

Our Big Local Action Plan



April 2024 – September 2025

Introduction

This Action Plan has been produced following a full reassessment of our previous consultation, refreshed consultation over the summer and our plan review.

This is our final Big Local plan and covers the period of 1st April 2024 to 30th September 2025. We have £242,000 left of our Big Local funding left to invest locally and this plan sets out how we hope to do so.

Background

In 2012 Worle was awarded funding from the Big Local programme. Supported by a £200m Big Lottery Fund investment and managed by Local Trust, Big Local is helping 150 small urban and rural communities across England to make their areas even better places to live. Each Big Local area has received at least £1.1m of Lottery funding to spend over the period to 2025/26, enabling residents to identify priorities that matter to them and take positive action to improve their communities.

The Big Worle Partnership is controlled by residents and is responsible for approving and implementing its Big Local Plan. It is known as Big Worle Steering Group and the area of benefit is referred to as the 'blue zone'.

The Locally Trusted Organisation, which is responsible to Local Trust for financial management, is Weston Town Council.

To date the Big Worle Partnership has adopted three Big Local Plans, covering 2014-17, 2016-20 and 2020-23. In that time we have:

- Opened and fitted out The Hub as a multi-purpose venue hosting not only our office but a wide range of community events and workshops including weekly bingo and coffee mornings
- Formed partnerships with local organisations including the schools, Alliance Homes and Weston Town Council
- Ran workshops and classes on arts, crafts, music, gardening
- Supported Citizens Advice surgeries in the area
- Held community parties and celebrations
- Cleared up the local area with litter picks, better lighting and installing planters
- Employed staff to help develop projects and the services of Big Worle
- Installed a bike repair stand outside the Hub and provided cycling support
- Supported a youth club run by the YMCA
- Hosted a parent and baby group
- Held wildlife walks
- Refurbished a play area and installed a new inclusive play area at Castle Batch
- Created a community garden with Beckett School








Partnership

Big Local in Worle is led by Big Worle Steering Group. It has 10 resident members and one member from outside the 'blue zone' (the term used to refer to our Big Local area). For this plan we will have 3 additional working groups to encourage wider community participation and to embed our projects within the community to aid sustainability.

Worle

The Big Local area, known as Big Worle, has 3,661 residents and was largely built in the 1970s by the local Council. It is a popular place to live with a largely stable community but faces many of the challenges of fringe urban estates including low education and skills levels, lower health indicators when compared to the South West, one in five children are living in poverty, a higher level of violent crime than in the South West, relatively few community facilities and low levels of community engagement.

What the data says

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Introduction Page 3 for an introduction to this report			
 Population	<p>There are 3,661 people living in Worle</p> <p>See pages 4-9 for more information on population by age and gender, ethnicity, country of birth, language, migration, household composition and religion</p>	 Education & skills	<p>22% of people have no qualifications in Worle compared with 16% across South West</p> <p>See pages 46-48 for more information on qualifications, pupil attainment and early years educational progress</p>
 Vulnerable groups	<p>20% of children aged 0-19 are in relative low-income families in Worle compared with 14% across South West</p> <p>See pages 10-23 for more information on children in poverty, people out of work, people in deprived areas, disability, pensioners and other vulnerable groups</p>	 Economy	<p>31% people aged 16-74 are in full-time employment in Worle compared with 32% across South West</p> <p>See pages 49-55 for more information on people's jobs, job opportunities, income and local businesses</p>
 Housing	<p>1% of households lack central heating in Worle compared with 2% across South West</p> <p>See pages 24-33 for more information on dwelling types, housing tenure, affordability, overcrowding, age of dwelling and communal establishments</p>	 Access & transport	<p>24% of households have no car in Worle compared with 17% across South West</p> <p>See pages 56-58 for more information on transport, distances services and digital services</p>
 Crime & safety	<p>The overall crime rate is higher than the average across South West</p> <p>See pages 34-35 for more information on recorded crime and crime rates</p>	 Communities & environment	<p>The % of people 'satisfied with their neighbourhood' (85.3%) is similar to the average across South West (84.6%)</p> <p>See pages 59-66 for more information on neighbourhood satisfaction, the types of neighbourhoods locally, local participation and the environment, air pollution</p>
 Health & wellbeing	<p>24% of people have a limiting long-term illness in Worle compared with 19% across South West</p> <p>See pages 36-45 for more information on limited long-term illness, life expectancy and mortality, general health and healthy lifestyles</p>	Appendix A	<p>Page 67 for information on the geographies used in this report, publication dates for new indicators and acknowledgements.</p>
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 Local Insight			

Worle has a young population. It has more low income families than the rest of the South West and almost a quarter of households don't have access to a car. The number of people with no qualifications is higher for people in Worle compared to the South West and more people are living with a long term illness at 24%, compared to 19% for the region. Worle also has a younger population than the South West and we have a higher number of one parent families living with dependent children at 35.4% compared with 22.2% for the region.

What our community says

This Plan is informed by the work of the Big Worle Partnership over the last three years. It draws on a wide range of local consultation and feedback. Throughout the past three years we have collected feedback from courses we have run and spent time speaking to local residents who attended our community events. We have spoken to people of all ages and used different methods to engage widely.

The Plan was drafted using information from conversations with our community, questionnaires at our community events (eg The Big Bash, Summer event 2023, Christmas party 2023), session feedback forms, use of our hub suggestion box, past reviews, partnership workshops, our extensive prior knowledge of the needs in Worle and local insight data.

The partnership reviewed all consultation during a workshop and the themes for this final plan emerged strongly. We also held workshops to review the budget and to amend and refine our final plan. These workshops together with our understanding of opportunities in our area have led to the creation of our final Big Local plan.

Our consultation summary documents can be found in Appendix I.

Our consultation mirrors what the statistics tell us. We need to support young people, keep things local and continue to be inclusive and aware of barriers different people face.

The most popular issues raised through our most recent consultation were mental health and loneliness, improved green spaces and gym and supporting young people. Our community also value coming together and would like more activities to attend locally – film evenings, games afternoon, afternoon teas were all mentioned for ideas of what could be provided as were day trips. Since Big Local started, we have always had a strong relationship with the arts – people love to participate in art projects and we are lucky to have many locally based talented people working in the arts so we will also continue Big Worle's relationship with the arts in this final plan.

What the Steering Group have achieved and learnt since 2020

Achievements – our proudest moments over the past three years

- Becket community garden – working with new partners, perseverance from the whole steering group and working together
- DBS checks for key holders of community garden – 3 steering group members are very proud
- Castle Batch SEN park – a inclusive and well-used play space
- The first Halloween event connecting with the community
- Being a new crew which bought the current steering group members to Big Worle
- The Christmas bike ride – being a new crew, working together as a team alongside our



workers for a magical evening and connecting again with the community (blue zone) after dark

- Learning that we can work with companies like Alliance Homes, schools and councils.
- The first Christmas event, again a magical event that brought us and the community together
- Rejuvenating the hub through events and continuation of activities
- Handing over Dartmouth Close play area to Weston Town Council
- Connecting with different cultures
- Coffee morning and bingo, meeting community members that enjoy coming here
- Continuing the weekly toddler group

Lessons Learnt

- Organisation skills have improved
- Advertising – always late advertising, so many people do not know of our events – we need to allow more time to do this properly
- Have people got time to be involved?
- People's responsibilities have changed and may change
- Steering group members' attendance at our events/activities – not just in it for the hub, projects outside of the hub too
- You can't please everybody
- Since November 2023 we have been operating without any workers or an LTO. We have learnt that it is essential to have a worker who can help us develop our ambitions, draw in additional delivery partners and help us with the day to day running of Big Worle. We also know what we need from an LTO and are confident that Weston Town Council will not only add value to the work of Big Worle, but they will also help us develop relationships with organisations that can support our new legacy organisation.



Vision and Legacy Statement

On reflection our Big Local Vision is still appropriate and remains:

"A wonderful Worle. A great place to live where people choose to bring up their families and lead socially enriched lives"

Our strapline also remains:

"People, Community, Environment"

The legacy of our work will continue to be:

- A community and residents who have developed their skills
- An improved local environment and better understanding of and engagement with its qualities
- More community engagement by local residents in events, activities and broader civil society thereby enriching their lives and the lives of others

- A legacy organisation that will be able to sustain a range of functions for the foreseeable future
- The Big Worle Hub continuing as a focal point for the local community, hosting a range of activities, events and functions .

Ultimately our legacy will contribute to the four Big Local outcomes: As residents of Big Worle we will be able to continue identifying our own local needs, we will have the skills and confidence to prioritise our needs and take action to address them, and we will feel that Big Worle is continually improving and is a great place to be.

We have already invested in some legacy projects which we hope to build on over the next 18 months, through working with partners, driving up usage and celebrating Big Local and what it has achieved. The key legacy projects already delivered are Dartmouth Close play area and mural, the SEN play area at Castle Batch and the Beckett Community Garden.

We will also update our website and ensure we capture our work to pass on any skills and lessons learnt through our passing knowledge on approach, championed by our new LTO. We also hope to review all our projects and where beneficial for our community, update, reprint or relaunch the best of those to ensure we go out with a bang!



How we will deliver the plan

We will work with our Locally Trusted Organisation, Weston Town Council, to deliver our plan. We will employ a community projects worker to help drive forward our ambitions and will have working groups to increase community involvement and build on the work we have started.

We also hope create a legacy organisation and build their capacity so that by the end of Big Local they will be in a position to continue to deliver the community events and activities that our community values so much. We will also strengthen our network and relationships with local stakeholders to ensure our legacy organisation is well supported into the future.

We will also continue to engage the wider community through our working groups and will draw on West Town Council's experience of passing knowledge on, for example by creating templates of how we run an event, to ensure our lessons and skills learnt are shared beyond Big Local and not forgotten.

Working groups that will help deliver our plan are below.

- **Beckett Garden Working Group**

This group was established in 2022 and has lead the development of the community garden at Beckett School. The school's Head Teacher leads the meetings and has overseen the creation of 'guardians' for the project. Now the garden is near completion, coordination is needed to ensure it is used to it full capacity and is firmly embedded as a community garden.

- **Green Gym Working Group**

This group has emerged from the wider community and has been tasked to investigate sites, consult with the community and to lead the project. The group will feed back into Big Worle who will support the group in its endeavours.

To ensure we maximise our impact and are flexible in the final two years, we have set ourselves some milestones.

- **Young People Working Group**

This group is new and will be established to drive forward our ambitions to include young people in the design of their project. We anticipate this will either a school project involving art and aimed to address wellbeing of teenagers, or outside space/equipment that can be maintained and used beyond the life of Big Local. We would like to involve both local secondary schools and our local councils as well as seeking support from out neighbourhood Police team and the YMCA as they know our young people well through the Big Worle supported youth provision.



Our Locally Truster Organisation

Weston super Mare Town Council (WSMTC) support and deliver community services at the community level of local government. At its heart, the council is devoted to enabling community growth, sustainability and to encourage cohesion within service provision across the town delivered by ourselves and community partners. The Town Council adopted 6 community outcomes to hold itself accountable to deliver services and initiatives that truly benefit the community. These outcomes are: Connectivity, Collaboration, Resilience, Community Capacity, Collective Efficacy and Community Cohesion (separate document available if required).

WSMTC commits itself to supporting the entire community of Weston-super Mare, a community of 80,000. The community is at the centre of the Town Council's objectives. Its adopted 10-year Strategy with five overarching pillars reflect our aims for Weston-Super-Mare:

- Weston View – Measures to promote and better present the Town.
- Cleaner and Greener – Measures to improve the local environment.
- Healthier and Happier – Measures to promote the health and wellbeing of local residents.
- A Bright Future – Measures to support and enhance the local economy.

- Heritage, Arts and Culture– Measures to ensure that Weston-Super-Mare thrives as a vibrant place for arts and culture

WSMTC is the democratically elected parish council representing the civil “parish” and people of the town of Weston-Super-Mare, including Worle and Uphill. The Council was re-founded in 2000 following a community governance review to carry out the civic role of the former borough (which had been abolished in 1974 leaving Weston without its own council, unlike any of the other 39 parishes in North Somerset). There are 31 councillors elected every 4 years who take no allowances, as well as a team of employed staff to implement their decisions.

Weston Town Council will employ our worker and will add value to our work through sharing their experiences, networks and methodologies to ensure our plan is delivered to time and budget.



Milestones

The table below outlines the milestones we have identified to help us keep the plan on track.

Milestone	Date to be completed
Review current agreements with service providers – Citizens’ Advice, YMCA	June 24
New worker appointed	April 24
Establish Young People’s working group	June 24
Legacy organisation created if needed	December 24
Hub future decision made	January 25
Hub Business Plan	November 24
Outside Worle plans – edible trail	August 24
Decision made re green gym	September 24
Young people project budget allocated	January 25

Our Priorities and Budget

At the time of writing this plan, we understand that we have £242,000 left of our Big Local funds to invest in our local community.

We have split what we would like to deliver into five priority areas

Summary budget table

	April 24	October 24	April 25	Total
Priority 1 – Big Worle Community	20000	25000	20000	65,000
Priority 2 – Keeping Big Worle Safe				10000
Priority 3 – Outside Worle				31000
Priority 4 – Young Worle				28000
Priority 5 – Building Big Worle				108000
Total				£242,000



Priority One – Big Worle Community

Projects include:

- Regular events run by BW – using our knowledge of what works well we will continue to deliver events and make templates to inform future volunteers of how to run such events. We also hope to revisit all the projects we have funded throughout Big Local and hold a week long series of mini celebratory events culminating in a finale festival.
- One off taster event to gauge interest of external providers and community – ideas include CV workshops, skills (English and Maths etc), creative writing, DIY workshops etc
- Day trips – popular with our community, day trips to local attractions like Zoo, Museum for example
- Regular activities run by or funded by BW – including our popular coffee morning and bingo and Citizens Advice and youth provision

Priority One	Lead	April	October	April	Plan Total
Events					
Regular seasonal events held at BW Hub	Big Worle – Easter, Summer, Halloween, Christmas etc	5000	5000	5000	15000

One off / tester events – health clinics, cinema etc	Increase footfall in Hub Widen access to and use of hub	4000	4000	4000	12000
One off events at other venues – including day trips		5000	-	5000	10000
Big Local Finale celebration				10000	10000
Activities					
Regular weekly activities run by BW,		1000	1000	1000	3000
Contracted activities – youth club, citizens advice	BW with LTO to revisit SLA for youth provision and advice & guidance	5000	5000	5000	15000
TOTALS		20000	20000	25000	£65,000

Priority Two – Keeping Big Worle Safe

Project ideas include:

- CCTV – antisocial behaviour has increased recently so we will install CCTV to ensure people feel safe accessing local services, especially after dark.
- Lighting – specific areas of the Big Worle area suffer from very poor lighting which makes people feel unsafe so we will investigate the best locations and means to light these routes.

Priority Two	Lead	April	October	April	Plan Total
CCTV					
Installation of CCTV at front of hub	Purchase and install CCTV	5000			5000
Lighting					
Investigate and install if possible new lighting		5000			5000
TOTALS					£10,000

Priority Three – Outside Worle

Project ideas include:

- Green Gym – identifying land and equipment that people want to encourage fitness and wellbeing
- Edible trail – plant food bearing trail around Big Worle area
- Beckett Community Garden – ongoing project development to ensure as wide a access as possible and to embed it within the community
- Wellbeing benches – chat benches – encouraging people to sit and chat, to connect with others and feel less lonely
- We will also revisit some earlier project, like the wildlife walks, and update or refresh them for our final farewell to Big Local.

Priority Three	Lead	April	October	April	Plan Total
Green Gym development					
Landownership understood	Green Gym Working Group				
Community consultation around types of equipment	Green Gym Working Group				
Ownership and maintenance of equipment	Green Gym Working Group				
Design and quote	Green Gym Working Group				
Installation	Green Gym Working Group		10000		10000
Launch / Opening	Green Gym Working Group				
Edible Trail					
Land ownership investigation / survey					
Stakeholder involvement – maintenance					
Plants and power to create		8000			8000
Beckett Community Garden					
Support the working group with events, engagement and management	Beckett Garden Working Group	500		500	1000
Chat Benches					

Work with stakeholders to investigate sites and types of benches		10000			10000
Establish maintenance plan					
Review legacy projects – wildlife walks etc				2000	2000
TOTALS					£31,000

Priority 4 – Young Worle

Throughout our consultation people were telling us that we needed to do more for the ages 10- 16 year old. We have updated the play equipment for young children and in partnership delivered a really lovely SEN pal area, we also support the local youth group. On this final plan, and thinking about our legacy, would like to investigate two streams of activities for the 10-16 years age group – a co-designed art project / bench at the local secondary schools and outside area dedicated to this age group. We would like young people to be heavily involved in the ideas and planning for this priority and will work closely with partners to ensure whatever is developed will be an asset to the area.

Details include:

- School art project/bench to encourage people to talk, to listen and to share
- Dedicated outside space – lots of work will be needed to find land, consult on what needs installing and seeking additional funds

Priority Four – Young Worle	Lead	April	October	April	Plan Total
School Art Project					
Develop arts based legacy project possibly addressing mental health	Big Worle with 2 local secondary schools		10000		10000
Outside space project					
Create designated outside space for 10-16 year olds as a legacy			18000		18000
TOTALS					£28,000

Priority Five – Building Big Worle

In line with our Plan, we have prioritised two paid-worker roles to help us ‘make Big Local happen’. Our LTO, SHAL acts as the employer for the workers, with funds drawn down from Local Trust according to the agreed expenditure schedule.

Details include:

- Staff time – one member of staff to be based at the Hub for 2 days per week.
- Training – training for partnership members to consolidate learning and also for new trustees/directors as needed for a legacy organisation
- Professional support – have the flexibility to draw on additional skills and support eg, legal advice for lease etc
- Insurance – for all our activities

Priority Four	Lead				Plan Total
Delivering the plan					
Project Development worker-developing the plan projects, impact capture		17512	17512	17512	52538
Consumables		515	515	515	1545
Training for partnership members		1000			
LTO fee – include admin and comms support		4802	4802	4803	14407
Revisit all BL funded projects and celebrate				3000	3000
Creating a new organisation					
Professional support incl business planning or legal support		5000			5000
Training for Board members/Trustees				1000	
Big Worle Hub					
Rent, bills and other overheads		8500	8500	8500	25500
Hub redecoration		4000			
TOTALS					£108,000

Measuring our Impact

We will draw upon the techniques already learnt through the past years of Big Local and also pull in additional support and advice from our new LTO on how to capture, maximise and share our impact.

Celebrating Big Local

As this is the final plan, we realise the importance of the following:

- Regular budget updates and reviews – some of our projects are not properly costed or even developed yet. With a worker now in place, we will ensure we investigate the deliverability

of these unknowns as soon as possible and if needed reallocate the funds as necessary. We recognise that we will need to be flexible in our approach and have a firm grasp on our budget and when we need to make potentially difficult decisions if some projects are not delivering or developing as planned.

- Review all activities to know what has been achieved overall – Big Worle has had a high turnover of Steering Group members. We will make a special effort to make contact and capture the whole Big Local experience to learn, share and revisit if needed. We want to be certain that we know where the money has been spent, what projects have been funded and what impact Big Worle has had over the past 10 or so years.
- Celebrate – so many people have been involved and supported Big Worle. We want to ensure the wealth of experience and fun is shared with the whole community as we leave the Big Local programme. We currently anticipate a series of smaller celebrations around the 'Blue Zone' culminating in a festival – we hope it will be full of art, theatre and engaging, looking back at the best of what we have achieved.

Risks

Volunteer burn out – we will keep sharing how we feel and keep supporting one another and working as a team to reduce the chances of volunteer burnout.

Losing our worker as the programme ends – Weston Town Council as our LTO already have a worker allocated who is contracted to them. They will be working for Big Worle for 2 days a week and WTC for the remainder of the week. We feel more positive that this approach is less likely to leave us workerless.