

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Winchester City Council Strategy 2020-2025	Priority
	Funding Theme 1: Dealing with peoples and communities needs
	Funding Theme 2: Striving for Positive change
Tackling the Climate emergency and creating a greener District	Climate emergency, sustainability, environmental quality, green technologies
Homes for all	Homelessness
Vibrant economy	Digital, digital application, services and product, business growth
Living well	Isolation, mental health, creative and innovative

Winchester City Council Strategy 2020-2025	
Priority	What We Want To Achieve
<p>Tackling the Climate emergency and creating a greener District: The climate crisis is the biggest challenge all of us face in the coming years and decades. Winchester must play its part in tackling the crisis and hand our district to our children and grandchildren in a better state than it is now.</p>	<ul style="list-style-type: none"> • A carbon neutral Winchester City Council by 2024 • A carbon neutral Winchester District by 2030 • Reduced levels of waste and increased recycling, exceeding national targets • An increase in the proportion of journeys taken by walking, cycling and public transport.
<p>Homes for all: Housing in our district is expensive and young people and families are moving out because they can't find suitable accommodation they can afford. Winchester District needs homes for all – homes that are affordable and built in the right areas for our changing communities.</p>	<ul style="list-style-type: none"> • More young people and families working and living in the district • All homes are energy efficient and affordable to run • The creation of communities not just homes • No-one sleeping rough except by choice
<p>Vibrant local economy: Winchester district is home to a host of successful businesses and enterprises with high levels of employment in our urban and rural areas. In the face of tough competition, our high streets, town and business centres must attract new investment in low carbon offices, workspace and transport links.</p>	<ul style="list-style-type: none"> • Increased opportunities for high quality, well paid employment across the district • New offices and workspace located in areas with sustainable transport links or where they reduce the need to travel to work • More younger people choosing to live and work here • Businesses grasping opportunities for green growth • A compelling and competitive offer attracting visitors to our City, market towns and rural communities across the district
<p>Living well: We want all our residents to live healthy and fulfilled lives. We recognise that our residents are living longer and want to ensure the district offers the right mix of facilities for all ages and abilities.</p>	<ul style="list-style-type: none"> • A reduction in health inequalities • Greater participation in physical and cultural activities • An increase in active travel • Services that work for all, but especially for residents who need more help to live well • Attractive and well used green spaces with space for relaxation and play

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Funding Theme 1: Dealing with peoples and communities needs	
Priority	Outcomes
Isolation	
Winchester has a higher number of pensioners living alone than the rest of Hampshire.	<p>Improve access to services; creating new activities and providing opportunities to participate in community life.</p> <p>Build local services and join up local support to better reach individuals, increasing signposting and referrals between organisations and services.</p> <p>Create greater awareness and understanding about an individual's needs to develop appropriate responses.</p>
Winchester is classed as a 'predominantly' rural area of Hampshire, meaning that the practical difficulties relating to social isolation are great and need to be considered in conjunction with loneliness, e.g. access to transport.	
The 2011 census showed that the number of people age 65+ living in Winchester was 21,779 and that 20% of these were estimated to be experiencing mild loneliness, and 8-10% estimated to be experiencing intense loneliness.	Target activities and support for over 65's, this may include inter-generational approaches.
Low Income	
The town wards score poorly on the Income Deprivation domain for the Winchester District.	<p>Increase access to advice services on finances.</p> <p>Debt and financial planning services.</p> <p>Provide access to financial information to ensure help is gained where poverty exists.</p>
8% of children in the Winchester District live in low income families.	<p>Target families with young children struggling financially.</p> <p>Link to the Council's anti Loan Shark campaign.</p> <p>Low cost loan schemes and financial advice.</p>

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Homelessness	
Priority	Outcomes
<p>Footfall of households attending WCC's housing options service for the whole of 17/18 was 1494, an increase of 101 from 16/17. Reviewing the current footfall for 18/19 the Council is likely to see a further 100 people on top of the 1494 for last year.</p>	<p>Provide support & advice during a time of crisis.</p> <p>Provide out of hours outreach services; seven days a week, day and evenings and at weekends.</p> <p>Provide services to rough sleepers, including advice and support that deals with health, Universal Credit, employment and training to enable people to progress and move on from rough sleeping.</p>
<p>In terms of those households who became homeless in 17/18, there was a significant increase in single males and females approaching the authority as homeless.</p>	
<p>2017-18 stats show that on average per quarter 32 individuals were found to be sleeping rough in Winchester; an average of four were female. An average of 28 of these 32 had substance misuse issues. Generally rough sleepers are in the City Centre to access services.</p>	
<p>The trend for an increase in singles with complex needs is continuing with numbers for both males and females rising.</p>	

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Mental Health	
Priority	Outcomes
<p>Figures from GP Referrals to Winchester Youth Counselling between 1/4/2017 and 31/3/2018 show that a much higher number of referrals have come from GP surgeries in the Winchester town area. However, referrals from areas like the Southern parishes and Alresford seem to be on the increase.</p>	<p>Provide education around mental health in order to improve self-management.</p> <p>Enable self help strategies/coping mechanisms and education around mental health.</p> <p>Create positive activities for young people. Inclusive and accessible projects/schemes for all young people which raise aspirations, promote life skills and leisure and recreational activities, and targeted to young people needing specific or additional support.</p> <p>Increase awareness of mental health and general wellbeing – improving social interactions.</p> <p>Target young girls.</p>
<p>Winchester Youth Counselling's statistics for referrals by age show that the 12-18 years group had the highest number of new referrals from 1/4/2017 to 31/3/2018.</p>	
<p>A recent update from CAMHS suggests that they receive referrals across the age range up to 18, but generally it is more girls than boys and predominantly for the 12-16 years group. There is a high prevalence of self harm and of eating disorders.</p>	

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Physical Inactivity	
Priority	Outcomes
It has been identified that the Winchester District has an aging population. As a result, there is an increase in the number of inactive people over 75 which is predicted to grow.	<p>Increase the amount of opportunities for those to make healthy lifestyle choices and become regularly active.</p> <ul style="list-style-type: none"> - Reduce loneliness - Reduce falls - Reduce GP and hospital visits - Subsidised activity clubs/ sessions
Reduce the inactivity gap between individuals with, or at risk of developing a long-term health condition.	Support/ develop physical activity projects that enable individuals with, or at risk of developing a long-term health condition i.e. diabetes, obesity, Chronic Obstructive Pulmonary Disease (COPD).
It has been identified that there is a high percentage of females who are at risk of becoming inactive. It is important to reduce the equality gap between inactive females and inactive males.	<p>Increase the amount of opportunities for inactive females to access physical activity within the Winchester District.</p> <p>Inactive = less than 30 minutes a week.</p> <ul style="list-style-type: none"> - Targeted female only sessions - Promotion of Sport England's 'This Girl Can' campaigns
It has been identified that within Winchester, those with a limiting illness or disability are 4 times more likely to be inactive compared to those without a limiting illness.	<p>To widen the access to physical activity opportunities for people who are vulnerable, inactive or disabled:</p> <ul style="list-style-type: none"> - Buddy schemes/ Bring a friend - One to one lessons - Specific group sessions - Accessible transport links
It has been recognised that there is a much lower proportion of inactive people in higher social grades, compared to the whole population.	<p>To increase the amount of opportunities available to take part in physical activity within the workplace.</p> <ul style="list-style-type: none"> - Workplace challenges - Lunch time walks

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Funding Theme 2: Striving for Positive Change	
Priority	Outcomes
Sustainability, Environmental Quality and Green Technologies – The Climate Emergency	
Creative ways to reduce harmful emissions.	<p>Delivery of schemes that will demonstrably reduce the District's carbon footprint.</p> <p>Develop and adopt green travel plans to encourage healthy and sustainable travel options.</p> <p>Install and maintain green technologies, including energy generation, storage and distribution.</p> <p>Facilities and building management systems that reduce consumption and waste.</p>
Protect, manage, maintain and enhance the natural environment, wildlife and wild places and create opportunities for people to enjoy outdoor recreation, countryside and rural landscapes.	<p>Support for undertaking practical works which benefit SINC's or priority species.</p> <p>Support priority species as identified within the Winchester Biodiversity Action Plan.</p> <p>Support private landowners and community groups in undertaking works which benefit Sites of Importance for Nature Conservation and as a result working towards reversing the decline in biodiversity.</p>
Enjoying Winchester's rich and diverse environment.	Support for infrastructure, events, activities, training or engagement which encourage people to gain a greater understanding of their local wildlife and places.
Environmental enhancement.	Support for groups or individuals who wish to enhance the visual amenity/character/appearance of publically accessible places.
Enjoying Winchester's green spaces e.g. parks - getting active.	Supporting infrastructure, events, activities, training or engagement which encourages people to take part in active play.

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Creative and Innovative	
Priority	Outcomes
The arts are recognised as improving the sense of mental, psychological, social and physical wellbeing, and promoting social engagement. The more cultural activities participants attend, the better their self-rated health.	<p>Reach people across our district regardless of age, gender, social class and disability (public engagement), creating social cohesion.</p> <p>Develop ideas and innovation to reach new audiences and increase their participation.</p> <p>Reach people who have never taken part or experienced art and cultural events and projects.</p>
Digital technologies allow arts and cultural organisations to exploit their cultural assets and create more value.	<p>Use events and activities that incorporate innovative technologies to promote culture, increase access and participation to wider markets and audiences.</p> <p>Create links between culture and other elements of civic and business life.</p>
Winchester is a vibrant cultural centre and sees many day visitors, with many attractions, events, festivals, galleries, performances to draw people here.	<p>Increase the length of time visitors stay in the district.</p> <p>Develop campaigns and activities to attract new visitors / users / audiences.</p> <p>Introduce new, creative and novel content.</p> <p>Adapt to meet changing needs whilst maintaining quality. Create opportunities for collaboration between events.</p>
Winchester is a centre of learning for the arts with Winchester School of Arts and the University of Winchester.	<p>Create projects to inspire students and interns to develop their practice and develop untapped potential.</p>
Art-form development and value creation through support for a range of activities across the arts from theatre to digital art; prose to dance; music to literature and crafts.	<p>Bring high-profile artists and cultural producers into the area to inspire local creators.</p> <p>Take work beyond Winchester, nationally and internationally – build awareness of 'Made in Winchester'.</p> <p>Create opportunities for collaboration.</p> <p>Support for local artists to develop skills and confidence and enable growth from within the sector.</p>

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Digital Application, Services and Products	
Priority	Outcomes
Technology adopted and used by businesses, with staff skilled in digital applications, to gain customers, reduce costs and increase profit.	<p>Increase take up of technology / applications within businesses.</p> <p>Increase business efficiencies by developing / deploying online / digital solutions.</p> <p>Increase digital literacy of staff / suppliers / customers etc.</p>
Development of new approaches, services and products in response to changing public trends.	<p>Increase access to services by customers / suppliers etc. by the use of online / digital solutions.</p> <p>Provide training and support for residents /communities to access and benefit from new technologies, digital devices and online services.</p> <p>Utilise data more effectively to better engage with and support users / customers' needs.</p> <p>Use of data and analytics to plan and predict to enhance user / customer experience.</p>
Innovation and new business models that help Winchester become a 'smart District'.	<p>Develop / implement solutions, systems and infrastructure that connect residents and visitors in a more joined up way.</p> <p>Develop skills and training in digital specialisms.</p> <p>Create networks and collaborations.</p> <p>Digital enhanced services in rural areas.</p>

Winchester City Council Community Grants: Funding Themes and Priority Outcomes

Business Growth	
Priority	Outcomes
<p>Winchester has a high proportion of small businesses (97% employ less than 50). Winchester businesses are located roughly 50% in the town and 50% in the south, market towns and rural areas. However between 2010 and 2016 the share of businesses in the market towns and rural areas declined slightly.</p> <ul style="list-style-type: none"> • Support small businesses to grow and become more productive • Help local businesses to grow and stay in the district. 	<p>Develop / implement new business processes, services, products that improve business performance, generate incomes, new customers etc.</p> <p>Encourage entrepreneurship and develop management and leadership skills in owners / managers.</p> <p>Initiatives to promote small independent businesses in the city, market towns, and rural areas.</p>
<p>There are a number of important sectors in the Winchester economy in terms of size and potential: knowledge based businesses; creative industries; tourism and retail.</p> <ul style="list-style-type: none"> • Develop new business and employment opportunities across the District. 	<p>Projects that help the expansion of existing businesses resulting in the creation of new jobs.</p> <p>New processes and services that respond to changing needs, demands, markets etc.</p> <p>Greater links between schools, colleges, universities and businesses, creating an environment for knowledge exchange, innovation and collaboration.</p> <p>Build on existing clusters, or stimulate new ones and strengthen networks and partnerships.</p>