



Report to:	<i>Community Engagement Committee</i>
Tabled on:	<i>Tuesday, 7<sup>th</sup> July 2020</i>
Agenda reference:	CE20/014 Update – Community Engagement
Report by:	Liz Carroll-Wheat, Community Projects Officer

**The main body of this report was presented at Full Council on 19<sup>th</sup> May 2020. In this first part, you have a further update on the past 5 weeks of Community Engagement. The Full Council July Report is included for your information from page 4 onwards.**

### **1. Update on Partners and Venues:**

We remain in contact with all key partners, including Library team, Abbey Centre Church, our local Schools. We are also in touch with Danes Camp Trilogy team and Collingtree Pub.

We have also kept in touch with local activity groups, including young peoples uniformed groups and East Hunsbury W.I., East Hunsbury Rocks, and exercise groups who use the open spaces.

Good communication is in place, and the sharing of ideas is very helpful, in terms of looking at community need and delivery options.

A full outline on venues relating to Seniors Club activities appears in separate Seniors Update Report.

### **2. Supporting the Community during Covid**

We continue to support our local community in East Hunsbury, during this time. The Help Register is overseen by Parish Clerk Caroline Holgate and this continues to allow us to match local need with local volunteers. We are finding that need is not as great at this current time, however we are aware that this may change as we go forward.

We continue to keep in touch with East Hunsbury Covid-19 Mutual Aid Group. We have a good working relationship with the lead Admin Sarah Caswell. This group continues to offer help to those in the local community with shopping, prescriptions etc. We aim to keep in touch and continue to monitor local need in this way.

We continue to link in NBC/NCC as lead organisations with their Resilience Teams/Hubs, as information adapts and process' change.

### **3. Joint Projects:**

We continue to meet where possible with groups, or to plan via Zoom online meetings. Projects currently include:

**W.I. Lockdown Banner** – 2020 was to be a year when our local W.I. created a banner. In discussion with the W.I. we are now starting to talk about a banner which reflects lockdown, in terms of this we would look to engage local people to be involved. This is a banner which will hopefully be displayed at Hunsbury Library. Initial discussion to take place last week of July.



**2020 Time capsule/Record** – early discussion with schools and community groups about creation of a time capsule, to reflect how East Hunsbury experienced the Covid Lockdown and to record what our community did at this time. This is in the very early stages and suggestions are welcome from parish councillors.

**Making for the NHS** – East Hunsbury Stitchers (unofficial title) continue to make items for the NHS. We respond to requests via NCC Adult Learning, who have been so impressed with our local community response in East Hunsbury. Our Parish Council role is to recruit makers, distribute patterns, arrange pick ups, and drop off to NHS partners via NCC Adult Learning contact.

#### 4. Village Fete – Online Events

Following the cancellation of the Village Fete, certain sub-committees and partners have asked us to assist them in keeping elements of the event ongoing.

**The Great East Hunsbury Bake Off 2020** – partnering with East Hunsbury W.I. we are launching the bake off, online, on Saturday 4<sup>th</sup> July. The competition will be judged on the appearance of the cake, with the theme of Lockdown Baking – Signs of the Times! Closing date 24<sup>th</sup> July.

Categories for Adults and Youth.

Judges to include Cllr Claire White, Rev David Warrington, President of East Hunsbury W.I. Val King, plus 2019 adult and youth winning bakers.

Details on our Website and social media. Please contact Liz at the office for more details.

Entries are accepted via email or post/deliver to Parish Office.

Prizes to be delivered to winners.

**East Hunsbury Fun Dog Show 2020** – partnering with East Hunsbury Dog Committee, we will launch an online dog show in mid-July. Full details of categories are being finalised.

Rosettes to be delivered to winners.

**East Hunsbury Rocks – Summer challenge** – supporting the East Hunsbury Rocks Group, we will be helping to promote their summer activity, to create rocks with scenes of East Hunsbury.

**Hunsbury Library – Summer Reading Challenge** – supporting the Library Team with promotion of their challenge, to encourage local families to take part.



## 5. Volunteers Week – June



As we could not hold our Volunteers celebration this year, we created Thankyou cards and Thankyou rocks, which we distributed to 80 volunteers. We included information about all our different schemes in the main copy of the card. It was signed on behalf of the Parish Council.

We included our Covid Volunteers in this activity.

Feedback from the recipients has been excellent. A nice way to recognise the efforts being made by so many local people.

## 6. Communication and Social Media

Communication and updating of Social Media continues to be an important part of our work currently. Our Facebook Page continues to have excellent interaction, especially when compared to other similar parish council sites.

An increasing amount of people are direct messaging the Parish Council via social media, and it is proving to be a very successful way with engaging with all age ranges.

The commitment to being across social media does mean that staff are spending a good deal of time monitoring and engaging in evenings and over weekend periods, to ensure that messages are dealt with in timely fashion.

In terms of print material, in August we will be featured in a double page spread in NN Pulse Magazine, where we highlight the efforts of volunteers, again building on the growing community spirit in East Hunsbury.

The Parish Council continues to be highlighted on local radio, with another interview at the beginning of June, on regional BBC Radio in respect of the importance of volunteers to councils.

**PLEASE NOTE – the rest of this report is a copy of the update to July Committee, which you have already received. It is placed here to present of full record of Community Engagement Update from March to July, as outlined in the Agenda. This will not form part of the meeting discussion but is for reference.**



### **July Full Council Report - Overview:**

This report outlines our work during the current Coronavirus outbreak and subsequent lockdown period. It includes information on support to our local community, adaptations to our engagement programme and networking/planning with partner organisations.

Our current community engagement programme has obviously changed a great deal over the past 7 weeks, whilst we have had to move to operating in a very different landscape. We have continued to work, adapting, and developing our program schedule and our offer to the community, based on new and developing local need.

Clearly, for all organisations, community engagement is a challenge at this time, with the ability to meet in groups, or work directly with the public, being removed.

#### **1.1 Our initial work:**

Our priority was around informing people about the changes to our programme, to ensure that people did not attend at venues, and to cancel tutors and contributors. A number of large-scale activities have had to be put on hold. At this stage we will not be announcing any alternative dates.

In terms of our group activities, this has included all Seniors coffee mornings, Get Active health & wellbeing program, Library based Crafternoon series, School of Life Intergenerational Program, joint initiatives with Abbey Centre, W.I., our Schools and community groups. These activities are now all postponed, in line with government instruction.

Prior to the initial closure of the office, we also published a newsletter to our seniors' group, which is our largest community group at this time. This contained important relevant information for them, in relation to the Coronavirus lockdown.

In terms of communication with the wider community, we set up a dedicated area of our website, to reflect Covid-19 information, this is regularly updated by the Parish Clerk, and we have continued to jointly update both website and social media on a regular basis.

Social media has quickly become a main stay in terms of communication at this time, and has also been a key way for the local community to reach out to us, with requests and ideas for community projects. It has also been vital in terms of recruiting many new local volunteers, to assist with community initiatives.

#### **2.1 Key Initiatives:**

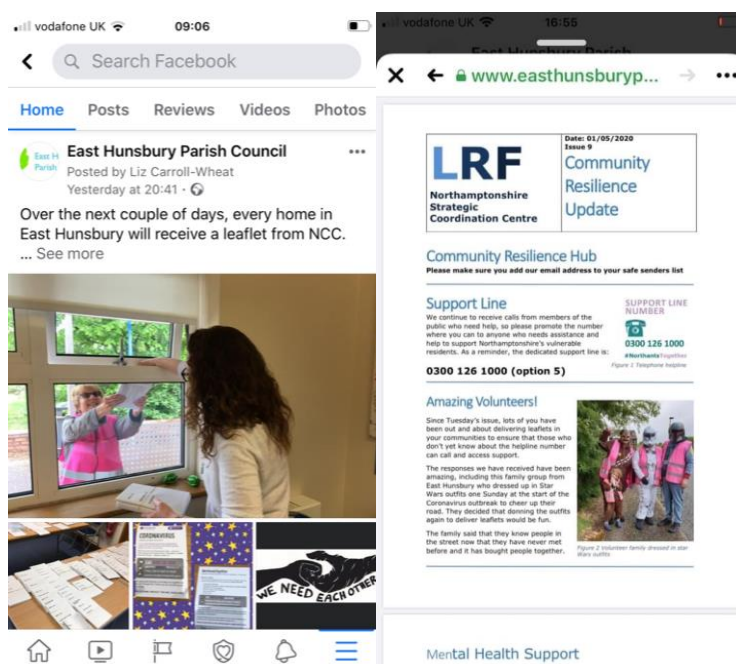
**The Help Register:** In week 1 of the lockdown, we established East Hunsbury Help Register. This is a log of people who require help, for instance shopping, a chat, advice on agencies, plus those



who can offer to help. Following requests from individuals, we can link people together where there is a need. This register developed at the same time as the local volunteer **Mutual Aid Covid 19 Group**. Feedback from local residents has been overwhelmingly positive, with many people being incredibly thankful for help with shopping and with getting their medication.

The Parish Clerk is in regular contact with Admin leads for the local Covid-19 group, and at this stage their team of volunteers are doing an amazing amount to support our local community. As this time continues, we will be staying in close contact with their team, to look at how local need may change and how we may help.

**NBC/NCC Resilience Team Information:** we have also been working with colleagues at NBC and NCC, including organising distribution of information leaflets to all homes in East Hunsbury. This again included practical support from our local Covid-19 Team and volunteers, who hand delivered to all East Hunsbury addresses. This information outlined how to get help to those who need most help, with one hotline number. Ensuring that the most socially in need can be helped by appropriate agencies.



The photo above shows us distributing leaflets to the Covid Volunteer Group for distribution in a safe manner at from our Library office. The East Hunsbury volunteers featured in the local Community Resilience Update – for their brilliant work, and fun attire – to cheer people up!



**Seniors Club:** with over 300 people now on our records, we have used our database to keep our seniors well informed, with a couple of newsletters, giving useful information about Coronavirus. As we go forward, we will be sending more updates, which will also include more positive information and activities. We are working with local organisations and have asked individuals to create quizzes, online activities, and general fun information for our seniors, to keep them engaged at this time. This includes promoting online exercise classes from Danes Camp Leisure Centre and crafting sessions from EH WI, especially created for this period, when our seniors cannot take part in their usual activities.

**Seniors Phone Crew:** following the success of the Help Register, we followed up our Seniors Newsletters, with a phone-buddy-system. A group of 10 volunteers have been recruited to call each of our seniors members, for a chat.

Following our first set of phone calls, we have been able to help a number of people with enquiries and assist them to gain more support. Happily, we can report that most of the seniors are well looked after and have reported that they have found updates from the Parish Council to be very useful at this time. A number are being helped with shopping etc., by volunteers from the local Covid-19 group and we have been able to match a number of people with Help Register volunteers, for other purposes.

The system now in place, will be used to check with people who have indicated that they would like a regular phone call from our volunteer team.

## 2.2 New Community Initiatives

Whilst our “traditional” activities have been put on hold, via social media and via our ever growing list of community contacts, East Hunsbury has become a key contributor to the Making for the NHS community initiative.

### East Hunsbury Stitches

One of our main activities in the last month, has been the creation of East Hunsbury NHS Stitches community project. The project began quite simply, with one of our seniors asking if we offer help a tutor from NCC Adult Learning Services. They had been approached by a nurse at NGH, to initially make scrubs bags for health workers. These bags have proved vital for health care staff, in order to transport their uniforms back home and place straight into the wash, without having to remove them from the bag itself.

This project has grown to involving over 40 local makers, creating scrubs bags, and now mask mates and mask headbands for Northampton General Hospital, First Responders, Ambulance Staff and Care Homes. Off shoot have subsequently started up in West Hunsbury, Wootton, Standens Barn, Pattishall. Taking a lead from East Hunsbury.

Continues...



To date – over 2,300 items have been created by our team, for our local health teams and volunteers.

Our project has been featured on BBC Radio Northampton, with interviews on two of their news programmes, and widely reported on other social media sites.

We would like to recognise the efforts of East Hunsbury Volunteer Pauline Boler for helping us to create this vital project.

From Seniors, to furloughed workers, to school children at home, East Hunsbury has been a leading light. Out Parish Council role has been to manage, to recruit, support, pick up, deliver and promote the scheme.



As we go forward, this amazing set of new volunteers will be invited to take part in more initiatives and will be celebrated with our focus on our East Hunsbury Volunteers, later in the year.

### Celebrating the NHS

Each week, during the lockdown, we have positively promoted Clap for Carers via our social media. We receive wonderful feedback to this, with the local residents reporting back to us, how they are taking part in their streets and roads.

As part of the initiative, we have also been supporting local groups who have been encouraging our young residents to create posters, rainbows, thumbs up, smiley faces, for our NHS.



Continues...

One post on our social media caught our eye in particular – the story of a little girl who’s poster kept being washed away. She kept making such an effort to recreate it.

We contacted her Father, to see if we could adopt her image, to be our East Hunsbury Logo for our own official NHS Thankyou Banners.

See below – photograph of our banners – three of which are erected now in East Hunsbury.

We thank Ela-Mai age 5 and her Dad, Matt Buckle – for allowing us to use her wonderful image, which has led to an incredible online local response from other residents.



## VE Day Commemorations

Due to the restriction on public events, our planned tree planting event was put on hold. In reflecting the mood of our residents, we followed the recommendations around community celebrations, to be held in a safe manner, in line with government guidance.

Once again using social media, we promoted community input, and invited people to tell us about their front-garden-tea-parties and send us photographs, to create a record of the event. These will be used alongside other community information to create a record of this entire time, and how our community came through it.

This initiative, as with the East Hunsbury Stitchers project, shows our increasing success at using our social media in an innovative way. Although it is difficult to see many positives at this time, our communication with East Hunsbury community members and residents has really grown, with the local community being proactive and incredibly helpful with their ideas and support for schemes.





These pictures of local commemorations, will form a key part of recording what has taken place during this lockdown period and shows great community spirit in East Hunsbury. All sent via social media.

### 3.1 How we move forward:

In the short term, we will continue with our adapted engagement programme, developing new initiatives where we can, and supporting our local community as much as possible, with information and partnership working. We are in regular contact with local organisations, including:

- Hunsbury Library
- Danes Camp Leisure Team
- EH Seniors Group Reps and members
- Abbey Centre Team
- Local Schools – East Hunsbury Primary/Simon de Senlis/Wootton Park
- East Hunsbury W.I.
- Community groups/crafting groups/exercise and health groups



- East Hunsbury Social Media Groups

As restrictions/instructions from government change, we will continue to look at how we can work with and support our local groups and organisations and see how we can start to move towards restarting community activities, when possible. This will be some time in the future.

We are also in contact with County organisations, including Voluntary Impact Northampton, looking at how we may link in to schemes and idea-sharing with other providers.

We are also keeping in touch with local business, in order to look at how we can share information about how they are operating and when they are open to the public. For instance, we regularly update residents via social media, with information on shop opening hours – which is research by one of our new volunteers, Petra Sefton:

Supermarket	Opening hours Easter Week	Elderly and vulnerable	NHS staff	R
Tesco Mere Way	Mon-Thu 8.00 am -10.00pm Fri 8.00 am- 8.00 pm Sat 8.00 am - 10.00 pm Sun Closed Mon 8.00 am -6.00 pm	Mon, Wed, Fri 9.00 am-10.00 am	Tue, Thur, Sun 9.00 am-10.00 am	3
Sainsbury's Grosvenor Centre	Mon-Sat 8.00 am - 5.00pm Sun Closed Mon 8.00 am -5.00pm	Mon,Wed,Fri 8.00 am- 9.00 am	Mon-Sat 7.30 am- 8.00 am (before store opens)	3
Iceland St Peter's Way	Mon-Sat 9.00 am - 6.00 pm Sun Closed	Mon-Sat 9.00am -10.00 am	Mon-Sat 5.00pm-6.00 pm	3
Asda London Road	Mon-Thu 8.00 am -10.00pm Fri 8.00 am- 8.00 pm Sat 8.00 am - 8.00 pm Sun Closed Mon 8.00 am -8.00 pm		Mon, Wed, Fri 8.00am-9.00 am	3
M&S Sixfields	Mon-Sat 8.00 am - 8.00pm Sun 10.00 am- 4.00 pm Mon 8.00 am -6.00pm	Mon, Thu 8.00 am-9.00 am	Tue, Fri 8.00am-9.00 am	3
Aldi Towcester Road	Mon-Sat 8.00 am - 8.00pm Sun Closed Mon TBC	Mon-Sat 30 min early browsing before opening	Every day priority in a queue . 30 min early browsing before opening	Sun 4
Waitrose Wootton	Mon-Sat 8.00 am - 8.00pm Sun Closed Mon 8.00 am -6.00pm	First shopping hour	Set aside some hard to find essentials for NHS staff. Priority check out	3

Regular updates to social media about shop opening hours, including special arrangements for Elderly and NHS staff

### 3.2 Developing Ideas:

As we go forward, we know that we will be challenged to look at how we can adapt our activities and groups. This will be an ongoing process, in line with government guidelines.

We are in talks with a number of local groups, about the potential for online activities, such as The Big Sing, our Tai Chi classes for seniors and other participatory activities such as quizzing and crafting. Much will depend on finding the right platform for this and volunteers with technical knowledge to assist.

Social Media will remain a key tool in terms of building community capacity and keeping people informed, in line with newsletters to specific groups.

We will continue our work linking into the Resilience Teams at NCC and NBC – particularly in respect of the most socially isolated in the community and those with immediate need. This will include continuing to look at how we can support our local Covid-19 volunteer group.

Through our Social Media – we will continue to search for and to reflect good-news local stories, to profile and support. Positive Community feeling cannot be underestimated in terms of its importance at this time.

One final point – when we can, we will want to officially thank all of the amazing volunteers, who have reached out to the Parish Council, at a difficult time, to help us to keep East Hunsbury informed and supported.