

## Open Grant programmes Q3 & Q4, 2016-17

### (a) Supporting Parishes and Communities

#### (i) Community Chest

The Community Chest was closed in Q2 (September 2016) and all but £623 of the £79,600 was allocated during the year.

**Status: Closed**

### (b) Voluntary Sector – Advice and other grants

#### (i) Service Support Grants

##### 1. General Welfare Advice and Specialist Advice

Funding is provided for the provision of free, independent, confidential and impartial advice to residents on their rights and responsibilities in the areas of debt, benefits, employment, housing, legal and relationship/family matters (General Welfare Advice); and for the provision of free, independent, confidential and impartial advice and advocacy to residents who are disabled; to carers and to families with disabled children (Specialist Advice).

Funding for the delivery of General Welfare Advice and Specialist Advice was allocated to four organisations as shown below:

		Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
Cambridge and District CAB	<i>General</i>	52,000	52,000	52,000	165,750
	<i>Specialist</i>	3,250	3,250	3,250	
North Herts CAB	<i>General</i>	16,800	16,800	16,800	53,550
	<i>Specialist</i>	1,050	1,050	1,050	
Suffolk West CAB	<i>General</i>	5,600	5,600	5,600	17,850
	<i>Specialist</i>	350	350	350	
Uttlesford CAB	<i>General</i>	5,600	5,600	5,600	17,850
	<i>Specialist</i>	350	350	350	
Totals		85,000	85,000	85,000	255,000

The four organisations funded for General Welfare Advice and Specialist Advice are all Citizens Advice Bureaux (CAB), and report jointly. Cambridge and District CAB compile the report on behalf of the four CAB.

Delivery of services during Q3 and Q4 has been broadly in line with expectations.

During Qs 3 and 4 1946 clients were seen and 5525 advice issues dealt with. This represents a slight increase compared to the first two quarters of the year, as can be seen in Table 1.

*Table 1*

	Q1 and Q2	Q3 and Q4	Total for 2016-17
Number of clients seen	1836	1946	3782
Number of advice issues dealt with	4725	5525	10250

Benefit appeal and representation work increased considerably relative to previous years. This work is particularly intensive with up to three days work required to support a client all the way to tribunal. A breakdown of client contacts in terms of the level of work undertaken can be seen in Table 2.

*Table 2*

Contacts	Q1 and Q2	Q3 and Q4	Total 2016-17
Information	1303	1547	2850
Advice	863	903	1766
Advice and limited action	234	239	473
Advice and referral	51	61	112
Generalist casework	133	124	257
Specialist casework	2194	2073	4567
Not recorded		578	578
Total	4725	5525	10250

A breakdown of the number of clients seen by each CAB can be seen in Table 3, with a breakdown of the issues discussed during appointments at each of the CABs shown in Table 4. Note both of these tables give figures for the 12 month period.

The vast majority of the work undertaken by North Herts, Suffolk West and Uttlesford is casework which is time consuming and often lengthy, reflecting the fact that the problems that people bring are much more complex than in the past and also frequently interlinked with other matters.

Table 3

CAB	Number of clients 2016-17
Cambridge and District	3199
North Herts	277
Suffolk West	123
Uttlesford	183
Total	3782

Table 4

Issues discussed during appointments	Cambridge	North Herts	Suffolk West	Uttlesford	Total
Benefits & tax credits	2494	187	62	179	2,922
Consumer goods & services	332	11	1	4	348
Debt	1931	49	59	36	2,075
Discrimination	106	0	1	0	107
Education	44	0	2	0	46
Employment	872	36	6	12	926
Financial services & capability	522	10	16	1	549
Health & community care	133	7	3	6	149
Housing	777	31	17	37	862
Immigration & asylum	174	6	1	2	183
Legal	483	20	10	7	520
Other	139	8	4	4	155
Relationships & family	828	35	9	42	914
Tax	74	2	1	2	79
Travel & transport	95	4	3	3	105
Utilities & communications	223	18	4	0	265
Total	9247	424	199	335	10,205

### Outreach

10,248 clients used the five touchscreens located in South Cambridgeshire (Cambourne Church, South Cambs Hall, Melbourn, Gamlingay and Sawston) and visited approximately 57,000 pages. A new website was launched in May 2016 and has been visited 15,309 times. 705 enquiries sent via email have been responded to and 2,420 enquiries to the Adviceline have been answered.

Outreach continues at Sawston two days a week (generalist and specialist Debt casework appointments), and at Girton once a week. A drop-in facility has been added to the once a week session at the District Council offices in Cambourne.

An outreach is starting at Longstanton GP practice in preparation for moving to the new community of Northstowe. There are plans to develop more outreach in Cambourne as it doubles in size and also in the new community planned for Waterbeach.

The twice monthly outreach at Melbourn Hub is well established and busier than ever. Due to high demand, an appointment system was set up which worked well for a while, but then appointments dropped and a higher demand for drop-in at the Royston office was noticed. From June 2017 the drop-in system will be reintroduced at Melbourn and the days will be extended if necessary to cope with demand (resources permitting). In recent months, there has been a decline in the number of clients to the Melbourn outreach service requiring debt advice with the majority of clients seeking advice for relationship issues and help applying for disability benefits.

An appointment system is in operation for the monthly Bassingbourn outreach at The Limes Community Centre. This service has less demand, so the system ensures that CAB only attend the centre on days where there is a need. The appointment system is efficient and CAB continues to see a few clients with diverse issues.

A pro bono breakfast event held in September with local solicitors resulted in the beginnings of a "support at court" scheme to be trialled in the family courts. This is intended to help to plug the gap caused by the demise of legal aid for family issues. Pro bono Family and employment advice appointments continue to be held at John Huntingdon Charity once and twice a month respectively and Uttlesford office run a pro-bono solicitor service once a week in Saffron Walden which is available to South Cambridgeshire residents.

### **Community training**

CAB are working with the Council to provide training and 1:1 support for Council staff starting with money management and energy switching. The first session was in June and it is hoped to follow up with other sessions on a regular basis.

The Uttlesford office is currently applying for funding to deliver regular workshops on lasting power of attorney.

### **Quality control**

A new Citizens Advice membership scheme has now been introduced which brings with it much more regular assessments of quality of advice (QAA) - every quarter instead of once every 3 years.

Under the rules of the Financial Conduct Authority licence CAB have been obliged to retrain advisers who trained pre 2014 in the money advice certificate. All advisers that needed to retrain have been trained.

**Promotion**

Articles have been regularly submitted to parish newsletters and to the Saffron Walden paper, which covers Duxford, Hinxton and Ickleton. Articles have been published on 'Mobile workers - are you being paid fairly?', 'Home to school transport', 'Switching advice', 'Keeping Warm', 'Accessing adult and further education' and 'Celebrating Volunteering'.

**Value for money**

The CABx state that the benefit to the district is disproportionate to the level of funding attributable to the district with South Cambs clients accounting for 31% of the total work of the CAB, and South Cambs District Council funding representing 8% of funding.

The improvement in the financial situation of clients as a result of interventions provided by the CAB can be seen in Table 5.

Table 5

Financial Outcome Category	No of Unique Clients	Number of Outcomes	Total amount recorded £
Debts written off	259	288	3,562,422
Income gain	1,153	1,923	4,317,195
Income loss	6	7	2,641
Re-imbursments, services, loans	108	170	65,771
Repayments rescheduled	129	182	126,791
Total	1,459	2,570	

**Monitoring by gender, age, ethnic origin and disability (figures are for 01 Apr 2016 – 31 Mar 2017)**

Table 6, Clients by gender

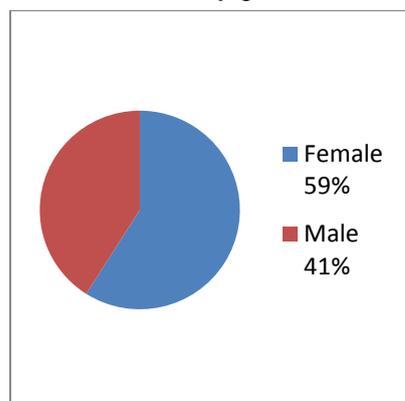


Table 7, Clients by age category

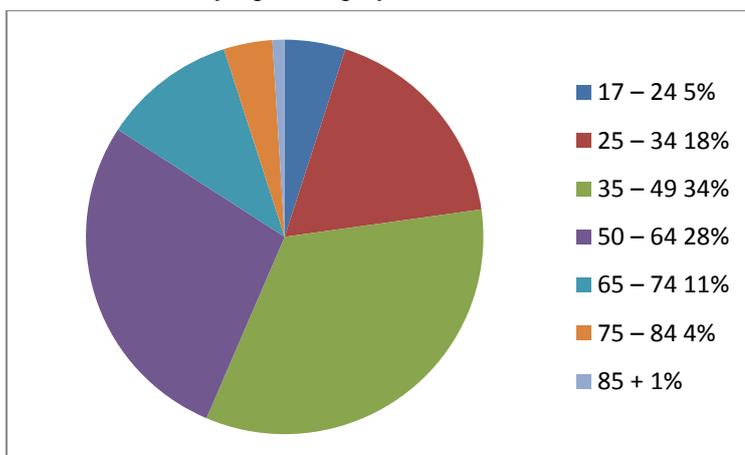


Table 8, Clients by ethnic origin

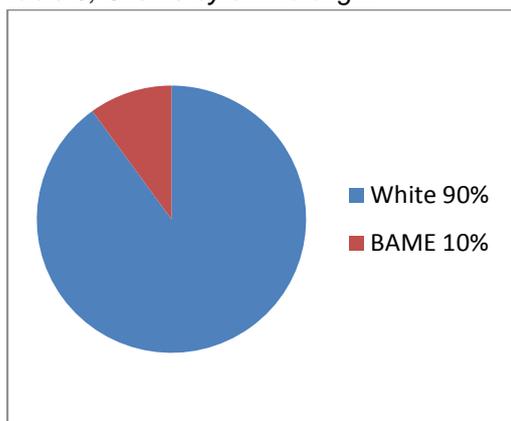
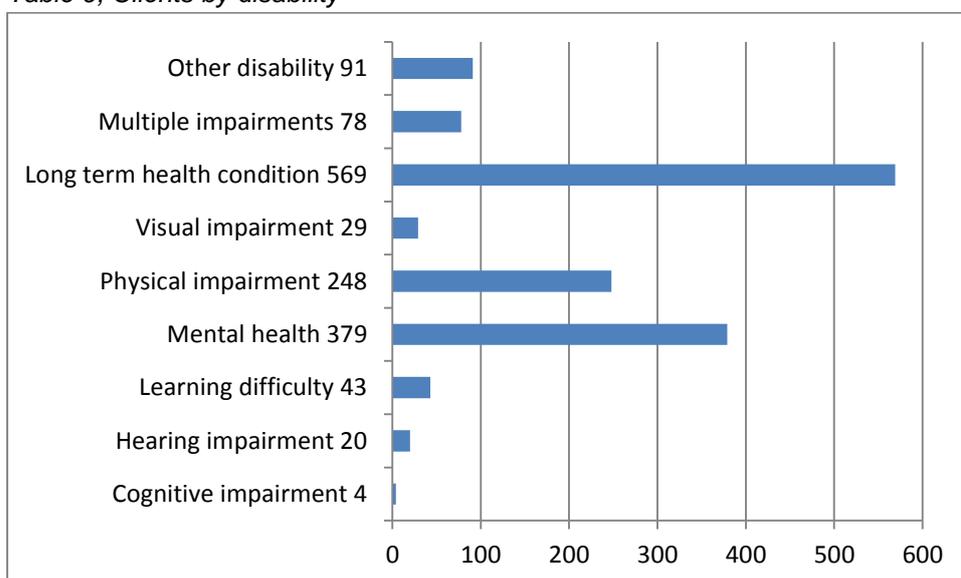


Table 9, Clients by disability



Case studies of the work of the CABx are included in Appendix 3.

**STATUS: ON TRACK**

**2. Community Transport**

Funding is provided for the delivery, development and promotion of Community Transport services within South Cambridgeshire and for South Cambridgeshire residents.

Funding for Community Transport services was allocated to three organisations as shown below:

Table 10

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
The Voluntary Network	3,835	3,835	3,835	11,505
Royston and District Community Transport (RDCT)	3,165	3,165	3,165	9,495

Care Network	8,000	8,000	8,000	24,000
Year totals	15,000	15,000	15,000	45,000

Delivery of services during Q3 and Q4 by the three organisations has been in line with expectations.

**The Voluntary Network**

The Newmarket based Voluntary Network deliver community transport services for residents in the southeast of South Cambridgeshire through the operation of Three Counties Transport (3CT), formerly Haverhill Community Transport. Services comprise:

- a community car service providing by volunteer drivers using their own cars and enabling door to door transport for medical journeys (usually hospital appointments).
- A Dial-a-Ride minibus service providing door to door transport for those who find it difficult to use public transport
- Minibus hire for groups including non profit organisations and residential homes

The number of South Cambridgeshire passenger journeys using services in each category is shown in Table below:

*Table 11*

	Q1 and Q2	Q3 and Q4	Total
Community Car	131	71	202
Dial a Ride	259	239	498
Group hire	282	316	598
Total	672	626	1,298

South Cambs parishes served include Balsham, Castle Camps, Hildersham, Horseheath, Linton, Shudy Camps and West Wrattling.

In the past year, three new drivers have been recruited, and four new groups and ten new individuals have started using 3CT services. Services have been publicised through letters to parish councils within the catchment area, events in Haverhill (Haverhill Fund Day and One Haverhill), posters and newspaper articles. A presentation was given to the Haverhill U3A.

**STATUS: ON TRACK**

**Royston and District Community Transport (RDCT)**

Royston based RDCT deliver community transport services for residents in 57 South Cambridgeshire parishes, mainly those in the southwest, through the operation of a community car service, minibus and a wheelchair accessible multi-purpose vehicle (MPV).

The number of South Cambridgeshire passenger journeys using services in each category is shown in Table below:

Table 12

	Q1 and Q2	Q3 and Q4	Total
Passenger journeys	2,448	2,793	5,241
Health related journeys	<i>(not reported)</i>	1,367	
Regular users	<i>(not reported)</i>	370	

Nine presentations were given in the Q3 and Q4 period to promote the service.

### **STATUS: ON TRACK**

#### **Care Network**

Care Network provide support to the existing twenty-nine community car schemes across South Cambridgeshire, and help establish new schemes.

In Q3 and Q4, Care Network delivered training sessions to the Heron Social Car Scheme (comprising schemes in Bassingbourn, Guilden Morden, Litlington, Orwell and Steeple Morden); the Beaches Community Car Scheme (Waterbeach, Horningsea, Landbeach and Milton); and the Caldecote, Dry Drayton and Hardwick Community Car Scheme.

Care Network have also worked closely with a number of schemes including Bar Hill, supporting it to grow to cover Lolworth; Cottenham, developing resilience; and parishes in the southeast to expand the reach of the Balsham Helping Hands scheme, recruit new drivers and develop a social group in Weston Colville.

Work to develop software for use by car schemes has taken a different tack to that anticipated. A pilot of software developed for Care Network showed the software to be not user-friendly, and costly. However, a volunteer driver with IT experience has developed a more user-friendly version of the software on a cheaper platform. Care Network is considering seeking funding to pilot this alternative.

### **STATUS: ON TRACK**

### **3. Independent Living**

Funding is provided under this theme for the delivery of services that allow residents to maintain their independence; reduce rural isolation; tackle loneliness, depression and isolation; and offer support to carers.

Funding for the delivery of services to support independent living was allocated to four organisations as shown below:

Table 13

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
Arts and Minds	2,500	2,500	2,500	7,500
Care Network	6,500	6,500	6,500	18,500
Cambs Older People's	4,000	4,000	4,000	12,000

Enterprise (COPE)				
Disability Information Service Hunts (DISH)	3,000	3,000	3,000	9,000
Totals	16,000	16,000	16,000	48,000

Delivery of services during Q3 and Q4 by the three organisations has been in line with expectations.

**Arts and Minds**

Arts and Minds provide therapeutic arts interventions for adults and young people experiencing depression and anxiety.

In Q3 and Q4, Arts and Minds ran two series of Arts on Prescription in Cambridge attended by five residents from South Cambridgeshire bringing the total number of South Cambs residents attending Arts on Prescription during the year to the agreed target of 21.

Arts and Minds also ran a second pilot series of Arts on Prescription for young people at Cambourne Village College attended by twelve young people, all of whom were resident in South Cambs. Following the success of the two pilots, Cambridgeshire County Council have provided funding for ten further series, including at least one in South Cambridgeshire, which started in April 2017.

**STATUS: ON TRACK**

**Care Network**

Care Network support older and vulnerable adults to stay independent and live fuller lives, by establishing, developing and supporting community and voluntary groups.

Care Network currently support twenty three social groups and schemes, from singing groups to Good Neighbour Schemes. They promote groups in publications such as the South Cambs magazine, Fen Edge news and parish newsletters.

Annual targets for supporting communities to set up four new groups; for providing one-to-one support for a good neighbour scheme, and for encouraging an intergenerational project were met in Q1 and Q2. Care Network have also worked in Histon and Impington to develop a second intergenerational project, providing a series of ten training sessions for young people on working with older people in their community. This project is continuing with a number of spin off activities including collaborative writing of 'This is Me' books with older people. Care Network are evaluating the project and planning how the approach might be used in other parishes.

A case study of the work of Care Network is included in Appendix 3.

**STATUS: ON TRACK**

**Cambridgeshire Older People's Enterprise (COPE)**

COPE promotes the interests of people aged 50 or over, through signposting, consultation, co-ordinating and advocacy, with the aim to reduce social exclusion, challenge ageism, promote active ageing, reduce isolation and demonstrate what older people can do.

The organisation is run entirely by unpaid volunteers. Membership is free of charge; new people have joined each month, allowing the total to be roughly maintained at over 2,800. A 20 page newsletter has continued to be produced every two months and distributed to the membership. COPE continues to hold lunches and talks including a Valentine's lunch and an Older People's Day lunch at Cambridge Regional College. The committee has organised outings including a boat trip on the Trent at Nottingham and a Christmas outing to Wicksteed Park.

**STATUS: ON TRACK**

**Disability Information Service Huntingdonshire (DISH)**

DISH provides advice, information and advocacy services to people with disabilities, carers and families with disabled children in South Cambridgeshire. The organisation undertakes home visits in order to complete assessments and applications, holds office based interviews and provides over the phone advice. It prepares appeals and provides representation for clients.

Outcomes in Q3 and Q4 are shown in Table 14.

Table 14

	Q1 and Q2	Q3 and Q4	Year
Home Visits	12	16	28
Face to face advice at DISH office	182 visits (32 clients)	65 visits (25 clients)	247
Phone and signposting	107 contacts (30 clients)	124 contacts (38 clients)	231
Support of appeals	3	3	6
Database entries	308	254	562
Benefit payments accessed as a result of DISH £	16,002.70	£39,425.50	£55,428.20

DISH report that their funding situation is increasingly difficult. Demand for their services has increased as a result of reduced capacity of Papworth Trust to provide welfare advice on home visits. The work undertaken by DISH is time-consuming, with form completion requiring as much as four hours of staff time, especially where clients are elderly and/or have memory or learning difficulties.

**STATUS: ON TRACK**

**4. Support for Parishes and Communities**

Funding is provided under this theme for organisations providing services and support to local community groups and charitable bodies providing services for South Cambridgeshire residents, including

- The provision of services and support to enable effective, sustainable and legal operation in the provision of services and activities including practical assistance and support for fundraising and training
- General support on governance, management and employment matters
- Representation of the voluntary sector at a strategic level, facilitating third sector involvement in shaping the delivery of public services

- The facilitation of consultation and communication, including providing an effective liaison function between the District Council and the voluntary, community, charitable and social enterprise sector in South Cambridgeshire and assisting in capacity building of the voluntary sector.

All funding under this theme was allocated to Cambridge Council for Voluntary Service (CCVS).

*Table 15*

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
CCVS	10,000	10,000	10,000	30,000

In Q3 and Q4 CCVS has continued to meet targets, delivering 103 support sessions (Face to face, email or phone support); and an additional 59 Finance and Fundraising sessions to organisations working in South Cambridgeshire. Following lack of take-up for an outreach surgery planned for Gamlingay in September, a new format has been developed with a successful Surgery, training and funding event held in Histon in March with over 20 attendees. Sessions on Safeguarding Children & Young People, and Duties of Trustees have been held.

CCVS has continued to represent the voluntary sector, attending Crime & Disorder Reduction Partnership meetings and Local Health Partnership meetings. CCVS has also attended District Council patch meetings on working with young people (November) and working with the elderly (March).

CCVS has continued to share knowledge and experience within the voluntary sector, sending out regular newsletters and bulletins and maintaining website and social media.

**STATUS: ON TRACK**

**5. Fit to Learn**

Funding is provided under this theme to support the delivery of services that help pre-school children develop strength; co-ordination; language and communication skills; and good mental health.

Funding under this theme was allocated to two organisations as shown in Table 16.

*Table 16*

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
Cambourne Church	4,000	4,000	4,000	12,000
Home Start Royston & South Cambs	4,000	4,000	4,000	12,000
Total	8,000	8,000	8,000	24,000

**Cambourne Church**

The Cambourne Church project is a collaboration with the Bassingbourn-Melbourn-Cambourne Children Centres Group to deliver a 'Ready Steady Go' school readiness programme to children identified as most in need of the intervention. Eight children

from Cambourne and ten children from the Melbourn area have been identified, all of whom score within the 20% lowest scoring rank on the Early Years Foundation Stage profile.

Sessions have been held as planned with the children and their parents during the October half term, the Christmas holiday and the Easter holiday and meetings have been held with parents on an individual basis during term times.

### **STATUS: ON TRACK**

#### **Home Start Royston and South Cambridgeshire**

Home-Start Royston & South Cambridgeshire provide support to families in crisis or under stress. They have been funded to roll out the Big Hopes Big Future school readiness programme to ten families in South Cambridgeshire.

A volunteer training event took place on 9 November where 8 new volunteers were trained to deliver the programme. Contact has been made with schools and with health visitors to inform them of the programme and encourage referrals.

Eight referrals have been received for the project, including six from health visitors. One of these referrals decided not to engage with the service; the other seven were matched with volunteers for weekly home visiting support. One family dropped out at an early stage, meaning six families have received ongoing weekly home visiting support.

All volunteers receive six weekly supervision sessions with the co-ordinator to support the volunteers and allow interventions to be planned in the most effective way for each family. For each of the families a review visit has been completed where the co-ordinator together with the family assess needs and adjust support accordingly.

Outcomes from families include:

- Parents better able to feel involved in and understand their child's development
- Parents better able to manage their children's behaviour
- Children feeling more secure with consistent boundaries and routines
- Improved relationships between parents and children
- Children improved self-confidence and able to move away from parent including joining preschool settings
- Improved parental mental health including self-esteem and confidence
- Parents with improved ability to manage household including implementing routines
- Parents feeling more able to access services outside the home including preschools, playgroups and parks

### **STATUS: ON TRACK**

## **6. Homelessness Prevention**

Funding is provided under this theme for work to prevent homelessness.

Funding under this theme has been allocated to three organisations as shown in Table 17 below:

*Table 17*

	Year 1 (£)	Year 2 (£)	Year 3 (£)	Total (£)
Cambridge Cyrenians	1,712	1,712	1,712	5136
Cambridge Re-Use (formerly SOFA)	1,471	1,471	1,471	4413
Cambridge Women's Aid	7,528	7,528	7,528	22,584
<b>Total</b>	<b>10,711</b>	<b>10,711</b>	<b>10,711</b>	<b>32,133</b>

### **Cambridge Cyrenians**

The grant from the District Council is contributing to the maintenance and upgrade of computers & IT support provided to service users. Cyrenians provides a PC and internet access for residents in each of their 11 properties. The ability to access the internet is becoming increasingly important, not just for bidding on Home-Link, but because most residents are job hunting on-line as the expectations of the DWP are increasing.

Looking ahead, Cambridge Cyrenians is looking to open another three move-on houses in the 2017/18 financial year and are in discussions with a local landlord about taking on several properties which will provide a solution for residents who need a lower, less intensive level of support.

In the six months to 31<sup>st</sup> March Cambridge Cyrenians accommodated a further five new residents with a connection to South Cambridgeshire which equates to a total for 13 residents during the 2016/17 financial year. This is comparable to the number of residents supported in previous years.

### **STATUS: ON TRACK**

### **Cambridge Re-Use**

Cambridge Re-Use provides low cost household goods to low income families in Cambridge and South Cambridgeshire. Cambridge Re-Use continue to put the grant funding towards the cost of running a furniture van which is used both for collecting donations of household goods and for delivering purchases to customers' homes. During April 2016 – March 2017 a total of 204 people living in the SCDC area accessed the service. Despite a small reduction in numbers during 2015/16, the take up of the service within South Cambridgeshire is now returning to previous levels in which 100+ South Cambridgeshire residents were supported on a six monthly basis.

### **STATUS: ON TRACK**

### **Cambridge Women's Aid's (CWA)**

CWA offers a free and confidential service based in the community to support those affected by domestic abuse, either directly or by supporting those who know them or work with them. Users of the service are offered a range of flexible support options.

During 16/17 there were 118 South Cambridgeshire residents who received support from the service.

CWA also allowed South Cambridgeshire District Council Housing Officers (and other local professionals) to find and access refuge space quickly as well as providing specialist advice and support.

**STATUS: ON TRACK**

### **(c) Housing and Independent Living**

#### **(i) Mortgage Advice (Homelessness prevention)**

Funding of £8,250 per annum is provided for specific money advice to prevent homelessness.

This funding has been allocated to Cambridge and District CAB to deliver a weekly advice session at South Cambridgeshire Hall. Reporting of this has been combined with the report from Cambridge and District CAB on Service Support Fund grant aided activity.

**STATUS: ON TRACK**

#### **(ii) Mobile Warden Scheme**

Funding of £19,250 has been provided to support mobile warden schemes in 2016/17. Details were reported to the Portfolio Holder meeting on 17 January 2017.

### **(d) Planning and Economic Development**

#### **(i) Farmland Museum**

Funding of £8,500 is given to support this heritage resource for the benefit of residents as well as further afield for education, recreation and relaxation. The aim is to ensure the museum is as accessible to as many people as possible and to keep costs to visitors affordable.

The museum has recently been successful in securing a number of small grants for specific projects, but the site needs significant investment in its infrastructure (access, car parking, toilets and improved shop/café) to enable significant increase in visitors and income generation to move towards self sufficiency.

Stronger working relationships are being built with English Heritage( EH), with whom they share a site, and a revised service level agreement is currently being negotiated which will have positive impact on staffing and a simplified entrance fee arrangement in which EH will reimburse the Museum for each EH member who visits.

Discussions are also underway with Urban and Civic, one of the promoters of the Waterbeach New Town. There are real opportunities for helping new

residents understand more about the place where they will be living and how it came to be as it will be when they arrive. The site will also provide opportunities for community engagement through volunteering, as well as recreation.

A Masterplan is being developed with these parties and others to develop a looking ahead to the next 20 years looking at the sites, its facilities, and refresh the collections and the way they are displayed. Assisted with a grant by SHARE Museums East the museum is looking to learn from the experience of other museums which have engaged with developers and planners where there are large new developments nearby.

### Visitors

Visitor numbers have increased during the first four months of this year's season:

Table 19

	2016	2017
April	865	1399
May	1401	1270
June	881	1021
July	1392	1432
Total	4539	5122

Reduced rate local resident season tickets are popular with families and are now available for residents of Waterbeach, Landbeach, Histon, Impington, Cottenham, Rampton and Horningsea. 49 Local Resident season tickets have been sold so far this year and 17 new non-resident season tickets have also been issued.

In addition a number of local groups have visited the museum, this included:

- Cottenham Brownies
  - ABC Language Students
  - Romsey Mill pre school Play group
  - Cambridge Melchior College
  - Broughing Local History Society
  - Lode WI
  - Landbeach Baptist Group
  - Oakwood History Society
  - Haddenham Art Club
  - The Old Scouts Association
  - Elitsley History Society
- 21 Brownies
  - 56 students and 6 adults
  - 36 children plus parents/carers
  - 49 students and 5 adults

Unfortunately there has been a significant drop in the number of schools wanting to visit. This trend was apparent in 2016 and continued into 2017. Contributory reasons appear to be due to the cost of coach hire and cuts in school budgets and the loss of the Museum Education Officer. The museum is looking to address this through a new grant funded post ( It has sought HLF funding for a part-time community engagement officer).

### **Promotion and Events**

Special Events and activities this year so far have included

- Easter Fun at Denny
- May Day Birthday Fair to celebrate 20 years of the museum on the site.
- Late May Bank holiday 40's at Denny event,
- Fathers' Day
- A 'Steam Punk' event in collaboration with the Museum of Technology
- Farm and Country Fair
- Family Archaeology Day
- Family Activity Days (twice week during the school holidays)

Still to come include:

- Medieval re-enactors over the August Bank holiday weekend,
- Heritage Open Day 10th September
- Pumpkins and Spooks at the end of October

Social networking has becoming an increasing part of the museum's advertising and makes use of Facebook, Twitter and Instagram as well as the website. The coverage given to the Museum in the last edition of the South Cambridgeshire District Council's magazine has been a valuable as it went to almost all households in the District. It may well be a significant factor in the good numbers for June and July after the magazine was distributed.

### **Feedback**

The museum continues to get very positive feedback from visitors. The provision for families with young children is one of our unique selling points. The site is safe and there are plenty of simple activities relevant to the museum's mission and vision around the site which children can engage with and also plenty of space to run and play freely. Many families spend several hours on the site. There are special guides suitable for younger visitors.

### **Volunteers**

The Wednesday volunteer group has been augmented during the summer holidays by two Y11 students who are awaiting their GCSE results before going on to further studies in September.

A small team from the Headway Charity has taken over the allotment and also the cottage garden and come for a day each week. (Headway is based in Fulbourn and provides specialist services to people with an acquired brain

injury and other neurological conditions and their families and carers. They help people to achieve their full potential by involving them in projects to give them confidence and fulfilment as part of their rehabilitation).

There have also been visits by three teams of corporate volunteers from local businesses based in the District who sent teams to work on site one or two days on specific projects. This year so far teams from Amey, the SE Growth Delivery Team and the MRC Cognition and Brain Sciences Unit have all spent one or two days on site. There have been a number of other requests from businesses who use the volunteering as a team building exercise or as part of their community commitment and corporate responsibility plan and there are few charities with the space able to offer this locally as we do.

A Volunteer Recruitment Officer was appointed by SHARE Museums East with HLF funding to recruit volunteers and trustees across the region. The Volunteer Recruitment Officer has also arranged training sessions and workshops for our volunteers and volunteers from other museums (including manual handling, Health and Safety, and collections management and disposal).

### **Branding and marketing**

The museum has also been awarded a grant by the Frank Litchfield Trust of £3,500 to help with a branding and marketing strategy. The aim of this project is to establish a clear and focussed vision for Denny Abbey Farmland Museum, and to provide a framework to ensure that it is delivered effectively across all our channels of communication

### **Business Development and Support**

A management and organisational review was carried early in 2017 with using a grant from SHARE Museums East, to look at the way the museum operates, is managed, and its financial situation.

In May the museum joined a programme called *Prosper* which gives business support to organisations in the Arts, Culture and Heritage Sector. Of 260 applicants, the Farmland Museum was one of the 70 who were successful and is one of only two museums in the South Eastern region. This gives the museum 12 'credits' to be used over the next 9 months for a programme of seminars, webinars and direct contact with a nominated experienced business consultant to work with the trustees to create a strong Business Plan for next year.

## **(ii) Wildlife Enhancement**

Discretionary awards and necessary purchases for council-led projects have been made from this fund to the following projects in Q3 and Q4:

*Table 18*

<b>Date</b>	<b>Item</b>	<b>Amount (£)</b>
23 March 2017	Floating Pennywort workshop	400
27 March 2017	Wildlife Enhancement Scheme Bar Hill	4,000
27 March 2017	Desilting of Hoffer Brook, Wildlife Trust	720
31 March 2017	SCDC County Wildlife sites surveys 2016	2,500
<b>TOTAL</b>		<b>7,620</b>

### **(e) Young People**

#### **(i) Young people's partnership**

£10,000 was allocated to the Children & Young People's Area Partnership in 2016/17 to support the delivery of SCDC children, young people and families' priorities.

#### **(ii) Elite Athletes grant**

This fund was fully allocated during Q2. Details were reported to the Portfolio Holder meeting on 17 January 2017.