are joining in"

The above quotes further illustrate the degree to which litter became an increasing focus for the project, due to its prominence as a key issue within the community and for many local residents and organisations. This is also an area in which consultees have highlighted considerable potential for sustained behaviour change beyond the project with members in the community self-organising and taking collective and individual action to address issues relating to litter and waste through community clean-ups and other actions. Anecdotal evidence suggests that such activities will be sustained with those involved committed to continue to work in this area, without the need for external funding or support. However, it must be recognised that in acting as a catalyst for behaviour change among some residents the project has by no means solved some of the area's problems with many acknowledging the ongoing presence of issues, such as litter and waste. In addition while some local litter picking may continue the need for systemic change and sustained coordinated action remains and as such the CIC continues to seek to obtain external funding or support for coordinating staff and equipment.

"I see the improvements to the area that are much needed. I see a lot of people in the area ignorant to the efforts and routinely drop litter in the street or dump waste in back lanes"

"I'm really glad you are fighting for the community. I keep meaning to make it to waste management meetings and so on but have very little time. You do give me hope that one day perhaps i won't be looking out my window to alleys full of flytipping and broken rubbish bags, and clearing up other people's litter on a daily basis....."

"it feels like a losing battle sometimes"

"I think it's good to see something proactive in the community, but I'm not sure as to it's value to the majority of people living in this area. Trying something is always better than doing nothing, though"

Some within the community and the project have suggested that the focus on litter for many may have diluted the degree to which the project has focussed on the issue of climate change. In contrast others see the focus on litter as central to challenging consumer waste and its contribution to climate change and environmental damage. The key here is that litter and waste is clearly a motivating issue for residents and community action and as such it has provided a valuable conduit for engaging local residents and engendering local action. Therefore this is clearly something positive for the project and demonstrates that progress has been made as before the project no collective action was being taken to address litter and waste, whereas now there are numerous group and individual actions occurring with growing community support and encouragement.

Throughout the project delivery process evaluation reports have highlighted the need for the project to create clear pathways of engagement and behaviour change to translate community interest and energy around 'gateway' issues such as litter into sustained behaviour change among the wider community and further engagement in more focussed climate change reduction activities. However, this is something the project has found challenging.

5.4 Community Pride and Infrastructure

Improving community pride or how residents felt about the area was one of underpinning objectives of the Greening Wingrove project. In addition the project also sought to enhance the community infrastructure by increasing community activism and voluntary participation; supporting existing community organisations to deliver and extend the scope of their services; and supporting the development and improvement of community assets from public spaces to community buildings.



The project has made a positive contribution in this area. The evaluation of the project and consultation with the project delivery team, project partners, local organisations and residents has highlighted the value of funding existing local organisations to deliver project activities and outcomes and in turn enhance their organisational experience, capabilities and facilities. Indeed many identified this as one of the key, if not the primary, strength of the project.

Rather than seeking to replace or circumvent existing community organisations and assets the project has recognised the value of their trusted long term relationships with the communities that they serve, and has sought to utilise these for the benefit of the project and the organisations themselves.

Consultation with these local community organisations have highlighted the degree to which they value the contribution the project has made to their organisation, beyond the receipt of funding:

"every organisation has been strengthened by their involvement"

"[the project] has allowed small organisations to maximise their impact"

"project funding has gone beyond just supporting activities it has allowed an infrastructure to be created"

"we've developed and deepened what we do and now have opportunities we didn't have...its given more depth to our engagement with the community"

"involvement has enhanced [our organisation's] relations with a broader range of partners, others now know more about what we do and we're respected by funders as being able to make a difference"

"we've learned a lot about engaging with Eastern European Roma communities and now people know we're good at it"



The above quotes show the numerous ways in which local community organisations have benefitted from the project, by enabling them to deliver new services and activities that have enhanced the scope and depth of their services and experience and enabling them to grow as organisations and engage new groups and communities that are 'seldom heard' and often classed as being 'hard to reach'. The organisations consulted feel that the project has therefore contributed to their organisational resilience and how they are perceived externally, as well as increasing their visibility and relationships within the community and with their target service users and their families.

As highlighted elsewhere within this Report the availability of CIF funding has played a key role here:

"CIF activities have been really beneficial, particularly as they target specific and different demographic groups and areas ...has helped other groups become involved"

Evidence suggests that the project has also had a positive impact on how participants feel about their community and where they live with 36 of the 50 people surveyed (or 72%) for the final evaluation, strongly agreeing or agreeing that their involvement had improved their feelings about these. Consultations undertaken throughout the project delivery period also highlight its positive impact on this sense of community pride:

"You can see the changes, you can see the enthusiasm, You can see the people getting to know each other"

"It has made me aware what a wonderfully resourceful community we have and that if we come together we can do a huge amount to improve our lives both now and for the future"

" It's absolutely fantastic to see more people coming out of their houses taking an active interest in a range of things from anti-litter campaigns, recycling projects, helping with the community orchard, planting bluebells, vertical veg growing..."

"[the project has] made me optimistic... knowing there are lots of people in Wingrove ward who care about our parks, streets and environment.... if I didn't live in Spital Tongues I am sure it would have got me more involved with others in community"

Participant consultation has also revealed that strengthening social capital through improved links and relationships between residents and different communities and groups, is one of the core impacts of the project. More than 3 out of 4 people surveyed feel that the project has improved their relationships and links with other residents either a lot or a little, while 3 out of every 5 believe it has improved relationships between different communities in the area. When asked what difference the project had made to them or their community a substantial proportion of participants highlighted improved or enhanced social capital and community cohesion as key areas of impact:

"the project has been a catalyst for action...people are coming together"

"you can see a legacy in the way that community is mobilising...people are getting more vocal...its kick-started conversations and action"

"[the project] it has pulled many like-minded individuals together and created new relationships"

"Greening Wingrove has helped me make some new connections within the community, with other organisations and people"

"the project has allowed is to make excellent inroads into bringing together people from different streets and backgrounds... neighbours talk to neighbours and all engage in boosting environmental change and taking back their lanes..."



"I have got to meet a lot of people in my community that I wouldn't have if it wasn't for the various events and activities organised by the project"

"I have met many more people than I might have otherwise"

"I have got to know more of my neighbours"

"it really brings the community together"

"Brought residents together to try to improve the area. Met new people who do care"

"The project has meant that I've met people who I wouldn't have done before. It has brought together individuals from a very diverse community, and it's lovely to mix together and share in something we have in common."

"I have made some lovely new friends as a result of becoming involved in a regular litter pick, also people who live in my street are stopping me and saying what a great job I am doing keeping our area of our back lane clean and tidy as they see me out in all weathers sweeping and picking up rubbish. So I now know more of my neighbours too! "

"growing food is a rewarding thing to do...it unites people across ages and ethnic groups, from kids to older people...share different experiences and uses for things like herbs Positive change and awareness raising about issues around climate change is already taking place in Wingrove, there is a momentum"

Social capital and community cohesion are particularly important in an area as diverse and with a population as transient as the Greening Wingrove area, with high levels of student residents and a substantial proportion of BME residents from across a range of ethnic groups. The project's impact in this area was also highlighted as playing an important role in supporting new residents to integrate and settle within the local community:

"I moved to Fenham 3 years ago with my family knowing no one in the area at all. I got in touch with Greening Wingrove very shortly afterwards via the WEA. Since then I have been a regular attendee at VV sessions and at community events. The project has been extremely useful and enjoyable to me. It has enabled me to meet others in my community, have fun and feel proud of the area where I live. I think it is an excellent project and will be a real loss to the area if it is no longer there. It feels part of the area now as do I, thanks to GW"

Annual evaluations of the project have highlighted the effectiveness of visible and physical community based hubs of activity to securing participation in the project. These act as a catalyst for involvement and action, helping secure sustained impact and a legacy for the project. Consultations undertaken with residents have further highlighted



the importance of this approach with activity focussed around Nuns Moor Park, litter and the back lanes in Arthurs Hill and Vertical Veg all mentioned as important elements of the project and how it has made a difference to residents and the area:

"it has found new use and community from unused spaces in the Park"

"The Greening Wingrove project has brought the community together for many social events and has raised the profile of the Nuns Moor Centre and the Nuns Moor Park as excellent social resources"

"The growing activities are good too and seeing some of the flowers and veg grown in the bike garden has encouraged me to try some in our garden too"

"It has brought a lot of people together in challenging litter and also reviving the local park. There's more togetherness, but with more to be achieved. It's raised the profile of the area in many positive ways. And it has built confidence to achieve things that was not so strongly evident previously. We need another project to build on the foundation now laid!"

"It's made Nuns Moor Park more of a hub of the community where activities happen that are open to all. With the promised changes to park management and maintenance and the continued shortage of funding, this provides positivity over the park's future"

"I love the Bike garden facility and think this is a really lovely local resource. Hopefully all the good things can cause change bit by bit"

"The Greening Wingrove social events in the park are always good fun, and have helped to develop a strong feeling of community in the area, that was lacking before Greening Wingrove was set up. It's a wonderful, valuable organisation, with fantastic people who are really passionate about what they do"

"As a volunteer I've been involved in planting trees in the Bike Garden, tidying and cleaning up, helping at various events, preparing planters for produce and planting of bedding plants. I've really enjoyed the planting in itself, but mostly what I get out of

the Bike Garden is helping people out and helping the community, and meeting new people from all walks of life. I appreciate that the Bike Garden is inclusive for all people, regardless of any disabilities. It is a great space for health and wellbeing and is very therapeutic – it's somewhere to go to have a seat and chill out."

Many of the above quotes highlight the degree to which investments and developments of new community spaces, facilities and growing sites including community orchard, the Bike Garden and Pavilion, have collectively become hubs for a wide range of community focused activities, including a range of events and services funded both by the project and externally.



5.5 Personas

The quotes above help to capture the difference that Greening Wingrove has made to individuals, and the ways in which the project has impacted on a very diverse community.

A further approach is the creation of '*personas*' – synthesised archetypal identities drawn from our team's experience of talking to a wide range of people engaged with the project since its inception. This can then be used to explore attitudes, motivations and goals of engaged individuals in relation to the Greening Wingrove project and its wider aims. Through this approach, we



have identified six types of user, described below. It includes an estimate of the proportion that they represent of the total participants, which, of course, should be treated with caution, given the evidence base²⁸.

Persona	Long Term Grower
Characteristics	A local resident, having lived in the area for a number of years, and who is committed to growing their food, often on an allotment. S/he engages with the project as a continuation of existing interests and activities, and focuses on food and waste activities
Motivations	Building on existing experience and learning new approaches
Quotes	<i>"I have long been growing my own vegetables but Vertical Veg has shown me new things I can grow and new ways of growing them"</i>
Proportion of engaged	c.5%
Persona	Green Activist
Characteristics	'Green' not necessarily in the political party sense, but having a wider commitment to the environment. S/he was interested in this aspect before the project, but sees the resources, activities and organisations arising from Greening Wingrove as an opportunity to build support for a strongly held view. Will participate in a wide range of activities
Motivations	Mitigating climate change; bringing others to their viewpoint.
Quotes	<i>"There are lots of ways that the project has helped to bring about change. Two of the chief ones for me have been the contribution to trying to revitalise Nuns Moor Park, and the development of the My Pledge anti-litter campaign. Both have produced new energy and more volunteers to do things that were not happening previously. As a result, I've come into contact with lots of people who are new to me."</i>
Proportion of engaged	c.2%
Persona	Occasional Event Attender
Characteristics	Local resident who will attend events close to his/her home. Not highly motivated to participate, but is influenced by well-designed events and the availability of 'freebies'. Attendance can have some impact on behaviours if there is a clear and simple message
Motivations	Seeing what's on locally; getting benefit from giveaways.
Quotes	<i>"I have personally been much more motivated to waste less and recycle more."</i>
Proportion of engaged	40%

²⁸ In addition, the percentages do not add up to 100%, as there are other types of individual, and there are overlaps between the personas

Persona	
New Community Participant	
Characteristics	An individual who has recently moved into the area: often younger and a student. Will participate in areas of interest to her/him and may become active across a range of activities, although this is not always the case
Motivations	Getting involved locally; meeting new people.
Quotes	<i>"As a relatively newcomer to the area I would say the project has been the main opportunity for getting to know people and integrating with the community. I can honestly say that it has provided our family with the opportunity of becoming part of this vibrant and lively part of the city"</i>
Proportion of engaged	c.10%
Persona	
Young family	
Characteristics	Often from one of the newer communities in the area, the young family participate in events for entertainment value as often more than interest in the themes. Like the 'Occasional Event Attender', they are motivated by the activities themselves as much as the message. However, younger family members can be engaged and learn through activities, and in turn influence other family members
Motivations	Family outings; activities for children
Quotes	<i>"Greening Wingrove has become a big part of our lives. As a family we have helped to set up our own local litter pick and made lots of new friends as a result. My children are really enthusiastic about looking after their local area and the Greening Wingrove team have really fostered their enthusiasm"</i>
Proportion of engaged	c.10%
Persona	
One Activity Enthusiast	
Characteristics	This person has a pre-existing interest in a specific area of activity, for example biking or vertical veg. S/he may also have an interest in community activity such as street clean-ups. His/her motivation is focused on the specific interest rather than broader themes
Motivations	Following interests; meeting new people
Quotes	<i>"I need to get more involved with the vertical planting as I have had to give up my allotment"</i>
Proportion of engaged	c.10%

While personas are essentially caricatures, they do indicate the types of people who have been attracted to participation in the project, and provide some insight into how activities can be designed to attract participation. Importantly, as many of the quotes from this section show, a primary motivating factor is that of socialisation and supporting the development of social capital. Mobilising this for sustainable action will be a major challenge for the legacy of the project.

6. Learning Themes

6.1 Introduction

This Section discusses the learning themes that have emerged over the delivery of the project. It focuses on four themes:

- Engaging the community;
- Delivering activity;
- Strategic approaches; and
- Partnership working.

6.2 Engaging the Community

The primary purpose of the Communities Living Sustainably programme was to encourage innovative and transferable ways that communities could engage with climate change and help to develop local solutions. The Joseph Rowntree Foundation work that contributed to the development of the CLS Programme²⁹ highlighted the need to tap into existing interests, and making use of existing social networks.

As **Section 4** notes, while working with communities over 'big picture' issues such as climate change is challenging, this is exacerbated by the diversity of, and relatively high turnover of, the population in the target area. While Wingrove was the smallest geographical area covered by a CLS project, it was also arguably one of the projects that covered the most diverse population, with over 30 different minority ethnic groups represented, making up 56% of the population, as well as significant elderly and student populations. While this diversity can be a strength of the area and has the potential to add considerable value to the Project and community activities it has presented challenges for project delivery.

In particular many residents do not have English as their main language (32% of Wingrove ward residents aged 3 and over), with many different primary languages represented. This had clear implications for communication, marketing and engagement and has presented a significant challenge. This meant that the project had to engage with many interest groups within a small area, addressing issues of culture, language and interest. Engagement therefore required the support of local organisations that had pre-existing connections with these groups to



²⁹ <https://www.jrf.org.uk/report/practical-action-build-community-resilience>

enable the project to reach out to this wider audience.

The fact, however, remains that the majority of active regular participants were drawn from the English/British white population, although the wider ethnic mix is better represented in the 'occasional event attender' group.

The approach taken by the project laid heavy emphasis on community development 'bottom up' approaches, through activities such as family events and growing activities, often taking these to where residents live rather than expecting them to come to a project venue. This has been central to embedding action within the community, but has arguably been at the cost of looking at the bigger picture of climate change, as the findings from the Barometer suggest. While this approach has the potential to reach the widest group of people, including those 'seldom heard', it can happen at the cost of deeper engagement.

6.3 Delivering Activity

The project has supported (either by directly delivering, funding or providing in-kind support) a range of provision, organisations and physical assets. In particular, investments in physical assets should help to enable these to enhance their financial viability through reduced costs and, in the future, enhanced income. The project also supported local organisations to apply for funding from alternative sources as well as funding action research to support business development activity for the CIC, and funding social enterprise feasibility studies.

Collectively these activities have helped to enhance potential sustainability helping to create a culture of enterprise and innovation among local partners to ensure that sustainability and viability remains at the heart of organisations and assets.



The project has worked particularly effectively when it has supported hubs of activity, through either physical or thematic hubs of concentrated activity. Examples include:

- **Physical hubs** – such as Nuns Moor Park which has become a centre of community activity through project funding and the work and commitment of a wide range of residents and community organisations. Key investments and developments include the development of new community spaces, facilities and growing sites including community orchard, the Bike Garden and Pavilion which was developed on a disused bowling green in the Park. Collectively these spaces have increasingly become hubs for a wide range of community focused activities, including a range of events and services funded both by the project and externally;

- **Thematic hubs** – through sustained activity, such as Vertical Veg and a number of projects themed around the back lanes in terraced streets at the heart of Wingrove. This has seen a number of phases of activity which have:
 - sought to engage and listen to residents to identify their key concerns and what can be done to improve these spaces;
 - developed relationships with some 'seldom heard' residents within the area including the Slovakian Roma community;
 - organise residents to take action to implement these improvements through litter picks, community meetings, growing sessions and support and youth focused community activities and events;
 - action research to explore and understand littering behaviours and cultures and how best to address these; and
 - sustained activities and engagement to secure the ongoing participation and interest to try to develop sustained and self-organised action and behaviour change among residents.

The importance of hubs of activity closely relates to earlier lessons learned around the benefits of activity and staff being visible to the wider community. In the initial stages of the project, the project team were physically located outside the Wingrove area in the WEA offices. From year 3 of the project, more effort was made to ensure the project workers had more of a direct presence in the area. This included increasing the number of staff members employed by the project which increased its capacity and capabilities to be present within the community at specific events and on the streets. The project also hired an office at the CHAT Trust to further enhance its connections to and visibility with the local community and community organisations.

The importance of visibility has been emphasised by the success of activities and events that physically place themselves at the heart of the community and provide people with the opportunity to view activities and projects in action and participate for free should they wish.

The Vertical Veg, community clean-ups, several CIF projects and events such as the Garden Festival provide good examples of how projects and activities that are visible to the wider activity can encourage participation and also raise awareness and interest.



The success of Vertical Veg can also be attributed to the presence of a consistent long-term delivery partner, alongside easily accessible provision. By contrast the approach to energy lacked a structured and long term approach with numerous different organisations and

approaches involved in delivery of what is arguably a less engaging, participatory or family friendly theme.

6.4 Strategic Approaches

The role of the CLS programme was to create demonstration projects that would create good practice in helping communities to address the global issue of climate change. This required bringing a strategic issue to ground level, increasing understanding and mitigating the impact of climate change.

The project has clearly shown that resources targeted on a small area enable activities to take place that will have some effect on behaviours, and lead to positive engagement. It has also built social capital, and provided a focus for integrated grass roots level actions, especially in the fields of local food growing and waste management.

It is also necessary to draw a distinction between activities that are done 'to' the community as opposed to 'by' the community. For example, Northumbria Water used the project to gain access to wider communities for water audits, and the Wise Group accessed project funding to produce 87 energy reports and advised 248 householders, with an assumed future saving of c.£85 per engaged household. While these activities without doubt contributed to project aims, the community was essentially a passive recipient of services, rather being actively engaged. However, it is important to acknowledge the role played by the project team in leveraging additional resources such as Northumbria Water funding.

The analysis of participation, and reported comments of members of the local community reported in **Sections 4 and 5** highlight the priorities and experiences of those involved in the project. It shows the relative importance of issues such as litter picking, which, while important for the amenity of the local area and building social capital, do not necessarily make a direct contribution to addressing climate change, unless they encourage people to reduce their waste.

In addition, many attending the Garden Festivals and other activities such as Apple Day did not engage or participate in other activities that may be of interest or could enhance their involvement in the project and the likelihood of sustainable behaviour change. This suggests that projects seeking to change behaviour and secure sustained engagement should consider how they utilise such standalone events as a catalyst for deeper involvement. While it will never be the case that all of those attending such events will become further involved, they do act as an important gateway to the community and these opportunities therefore need to be maximised. To do this, clear progression routes need to be mapped out, rather than allowing activities to develop within silos.

However, despite challenges the partnership has evolved with organisations involved in the 'delivery' side of the project, such as the CHAT Trust and WEYES, taking the place of these 'formal' partners within the project Steering Group. Key lessons learned here include the need for:

- Partnership governance structures to give shared ownership and influence over the guidance of the project thereby ensuring everyone obtains value from participation;
- Honest open dialogue between partners in which expectations of all parties are shared and partners themselves play a central role in determining their role and responsibilities; and
- A proactive action oriented partnership which renews and refreshes the partnership and partnership agreement in light of external pressures on partners and shifting project priorities.

6.5 Partnership Working

From its outset this was designed as a partnership project, something that was required by the funding, and some valuable lessons have been learned regarding partnership working. This report has highlighted the degree to which the project has worked effectively as a 'delivery' partnership with local organisations being funded to implement or deliver specific activities. Indeed this is arguably one of the core strengths of the project. However, few of these delivery organisations were among the formal partnership of 7 organisations³⁰ (including the WEA as the lead partner) that were specified within the Project Development Plan (PDP) and funding bid submitted to BLF and signed up to a Partnership Agreement.

Within this Partnership Agreement each partner was given a number of specific roles to play within the project and its governance structures. Excluding the WEA as lead partner, ³¹ of these 6 'formal' partners have also been funded to deliver project activities while all partners were to form part of a Project Board, which then became the Steering Group and was developed to play a role in guiding the project. However, participation of these 'formal' partners and their fulfilment of the roles originally envisaged for them was mixed for a number of reasons. For example:

- Newcastle University, while remaining involved in the project through delivery of the Greening Wingrove Barometer, declared itself unable to commit as a full partner for its own organisational reasons. However, the University was involved in several other ways including sessions linked with the University's research and dissemination on soil contamination, water conservation and flooding, and especially in the Reclaim the Lanes project where a member of the academic staff was seconded for a few months to undertake action-research that was subsequently written up as paper and shared with a national conference;
- BECON failed to engage from the inception of the project having reoriented its priorities in the light of funding changes, and declaring itself to have insufficient capacity and resources to participate; and
- The Co-operative Group limited its corporate social responsibility activities and external engagement and participation due to financial constraints and restructuring within the organisation, effectively withdrawing from the project, with their involvement largely restricted to the participation of its employees and members in

³⁰ The WEA, Greening Wingrove CIC, Newcastle City Council, Newcastle University, the Co-operative Group, Time Exchange, and Becon.

³¹ Time Exchange, Newcastle University and the Greening Wingrove CIC.

volunteer action in the early stages though interest was retained and project experience shared with the Group's national managers.

In addition two large organisations that declared themselves supporters of the bid, Nestlé and the Freeman of Newcastle upon Tyne, did not proactively engage with the project following its inception. Indeed, the Freeman took steps that many involved in the project have deemed harmful to their objectives and the community through the removal of allotments within the area³².

³² <http://www.chroniclive.co.uk/news/north-east-news/decaying-nuns-moor-allotments-newcastle-8549101>

7. Legacy

7.1 Introduction

This final section discusses the potential legacy from the project at a local level, and points to issues to be addressed to take this forward.

7.2 Succession

As the BLF financed Greening Wingrove project reached completion the local community, organisations and facilities were faced with the loss of an extremely valuable local resource which has provided significant support through grant funding, capacity building and other support. The project developed a mutually beneficial relationship with numerous local organisations by providing them with resources and support to enable them to deliver activities that have in turn made a significant contribution to the outputs, outcomes and impact achieved by the project.

The ultimate aim of the project was to generate sustainable behaviour change in the community, an ambition that continues to need support.

The Greening Wingrove CIC has an important role to play in this. The project provided a major proportion of the CIC's finances since its inception and also supported the organisation to access other external funds. Therefore the end of the Greening Wingrove project and the loss of a regular source of financial and other support marks a challenging transition for the CIC.

The CIC was always envisaged as a successor body to the project. However, while the CIC will continue to exist, questions remain over what it will do, and at what scale. There is arguably a lack of clarity over how this would and should work in practice. In addition, the CIC has ongoing and long held capacity issues, and without securing additional financial resources this will be exacerbated by the end of the project and its support (both financial and otherwise). These capacity issues also significantly constrain the CIC's ability to undertake the developmental work necessary to secure financial support through competitive processes.

This in turn raises the question over what role and purpose the CIC will serve in the community or what is it looking to secure funding to deliver. This must be informed by clearly defined and evidenced community need and opportunity. In recent years the CIC has been provided with project funding to support them in the development of a Business Plan. This Plan has subsequently been used to inform unsuccessful funding bids to the Fresh Ideas Fund and other sources.

Despite the presence of this Plan there has to be some concern that the CIC may lack a clear focus in terms of its precise role and ongoing function and purpose within the community. Both as the CIC, and in its previous unincorporated form, the organisation has

held and retains a long term interest in the cleaning and greening of the Wingrove area. This is an area of activity that has enjoyed some success in engaging and mobilising people within the local community, in some cases through resources obtained from the project, which have now ceased. Moving forward, it is essential that the CIC refines the role and purpose it sees for itself and for which it is looking to securing resources to deliver, as not all activities (such as litter picks) will be attractive to external funders.

In this context it is important to recognise that cleaning and greening is something that can permeate activities with an alternative primary goal rather than simply being an activity in themselves. For example, a project focused on supporting young people or other disadvantaged groups to move towards or participate in the labour market by providing valuable volunteering, training, work experience or even employment could deliver cleaning and greening activities as part of this process. This in turn is dependent on the future of the CIC and how the CIC envisages its focus and purpose moving forward. The key issue is whether the CIC envisages itself solely as a delivery organisation or whether it views itself as a co-operative of individuals and organisations (including other local delivery organisations) that serves as an umbrella organisation for attracting funding and developing delivery partnerships to take forward the aims and objectives of the project and other partners in the areas of growing, waste, recycling and energy. Recent consultations with the CIC show that the organisation is seeking to move towards this dual role of both a delivery organisation and a strategic partner for bringing local actors and organisations together.

It has to be recognised that partnerships are an important consideration for the majority of funders (including Newcastle City Council through the Newcastle Fund) as they are seen to provide greater efficiencies and impact from investment. Faced with the prospect of no or less activity being delivered to address the needs of the community and no resources to their organisation, local community organisations such as the CIC and others need to be flexible and focus on finding solutions to ensure they are able to bring resources to support the local community. It is our understanding that the CIC and local partners recognise this and are taking steps to do so.

Consideration of the kinds of activity it wishes to deliver and the availability of resources to support these is therefore at the forefront of the CICs planning process. In the current climate funders have limited resources available with these focused on supporting organisations to develop services and assets that will secure their ongoing financial viability and provide economic opportunity within their community. Consideration of this should be at the forefront of the CIC's thinking when refining its role and purpose and developing funding bids. As highlighted above this does not necessarily exclude continuing delivery of cleaning and greening activities but does require different approaches. Importantly, this also raises the issues of the legal structure of the CIC (which is designed to be a vehicle for trading activities) and the fact that this excludes them from accessing certain charitable funds. It is our understanding that the CIC is committed to reviewing this structure in the immediate future.

Despite the above issues and challenges it is important to recognise that the project has enabled the CIC to become a valuable local resource that has:

- Demonstrated its capacity to manage and deliver projects and raise external funding;
- Established a membership based organisation for the Wingrove area that brings together individuals and organisations to work towards a common good; and
- Developed its capacity and capabilities by employing staff, managing new community assets, acting as a community voice in engagement with key local organisations such as the City Council and Freemen of the City.

7.3 Building Sustainable Assets

The project has supported (either by directly delivering, funding or providing in-kind support) a range of provision, organisations and physical assets and it is essential that a legacy is secured both through delivering sustained behaviour change among residents and a sustained future for these resources where appropriate. The project has learned valuable lessons in this area and increased its focus on this throughout in the latter stages of its life.

In particular, investments in physical assets should help to enable these to enhance their financial viability through reduced costs and hopefully enhanced income. The project has also supported local organisations to apply for funding from alternative sources as well as funding action

research to support business development activity for the CIC as well as funding social enterprise feasibility studies. Collectively these activities have helped to enhance potential sustainability and it is essential that a culture of enterprise and innovation is developed among local partners to ensure that sustainability and viability remains at the heart of organisations and assets.



In addition, the Greening Wingrove brand has obtained a degree of traction within the local community and the website has developed as a valuable resource. Recent discussions with the WEA and the CIC suggest that there is a shared assumption that ownership of the brand will transition to the CIC at project end. The Greening Wingrove label provides a collective

badge or umbrella for community activities or events focused on issues relating to growing, waste, recycling and energy that means something to sections of the local community.

To that end it is important that the Greening Wingrove brand continues. While the CIC will remain Greening Wingrove CIC, the WEA also has some ownership over the brand and it is important this is transitioned to the community. The nature of this transition is something that requires some consideration, ensuring that it remains a common good that serves as a badge for activities and events focused on the issues highlighted above. However, the future of the website remains uncertain.

7.4 Dissemination

Through its activities over a five year period, the project has accumulated a significant level of experience over what works in managing activities aiming to achieve behaviour change within a diverse community. It is of central importance that this knowledge is both captured and disseminated, rather than simply being retained in the WEA archives.

As BLS was designed as a 'learn and share' project, it is necessary for partners and to consider the ways in which this experience is to be encapsulated and shared for the future.

To this end the WEA and partners are designing an e-book and project brochure that will be distributed to local groups and residents and made available online. In addition the WEA will make project information available online via their website and social media. Specific activities funded by the project will further add to the legacy with the ESOL course discussed earlier in this report having been shared with WEA tutors across the country and the climate change awareness course developed for local schools having been adapted for adults and shared widely as a resource. In addition the WEA will seek to build on the community networks developed through the Greening Wingrove project in the delivery of a new WEA led Food Hub project in Newcastle funded through The Big Lottery Fund's Awards for All.