

Project Brief

Access Selby
A new approach to public service

SELBY
DISTRICT COUNCIL
Working together and prospering

The Project Brief is the **first** thing to do. It should be completed before **any** activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.

Project Name	Central CEF: Disability Positivity
Project Manager	Joanne Scott
Document Author (if different from Project Manager)	Joanne Scott and Emily Havercroft
Organisation Name	Selby District Disability Forum

Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

Selby District Disability Forum (SDDF) was set up to identify issues in day to day life that affect people with disabilities, such as physical access to local provisions, shops and services, transport issues, exclusion from the wider community, and barriers to taking up opportunities and using services.

This project will enable us to deliver awareness raising sessions and events, in the Central CEF area, about what life is really like for people living with disabilities or long-term health conditions. Supporting the community to become more aware, accessible and inclusive.

This project will allow us to:

- Educate young people, business owners, organisations and the wider community, in disability awareness
- Make Selby more accessible and inclusive as a town
- Provide an opportunity for those with disabilities to be at the forefront of a local disability awareness campaign
- Have a meaningful presence at local events, to ensure residents living with disabilities are not only able to access these events, but be a part of them
- Tell service providers about what's not working for those with disabilities and help them to understand how to make things better.
- Work with the Central CEF, to tackle issues and have productive conversations with local decision makers and community leaders, who want to improve the local area in an informed way.
- Expanding this reach wherever possible to the North Yorkshire Disability forum, so that these voices and experiences can be utilised on a county-wide basis.

Last year we ran a unique survey across the whole of Selby district; a major consultation with residents, working in partnership with Selby District AVS. This has enabled us to capture a detailed picture of service needs among people with disabilities, those supporting individuals with disabilities, or those who feel it is important to address these needs. The results of this survey will kick start this project, giving us a wealth of information and insight.

Over 400 people to date have completed the survey and it continues to remain live. We have interrogated the findings of this survey, specifically focusing on the Central CEF area residents, to enable us to draw on incredibly valuable feedback.

Certain areas of the survey results have already helped us to identify that change needs to happen and shows that currently local provision or attitudes are just not good enough. This project will tackle those issues head on, in an inclusive, positive and proactive way.

Of those living in the Central CEF who completed the survey 70% said they were either positive or very positive about where they live. However, 71% said that their disability makes them feel anxious or nervous, with 61% saying that they lack in confidence because of their disability. We were really disappointed to find that 40% said they feel different from others.

Sadly 22% said that they had experienced bullying or harassment because of their disability, with 19% experiencing hate crime for the same reason. This is just not good enough. We must tackle these issues, and work with local people to educate attitudes, facilities, and access, to improve the lives of those living with disabilities in our district. This project is designed to meet this need head on, benefitting not only those with disabilities, but our community as a whole.

Details of the Project

Please list the details of your project

Central CEF: Disability Positivity

This project has three main aims. These are to promote disability awareness through:

- Educational sessions at Central CEF area Schools, Colleges and Youth Groups
- Our Mystery Shopping Central CEF area project with shops, businesses and organisations
- A presence at Central CEF area wider community events

Educational sessions at Central CEF area Schools, Colleges and Youth Groups

Last year we carried out a small pilot project, providing educational disability awareness sessions at local schools throughout the district. These have been a real success, with some fantastic feedback from both staff and students.

When asked “Why are these visits important?” the students told us;

“The visit was very helpful and supportive to so many people” (Year 5 student)

“It improves our awareness and the visit has helped our learning for this term!” (Year 6 student)

“I have learnt a lot. Like disability doesn’t always mean being in a wheelchair” (Year 2 student)

“They helped us, we learned a lot from them. I don’t think they know how amazing it was” (Year 5 student)

“Thank you for coming in and teaching us about disabilities. Disabilities can be seen and can’t be seen” (Year 2 student)

We have had requests from a number of Central CEF based schools and youth groups to provide sessions raising awareness of disability, including both living with a disability and caring for someone with a disability. By delivering fun and informative awareness sessions, with interactive activities throughout, we give young people the opportunity to experience the difficulties faced and to understand how to be more inclusive and accepting.

We know first-hand what a difference our sessions make to young people. In one session we had an admission from a student that they have a disability, and that they had been bullied because of this. Another student spoke out about their disability, to the rest of the class for the very first time, resulting in questions being asked and further conversation around disability.

Some of the topics covered in the awareness sessions include:

- Models of disability
- Visible and hidden disabilities
- Stereotypes of disabled people
- Celebrities who have disabilities
- Daily living challenges

Our Mystery Shopping Central CEF area project with shops, businesses and organisations

Last year we carried out the first phase of our 'Mystery Shopping project'. A group of volunteers, living with various disabilities, reviewed a number of local shops based on accessibility, attitude and general convenience for those using them, who may have disabilities. We then awarded 11 shops with a window sticker, to identify that they were seen as accessible by those living with disabilities.

Since then, we have written a 'Top Tips Guide for Businesses', so that we can offer simple practical advice to businesses on how to become more accessible. We have also established a disability awareness programme of sessions, which businesses can pay to come along to, or be run instore.

Our volunteers are now ready to take on the next stage of the mystery shopping project, looking for another round of shops to award a commendation to. However, we also need to be following up on those shops not meeting requirements, to try and help them to become more accessible for all. This Disability Positivity project would allow us to do that.

This funding will enable us to continue into the second phase of the Mystery Shopping project. We need to be able to coordinate this project and provide the support for our volunteers, needed to take this into the next phase.

A presence at Central CEF area wider community events

As part of the project we would also have a physical presence at local community events, where we will have practical and interactive activities for people to take part in. This will continue to raise awareness of the daily struggles faced by those living with disabilities, and challenge the local community to become more inclusive.

We have allowed for six major events over the coming year, to include opportunities as part of the Selby 950 celebrations, as well as regular Selby events such as, Selby Fun Day.

Our members will be at the heart of all activities throughout this project. Being driven by them, we hope to show the wider community that although some people do have disabilities, this does not mean that they are unable to participate in all areas of society. Being a part of community events, providing insight and in turn solutions, to create a more inclusive and accessible Selby, will directly influence local change and acceptance.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

Community Safety

This project will raise awareness of Disability Hate Crime, by telling people what hate crime is and how it can be reported. To do this we will work closely with the local police to ensure that everyone has the information required to enable them to report hate crime in the most comfortable way for them.

Our project lead is now a named Equality Champion, working alongside the police. The project will highlight the importance of recognising and reporting hate crime. This will ensure more accurate data can be recorded, and used more effectively by the local police force, allowing them to deal with incidents effectively.

Within our district-wide disability survey we found that within the Central CEF area 22% of people have experienced bullying, harassment or attack because they have a disability. When asked if they had been a victim of a hate crime, as result of their disability, 19% of people answered yes. However, the number of reported hate crimes in Selby is relatively low, and we know from talking to disabled people in our area, that most go unreported.

This project will help to educate people and hopefully increase the number of hate crimes being reported and therefore dealt with appropriately. We will also raise awareness of disability through our three-pronged approach – providing educational sessions, service intervention and community event presence. All areas of the project will challenge stereotypes and educate tolerance.

Health and Wellbeing

This project will raise the communities awareness of disability as a whole, and help them to realise that not all disabilities are seen, therefore giving people the understanding that just because someone looks fit and healthy there may be other problems that are hidden, such as mental health issues.

This will be done with both awareness sessions within local schools, colleges and youth groups, and also at local events using information and activities, highlighting issues faced by disabled people. Our survey showed us that within the Central CEF Area those who identified as having a disability said that 79% had an unseen or hidden disability.

The survey also highlighted that 71% feel nervous/anxious, 38% feel isolated and excluded and 21% are worried that other people won't respond politely to them, due to their disability. These are extremely worrying statistics and issues which must be addressed.

25% people want more volunteering opportunities within the Central CEF area, with 49% saying that loneliness and isolation needs to be addressed. This project will directly support this, by offering people living with disabilities the chance to volunteer in various ways throughout this project. In turn, this will help with their emotional wellbeing, giving them a purpose, confidence and the opportunity to make a real difference.

Promoting the Economy

Nearly 1 in 5 people in the UK is a disabled person. That's more than likely a large percentage of the target market within Selby town, so ensuring that suitable facilities and services are provided for disabled people is something that won't just benefit them, but the local economy too.

The potential spending power of disabled people is referred to as the 'Purple Pound'. There are 13.9 million disabled people in the UK, which all adds up to an awful lot of spending power. This is considered to be the largest untapped consumer market, with a potential estimated worth of £212 billion in the UK alone.

Our Mystery Shopping project will directly influence this potential and help local people and businesses to provide more accessible services within Selby. We recently worked closely with SDC to ensure that the Tour De Yorkshire event was be accessible for all when it came through Selby. Providing an accessible viewing area and disabled car parking. The Disability Positivity project will allow us to provide a similar presence and support at other local community events, ensuring that they can be accessed by all members of the community.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Being able to offer this service to schools, colleges and other youth groups free of charge would be a huge benefit to the local community. During the pilot, the feedback from the local schools has been overwhelming and extremely positive, with schools asking for further sessions with other classes. Unfortunately, we also know that schools have very tight budgets, and therefore would struggle to pay for this service. However, we would like to use this project as an opportunity to establish the awareness training further, in order to look at sustainable funding and possible charging options, for making it an ongoing service.

With this year being a big year for Selby, celebrating 950 years of the Abbey, we would love for SDDF to be at the heart of this. In turn, enabling those living with disabilities in our community, to feel involved, respected and included. Having a presence at local events will enable us to reach more people and raise the general public's awareness of both disability and the Central CEF to a wider audience.

All three phases of our project, including the mystery shopping element, will come together to provide a multi-layered approach, reaching residents of all ages, genders and backgrounds. We will promote the work of the CEF in everything that we do, and use this project as a platform for change and education. Offering ongoing benefits to those in our community way beyond the life of the project.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

To start with we would use some time to put together interactive session and event plans, that can be easily adapted to suit all ages, environments and community events. Building on what has been previously used in the school pilot, and community events we have attended in the past, we will look to make these all the more interactive and accessible to all. This would include input from the project coordinator and a team of volunteers, all of which have at least one disability. This stage would also include starting to research barriers faced by people with disabilities and building this into the session/activity plan.

Next we would look at planning and preparing for sessions and events, including promotion of the project and bookings. This would also include time to write up feedback and make any improvements needed to maximise future activities and community events. Time would also be used to look at recruiting further volunteers to be involved with the project.

Staff time to deliver each school/youth group session would be 3hours, this would include delivering the session, travel time, setting up/clearing away, and feedback. Time would also be taken supporting the volunteers in any way they need to enable them to participate fully, as they are a vital part of the project.

Staff time for events would be up to 6 hours (depending on each event), this would include travel time, setting up/clearing away, and also time doing the activities/giving out information, speaking to the general public about disability. Time would also be taken to supporting volunteers at events, recruiting new volunteers and planning.

Our mystery shopping project will include regular volunteer support meetings, to facilitate and coordinate the mystery shoppers in moving the project forward. Coordination of shop reviews, feedback and reporting, followed by award presentation will also be included. We would look to promote this, and all elements of the project, as much as we can through; social media, the press, online forums and various networks we are already members of,

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

We plan to carry out the project over 1 year, initially with time spent planning and preparing sessions and looking at local events to be involved in.

We would commence school sessions by the end of October 2019, although we are of course able to be flexible on this, starting sessions earlier/later as required, depending on the funding.

We would deliver 10 school/youth group sessions in a year.

We would also attend 6 events across the year. Having activities at local events allows us to keep raising awareness of disability and the Central CEF all year round.

Our Mystery Shopping will meet monthly and provide reports and further reviews on at least 30 shops across the year.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

- **Costs –**

School/Youth Group Sessions

- Expenses associated with each session: travel, equipment, handouts
£40 per session x10 = £400
£400

Events

- Expenses associated with events: travel, equipment, promotion, etc:
£50 per session x6 = £300
£300

Mystery Shopping

- Expenses associated with project: Printing, Window stickers and room hire for meetings = £220
£220

Total Costs: £920

- **People –**

School/Youth Group Sessions

- Time to develop interactive sessions/ research barriers:
10hrs @ £15 = £150
- Time to plan sessions:
2hrs @ £15 = £30 per session x10 = £300
- Delivery of sessions:
3hrs @ £15 = £45 per session x10 = £450
£900

Events

- Time for planning/preparation:
5hrs @ £15 = £75 per event x6 = £450
- Time at events, including setting up, tidying away, supporting volunteers:
6hrs @ £15 = £90 per event x6 = £540
£990

Mystery Shopping

- Monthly meetings £15 x 2 hours x12 = £360
- Time coordinating the project £15 x 7 hours x 12 = £1,260
£1,620

Total for People: £3,510

Total for the project £4,430 (amount requested from the CEF)

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

If we are successful with this bid, once this project is underway, we would then look at future sustainable sources of funding to develop this work further and carry this forward. We currently have no other quotes or offers for the funding of this project.

Stronger communities are very interested in what we are achieving as an organisation, especially with the incredible success we have seen in the past few years. With the implementation of this much needed project in the Selby area, we hope this will lead us to being able to apply for a bigger funded programme to carry us forward further.

Our long-term plans would use this project to inform and support taking our organisation further forward, ensuring that we continue to make our community accessible for all.

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

One risk we have considered is ensuring bookings in schools and youth groups. However, our pilot has given us the opportunity to make contact with all local schools, ensuring that this service is needed and required, before making this application. Therefore, we have already identified and made links with schools and youth groups, for sessions wanted and needed locally.

Having already carried out our first phase of the mystery shopping project, we have in place a project structure, group of volunteers and plan for taking this forward. We will use this experience to reach many more shops and businesses, through this funding, knowing that this will both work as a project, and have a lasting and positive impact locally.

The issues all three elements of this project will tackle, are those of Disability Awareness for the whole community. Disability issues tackled will include hate crime, language and stereotypes, visible and invisible disabilities, barriers and access for all people with disabilities. This project will promote equality and inclusivity for all throughout.

The project will directly tackle issues which have been highlighted through our recent disability survey. Providing opportunities to make the local community more accessible and inclusive. It will also place those with disabilities at the heart of its structure, empowering them to be the solution finders and educators.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

The success of this project is not dependant on any other project or funding. It is dependant on the commitment of volunteers, and also on schools/youth groups making bookings. However, from our pilot projects we already have small teams of committed volunteers, who are happy to continue supporting the project, and are keen to have more people involved. We also know that all elements of this project are wanted and needed. Local schools are keen to have sessions delivered, recent events have shown us that we must have a presence, and local shops and businesses are looking for support in making service more accessible, and in turn profitable.

This project is about raising awareness of what life is really like for people living with disabilities and/or long-term health conditions. It will break down barriers and stereotypes faced by people with disabilities, empowering people living with disabilities to be involved in projects and influence change, building their confidence and self-esteem.

Our project will support the work of the CEF by meeting many of its priorities, creating genuine opportunity for community engagement, whilst providing a multi-layered delivery of disability positivity throughout the area.