



MAKING IT HAPPEN

AREA SNAPSHOT

Shinewater, Eastbourne

3VA

Nov 2019 – December 2024

3VA Wealden
Eastbourne
Lewes District

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What This Snapshot Will Cover

- **The aim of this Snapshot**
- **Introduction**
 - What is ABCD?
 - What is Making it Happen?
 - Links to wider health policy, strategy and guidance
- **Executive Summary**
- **2019 Insights**
 - The area rationale approach
 - Area background and context
 - 2019 data
 - Community Development Worker discovery reports
- **2024 Insights**
 - Community Development Worker reflections on key developments, challenges and learning
 - Grants awarded by theme
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The Aim

The aim of this snapshot is to provide background information drawn from learning over the course of the Making it Happen programme to support deeper conversations about neighbourhoods in East Sussex where statistical data might suggest a challenging picture, while lived experience offers an alternative perspective. The snapshots add valuable qualitative insight to complement data about neighbourhoods in East Sussex.

Statistical data utilised in decision making about which areas to focus on at the start of the programme is revisited and reviewed in the context of development and learning gleaned from the programme over time.

The snapshots do not seek to provide a comprehensive profile of an area but draw on learning from and about the assets that are present, and developments which have occurred over time and reported on within the Making it Happen programme by local residents and by the Community Development Workers who work alongside them.

The aim of this snapshot is to start a conversation and to complement statistical data prepared through the Integrated Community Teams here: <https://www.eastsussexjsna.org.uk/resources/ict-profiles/>

This is to inform thinking about approaches and methods of engaging communities in addressing health inequalities.



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Introduction

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What is Asset-Based Community Development?

“Building on the skills of local residents, the power of local associations, and the supportive functions of local institutions, **asset based community development** (ABCD) draws upon existing community strengths to build stronger, more sustainable communities for the future” (*Asset Based Community Development Institute, DePaul University: <https://resources.depaul.edu/abcd-institute/Pages/default.aspx>*)

“ABCD challenges the traditional deficit-based approach that tries to solve urban and rural development problems by focusing on the needs and deficiencies of individuals, neighbourhoods, towns, villages, etc. ABCD demonstrates that local assets (people, physical assets etc.) and individual strengths are key to ensure **sustainable community development**, and that people have a life of their own choosing.” (*Nurture Development, 2018*)

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What is Making it Happen?

Making it Happen has adopted the principles and values of ABCD. Generic Community Development Workers (CDWs) work alongside communities in a neighbourhood context to identify, connect and build from the positive things that exist in a locality.

Because there is no set agenda other than positive action taken forward by the community, it has the potential to enrich every aspect of civil society and to feed into the whole range of local strategic priorities.

This enrichment is in part dependent on the willingness and ability of local institutions and organisations to flex and adapt in response to the broader and deeper engagement this can bring.

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Relevant Health Policy, Strategy and Guidance

Making it Happen contributes to the delivery of numerous policy and strategy objectives and can assist in the fulfilment of a range of guidance around working with communities:

- [Mental Health](#) (World Health Organisation)
- [Community engagement: improving health and wellbeing and reducing health inequalities](#) (National Institute for Health and Clinical Excellence, 2016)
- [Fair Society Healthy Lives](#) – The Marmot Review (Marmot et al, 2010)
- [A guide to community centred approaches for health and wellbeing](#) (Public Health England and NHS England 2015)
- [Reducing health inequalities: system, scale and sustainability](#) (Public Health England, 2017)
- [Community Centred Public Health: Taking a whole system approach](#) (Public Health England 2020)
- [Working in Partnership with People and Communities](#) (NHS England, July 2022)
- [Improving Lives Together](#) (Sussex Health and Care, December, 2022)
- [Working with people and communities strategy](#) (Sussex Health and Care, 2022)

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Shinewater, Eastbourne

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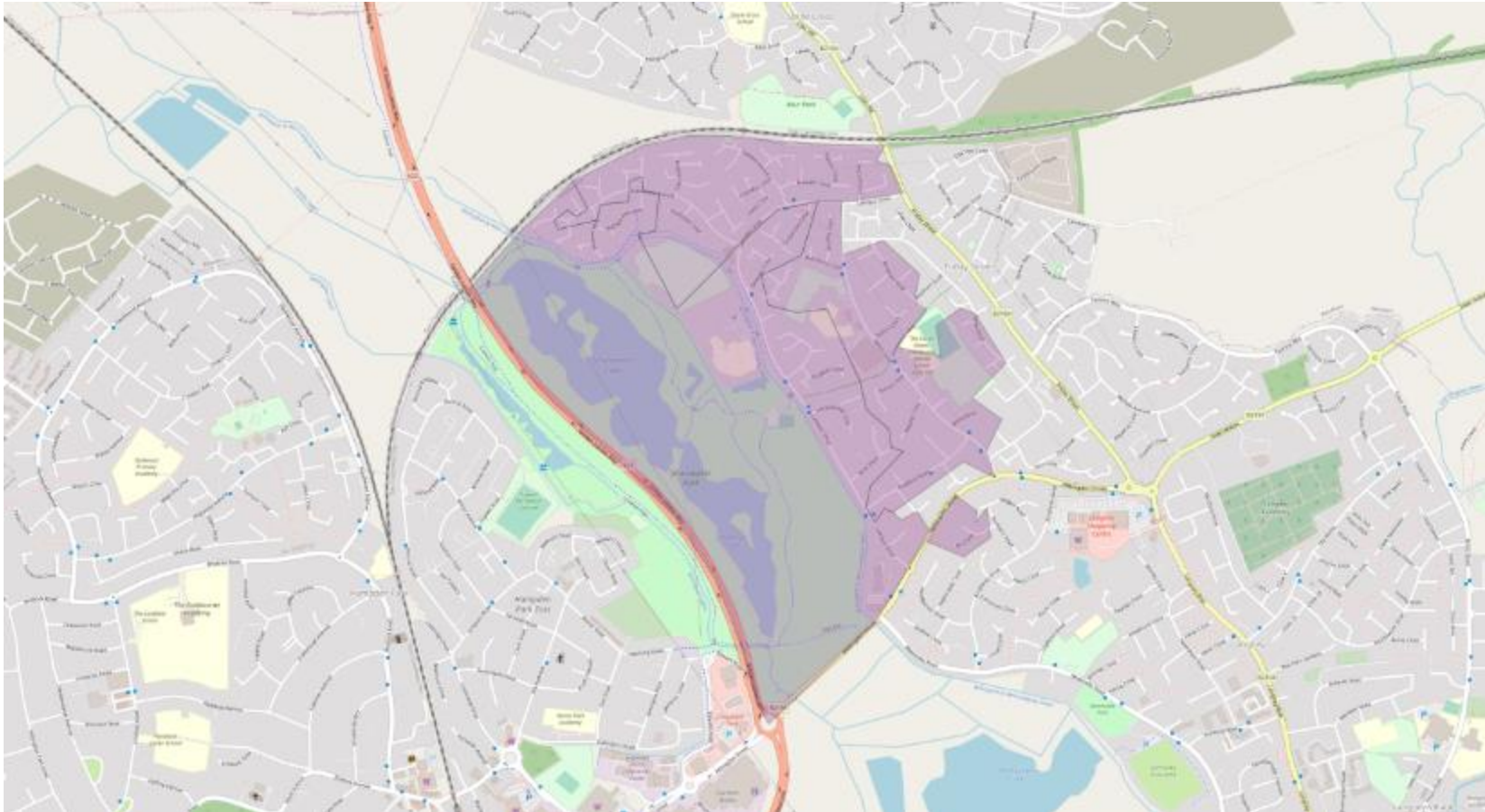
Area context

Shinewater is a primarily residential area of Eastbourne, located within the Langney ward. The area, also known as North Langney, includes a wide mixture of housing, with council housing, privately owned, and privately rented properties, as well as supported living accommodation within several retirement homes, a care home, and accommodation for disabled people. The area is dominated geographically by Shinewater Park, a large open space used by anglers, park runners, and health and dog walkers. It also contains unspoilt natural habitats, including two lakes that remain important to local nature groups while being unsuitable for development.

The area includes a number of key amenities, including a primary school, children's centre, youth hub, and the South Downs Community Special School, as well as the Lighthouse Medical Centre, Shinewater Sports and Community Centre, Shinewater Court Disabilities Trust, and a pharmacy and Co-Op shop, all of which surround the main thoroughfare on Milfoil Drive. Shinewater is served by two main bus routes, the LOOP and number 1, but journeys of over 30 minutes are required to reach the town centre.

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The Area



Shinewater is a primarily residential area of Eastbourne, located within the Langney ward. The area is dominated geographically by Shinewater Park, a large open space used by anglers, park runners, and health and dog walkers.

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Executive Summary

Shinewater, Eastbourne

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Executive Summary

- In 2019 challenges included income deprivation affecting children, self reported bad health, long term health conditions and poor mental health. There were challenges around education and the number of pupils with SEND. Relationships and trust were also flagged.
- Joseph Rowntree Foundation defined Shinewater as a transit area, suggesting high levels of transience amongst the population.
- There is correlation between activity which has developed since 2019 and the data.
- The area proved extremely challenging to engage within initially due to historical mistrust of local organisations and institutions by local residents, compounded by a lack of bumping spaces where people could meet to connect with each other
- Shinewater Hub appeared to offer the perfect venue for community led development, but their governance arrangements restrict use, which has proved difficult to navigate.
- CDWs have invested time to build relationships, trust and connections with local residents but also a broad range of key organisations and institutions, now offering welcoming spaces alongside support for local residents.
- The Community Garden, sited next door to the Hub is proving a valuable catalyst for community engagement and connection, which has also drawn interest and support from Hub Trustees
- Work with Shinewater Primary School has led to the development of Shine Playgroup, encouraging friendships and combating feelings of isolation for local parents. The school PTA is working with CDWs to build wider connections with other community initiatives in the area
- Work is ongoing to encourage links for the Family Hub with local groups like Family Fun Gatherers to provide holiday activities and other after school initiatives
- Other projects are emerging, like Let's Get Fishing and Eden's Mission, and connections continue with Bourne This Way, an Eastbourne wide peer support group for LGBTQ+ parents
- The Shinewater and North Langney Partnership is increasingly engaged and supportive of local groups and offers huge potential as a mechanism to support ongoing connection and collaboration.

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The Picture in 2019

Summary of the 2019 area rationale:

Shinewater, Eastbourne

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2019 Area Rationales

In 2019 ahead of the launch of the Making it Happen programme, delivery partners reviewed existing data about East Sussex to inform decisions about which areas to focus activity.

Areas were selected based on relative deprivation and health inequality evidenced by 2019 Indices of Multiple Deprivation (IMD) and 2018 Joint Strategic Needs Assessment (JSNA). 2016-17 WARM ward and 2018 Co-op wellbeing index data were also considered. These illustrated indicators such as confidence, quality of local services, employment, experience of isolation, crime and unemployment. Broadly, the areas selected showed relative dissatisfaction with key themes in relation to living in the area and general quality of life.

Crucially, the area rationales also drew on CDW learning from previous Public Health programmes including Chances for Change, which provided a much more nuanced picture than the statistical data alone might suggest. CDWs sought to highlight the presence of local assets and opportunities to build from. They were able to highlight key connectors, appetite and ideas as well as potential challenges and blocks to community engagement.

A summary of the area rationale produced at that time is shared in the following slides.

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Joint Strategic Needs Assessment (JSNA) 2018

The Joint Strategic Needs Assessment (JSNA) identifies the current and future health and wellbeing needs and strengths of local communities. These resources help to inform decisions and plans to improve local people's health and wellbeing and reduce health inequalities in East Sussex.

Shinewater - worse than East Sussex average in rates of:

- Lone Parent Households
- Income Deprivation Affecting Children
- Early Years Development
- Key Stage 2 Development
- GCSE Attainment
- Adults with No/Low Qualifications
- Pupils with Special Educational Needs
- Socially Rented Households
- GP-reported Obesity in Adults
- 40-74 year olds receiving an NHS Health Check
- People self-reporting bad or very bad health
- People self-reporting a long-term health condition or disability
- Adults with Depression
- Adults with Dementia
- Child and Adolescent Mental Health Services caseloads
- Adults claiming ESA due to mental health.
- GP-reported Hypertension

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Indices of Multiple Deprivation (IMD) 2019

Indices of Multiple Deprivation (IMD): The English indices of deprivation measure relative deprivation in small areas in England called lower-layer super output areas. The Indices provide a set of relative measures of deprivation for small areas across England, based on seven different domains, or facets, of deprivation. IMD's score areas between 0-5 based on levels of deprivation, with 5 representing the least deprived and 1 the most deprived. A score of 0 is registered where no data is available.

IMD scores for Shinewater:

- Income deprivation – 2
- Employment – 2
- Education skills and training – 1
- Health deprivation – 4
- Barriers to housing – 2
- Geographic barriers – 2

	Income deprivation
	Employment deprivation
	Health deprivation and disability
	Education, skills and training deprivation
	Barriers to housing and services
	Crime domain
	Living environment deprivation

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Co-Op Wellbeing Index: 2018 WARM Ward Data: 2016-17

Co-op Wellbeing Index

<https://communitywellbeing.coop.co.uk/>

The index provides an insight into what is important to people in a local community. The following themes were highlighted as priorities for Shinewater:

- Low score for relationships and trust

WARM Ward data

WARM provided a way of understanding and identifying an area's strengths, such as levels of social capital, confidence amongst residents, the quality of local services or proximity to employment; as well as vulnerabilities such as isolation, high crime, low savings and unemployment.

Red

- Education
- Health
- Material wellbeing
- Strong and stable families
- Infrastructure

Amber

- Life satisfaction
- Belonging
- Local Economy
- Public services
- Crime and anti-social behaviour

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Discovery Activity 2019

In each of the areas, Community Development Workers undertook discovery activity to establish whether the conditions for Asset Based Community Development were present. This involved drawing on existing local knowledge and relationships (their own and that of their organisation), and mapping of other local assets to connect with and build from.

The Joseph Rowntree Foundation described Shinewater as a transit area suggesting high levels of movement of people in and out of the area, presenting a significant challenge to community building.

The team identified the following assets with potential to build from:

- Desire to engage – positive response to opportunities to develop things
- Desire to address lack of affordable local activities.
- The presence of physical assets including the park, local schools, children's and sports centres.
- Active community leaders, councillors and local groups
- The Shinewater Partnership had recently been formed
- Strong links between 3VA with local community leaders
- The presence of schools and accommodation for older people perhaps offered potential for inter-generational activities
- CDW connections with local schools and YMCA
- Successful application led by 3VA with Friends of Shinewater Park in 2019 for Coop Space to Connect fund for Shinewater Park

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The Picture in 2024

Shinewater

Reflections on developments and change over time

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2023 Reflections

In June and December 2023 Community Development Workers from the five Making it Happen Teams that work in each of the Districts and Boroughs came together at two away days to reflect on developments, challenges and learning over time in each of the neighbourhoods where they have been working.

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Development

- **Engagement during Pandemic**
 - Bourne this Way £500 SG now a local charity.
 - Funding to the local church to provide meals/food
 - Chances for change (using previous funding) – SW Hub Community Gardens
 - Shinewater & North Langney Partnership meetings (CDW very active and shared secretarial role with Partnership lead).
- **Engagement post Pandemic**
 - Spreading the word about MIH (local pop ups at the Park run, Langney Shopping Centre, Shinewater Hub, Shinewater Fun Day).
 - Beginning to make connections with local residents/community connectors. Building relationships with groups/leads in the community to build trust.
 - Advertising MIH in local newsletter & key locations in SW. Being involved in the Shine Newsletter design and delivery.
 - SW Hub developments since MIH has been in the area (residents are more aware of issues at Hub)
 - Attempt to support trustees to keep SW Hub open - little changes although work around this (for CDW) span across 6-8 months (some support from 3VA then passed onto EM @3VA.
 - Discovering new spaces for the community (i.e Sports Centre, Langney Library, SW primary...) wanting to become community spaces.
 - Linking with services in the area like social prescribers.
- **Possible emerging themes:**
 - Relationships and trust
 - Life satisfaction
 - Belonging
 - Infrastructure (community)

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Key Challenges

- Engagement with residents with ideas
- Engagement with residents as no community Hub or Centre for people to meet (bumping spaces generally).
- Internal issues around engagement with some core organisations in the area
- Grant process for some individuals and making residents feel empowered (internal 3VA processes)
- Disheartening momentum and ideas when there are obstacles and restrictions.
- Feeling like not many people know about MIH in the area

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ABCD Learning Reflections

What have you learned?

- Personally
 - ABCD training supporting the theory of ABCD as well as the ABCD learning programmes and sharing best practice with other MIHCDWs.
 - SW Hub Stepping away, working at the pace of the group
 - The MIH project is not all about Funding, but more about connections and developments between groups/individuals/networks--- learning conversations are about uncovering the ABCD way of working (example leadership shifting in toddler group).
 - Recognising the limits of ABCD & Mih project and when to take a step back.
 - Connections with other orgs and developing relationships with key individuals are important for the area.

What do you want to share with others?

- Successful grants and collaborations happening in the area
- Support when needed with community spaces
- Acknowledgment of the passions & skills of ordinary people who put their all into making a difference in the areas they live in.

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Grant Funding

Shinewater, Eastbourne

(Between April 2020 and December 2024)

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The Grant Programme

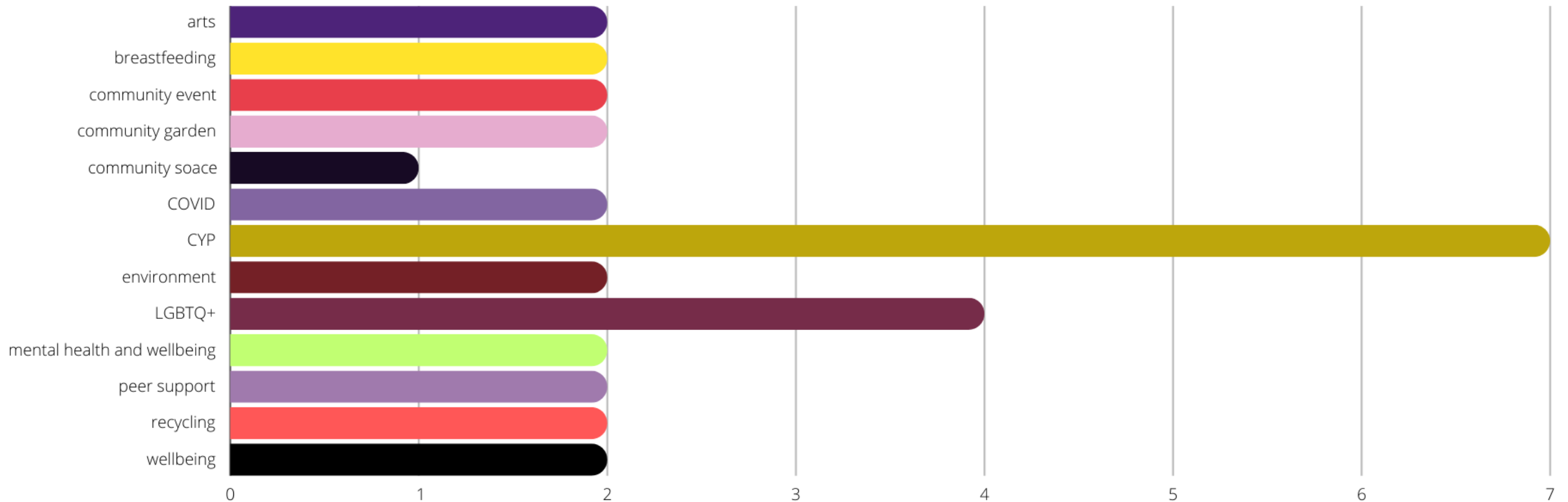
The making it Happen grant programme was designed to be flexible and offer a range of funding options to reflect the needs of different projects of different sizes. The broad aim was for projects or activity that would build from the positive things that are already present, involve local people, benefit the wider community, and encourage community led development. There were three levels of funding:

- Small Sparks – grants up to £500 for individuals or groups
- Next Steps – grants of between £501 and £3000
- Grow Grants – grants of between £3,001 and £15,000

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Shinewater

Number of grant-funded projects/activities by primary theme between April 2020 and December 2024:

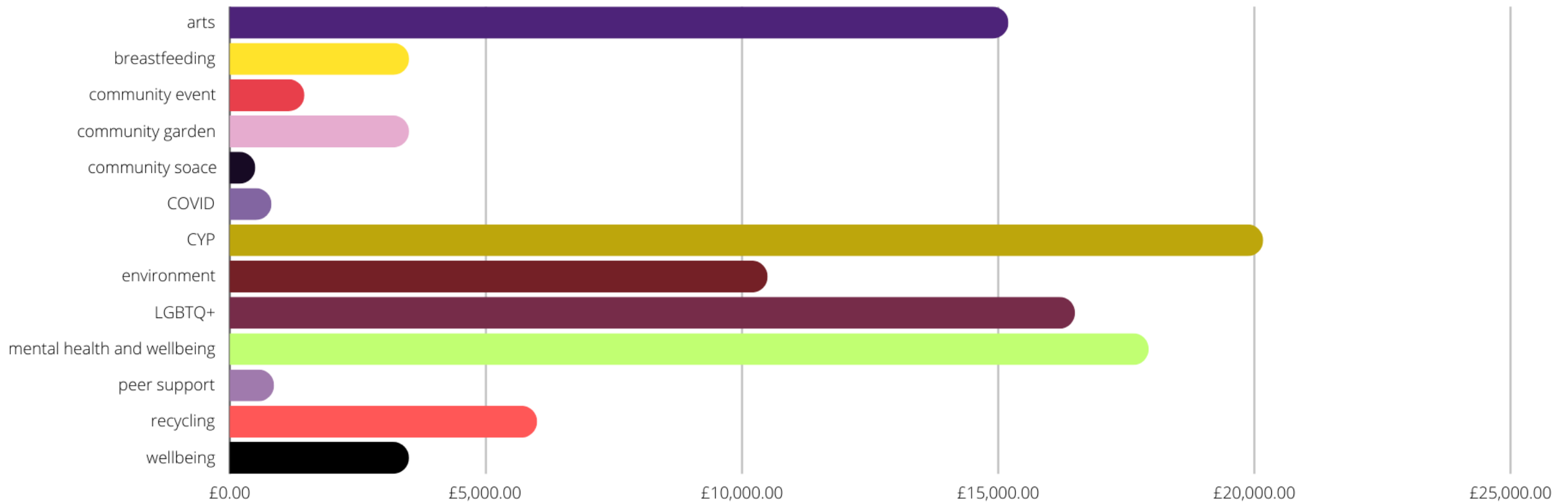


NB: It should be noted that many projects relate to more than one theme. This graph draws on the central project intention and also includes county wide projects and activities

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Grants Awarded

Total sum invested in Shinewater by primary theme:



NB: This graph draws on projects local to the area in addition to county wide initiatives which may benefit local residents.

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Impact and Outcomes

“We aren’t afraid to be honest about our experiences, good and difficult. I love that women feel safe to openly talk about their experiences with PND and anxiety without shame. It makes me proud to be part of such an amazing group of strong and brave mums.” (Latch On Breastfeeding café participant)

“I absolutely love this place and these people. I never want to exercise and cannot be arsed but I go because as soon as I am there, my mood switches and I feel better. Mental health matters.” (Eden’s Mission Bootcamp participant)



Santa workshop brought smiles this festive season

Clockwise from top left: Shinewater Fun Day; Making it Happen stall at the Shinewater Fun Day; Santa's workshop; Litter picking; Let's Get Fishing; Shinewater community garden

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Broader Context

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Addressing Health Inequalities

Making it Happen adds value to initiatives, such as the [NHS Core 20 plus 5](#) programme, in effort to reduce health inequalities whilst also encouraging individuals and communities to take positive action for themselves.

The focus is on the role that community building plays in addressing the **wider determinants of health** by “drawing on existing human and material resources to enhance self help and social support, and to develop flexible systems for strengthening public participation and direction of health matters” (WHO Ottawa Global Conference)

In this way, Making it Happen is working with communities to develop solutions that intersect the wider determinants of health to encourage **social connection, build resilience and improve mental and physical health and wellbeing**. These outcomes are being reported across the whole range of projects which communities are driving, regardless of their original intention.

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Equality, Diversity and Inclusion

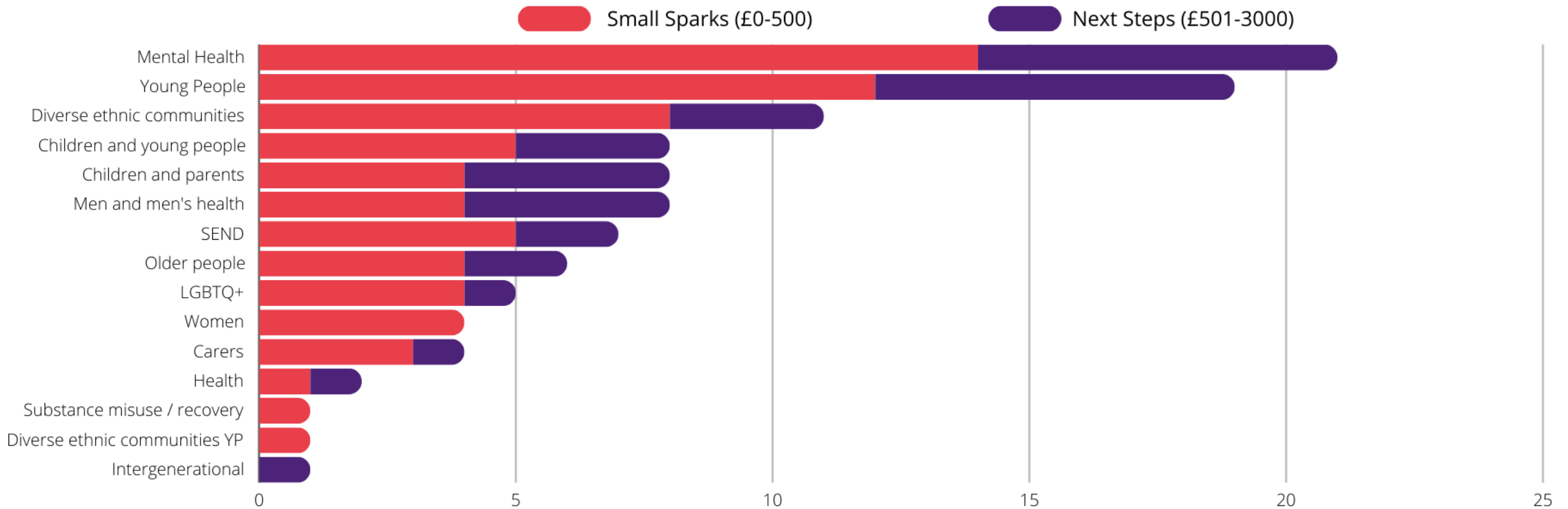
Through the Making it Happen programme we have sought to ensure that we are maximising opportunities to engage with those least likely to be heard.

Our goal is to add additional value to more targeted health and wellbeing programmes, services and interventions by encouraging relationships, connections and trust within communities and by supporting a ripple effect of positive action, engagement and collaboration. A central objective is to build on and support positives and opportunities that already exist, and to avoid duplication. This includes working alongside individuals, groups and organisations who represent or work with those individuals and communities who are marginalised or have least access to power.

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Grants Awarded

Allocation of smaller grants by protected characteristic across the MIH programme:

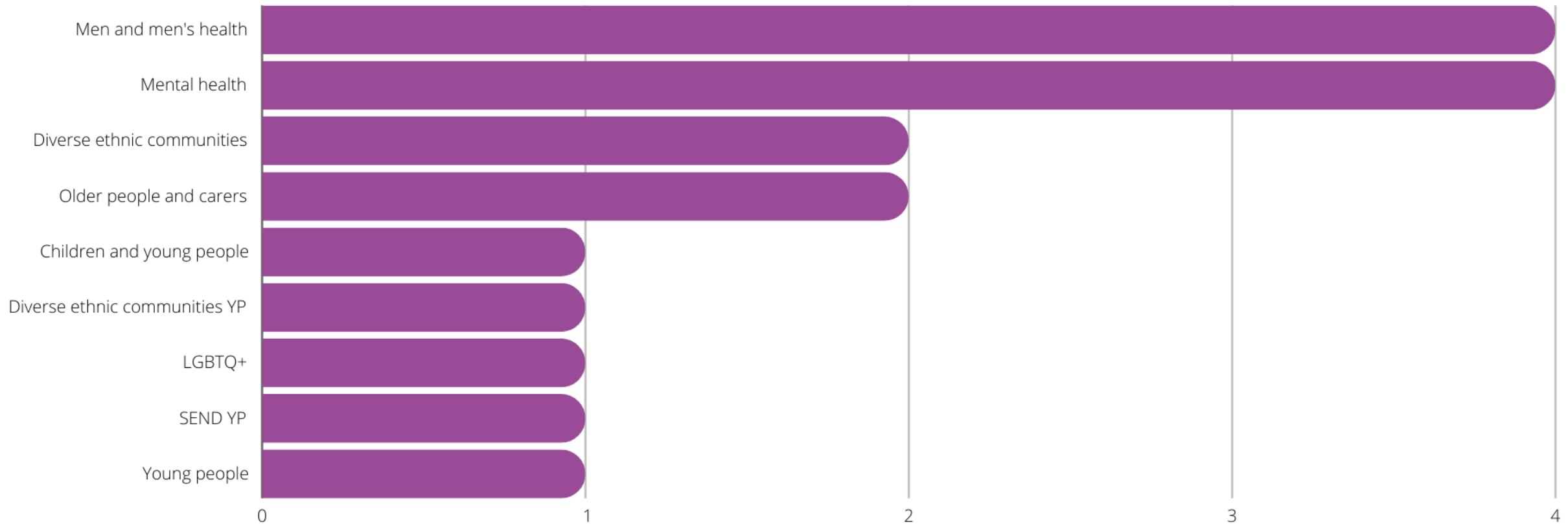


- It is important to note that many projects will have more than one core beneficiary group. Those detailed here are those that are focused on a particular group.

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Grants Awarded

Allocation of larger grants by protected characteristic across the MIH programme:



- It is important to note that many projects will have more than one core beneficiary group. Those detailed here are those that are focused on a particular group.

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Shinewater: Protected Characteristics

Making it Happen does not collect personal information or data. However, some groups are set up for a specific purpose, or for a specific community of identity. Broadly, in Shinewater, the MIH Development workers work with people who have identified as having the characteristics detailed opposite.

It is important to note that each of the MIH priority areas is in an area of relatively low income. Therefore, socio economic inequality is likely to be a theme running across the majority of projects supported through the programme.

- **Disability**
- **Children and young people**
- **Families**
- **Older people**
- **Bereavement**
- **Maternity**

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Stage Two Evaluation

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Evaluation Reflections

making-it-happen.org.uk/stage-two-report

MAKING IT HAPPEN **REPORTING RECOMMENDATIONS**

Building A Better ABCD Movement

1 IDENTIFY

Identify learning about successful approaches and processes from the programme and make them accessible, to allow them to be replicated across the wider system.

2 EMBED

Embed Making it Happen more effectively into the fabric of the wider VCFSE sector.

3 DEVELOP

Develop a direct strategy for enabling the wider system and sharing learning.

4 BUILD

Build a movement, not just a collection of projects.

Evaluation by our Partners
Collaborate CIC produced
reflections on the programme
overall through the Stage Two
Report:

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Evaluation Reflections

MAKING IT HAPPEN
STAGE TWO EVALUATION

[making-it-happen.org.uk/
stage-two-report](https://making-it-happen.org.uk/stage-two-report)

How community projects have impacted communities

INDIVIDUALS HAVE

Reported an increase in
self-confidence and **self-esteem**

Reported improvements in
physical and mental wellbeing

Developed new **skills** and **capabilities**

PEOPLE COMING TOGETHER HAVE

Felt **deeper connections with others**

Become more likely to **reach out** to others
to **learn, work,** and **take action** collectively

A key aspect of this was reflections on the impact projects can, and have had on communities:

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Evaluation Reflections

making-it-happen.org.uk/stage-two-report

MAKING IT HAPPEN

The Asset-Based Approach to
Community Development:

Why it Works

BUILD ON LIVED EXPERIENCE

FOCUS ON COMMUNITY-LED CHANGE

TURN DEFICITS INTO STRENGTHS

ACCESSIBLE AND FLEXIBLE GRANTS

LEARN FROM SETBACKS

The evaluation also reflects on why the ABCD approach is working:

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Insights

Shinewater

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Changes Over Time

In 2019 Shinewater was selected as an area of focus for Making it Happen based on a range of data. This included challenges around income deprivation affecting children, self reported bad health, long term health conditions, and poor mental health. There were also challenges around education, and the number of pupils with SEND. Relationships, trust and life satisfaction were also flagged as problematic, while the Joseph Rowntree Foundation defined Shinewater as a transit area, suggesting high levels of movement of people in and out of the area.

Discovery activity by Community Development Workers at the time flagged interest from local people in engagement to create positive change, active community leaders, councillors and groups and the presence of physical assets such as the park, schools and sports centre.

There is correlation between activity which has evolved over time and data and discovery activity from 2019, particularly in relation to building relationships and trust. This proved challenging at the start, partly due to Covid, but also because of a lack of obvious community bumping spaces and historical mistrust of local organisations and institutions by local residents. While Shinewater Hub appeared to offer the perfect venue for community led development, the governance arrangements restrict use, which has proved difficult to navigate. Over time CDWs have built connections with local residents and have built connections with alternative spaces, such as the Sports Centre, Langney Library and Shinewater Primary school, which have all proved valuable alternative routes to encourage connection.

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Changes Over Time

This effort to build relationships at the start proved immensely challenging. CDWs invested a huge amount of time and energy into building bridges with local residents and organisations. They focused on creating opportunities for connection, relationships and gradually building trust. Their persistence to become embedded in the local community has proved critical and has been richly rewarded by increasing engagement and support from local organisations and institutions offering welcoming spaces alongside support for local residents.

CDWs hosted pop up engagement opportunities at the local parkrun, Langney Shopping Centre and Shinewater Hub. They have supported the annual summer park Fun Day, which has recently sought to involve the community in the design and delivery of the event, including welcoming Diversity Resource International alongside Making it Happen to host a pop up stall. CDWs have contributed to local newsletters, whilst also supporting the development of local projects, such as Santa's Workshop held at Langney Sports Centre, which brought local residents together for a Christmas celebration.

Particularly successful has been work to support residents in the development of the Community Garden which is next door to Shinewater Hub. This has provided a catalyst for community engagement and connection. There is frustration about the lack of access to the Hub itself from local residents, but by focusing on what was present that could be built from - the garden - positive change is happening. Trustees of the Hub are now supportive of the work being done by the gardeners and new collaborations are forming.

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Changes Over Time

The Shine playgroup, supported by MIH and based at Shinewater Primary School, has proved a valuable initiative for new parents by providing a crucial service, but also an opportunity to encourage friendship, thereby combating social isolation for children and their parents. This contributes to challenges identified in 2019 around income deprivation affecting children, and also the transient nature of the local population which can make it harder to build a sense of community. The school itself is seeking to become a welcoming, safe space for families, which, alongside the successful Playgroup, is encouraging more families to send their children to the school. The PTA have requested support from MIH for support to link up with other local community assets and CDWs are building links with Social Prescribers to create more connections and support between residents.

There is ongoing need for holiday activities for children, and work is ongoing to promote this idea to the Family Hub alongside the Family Fun Gatherers (FFG). FFG is a MIH supported project which works with young people to develop fun and educational activities using arts, crafts, lego, baby and toddler groups, coffee mornings, fundays and festivals alongside a weekly after school club.

CDWs have reported that a handful of families who have benefited from multiple activities hosted or supported by MIH that have reflected that their engagement with the projects has made them feel seen and encouraged their children into activities that were fun, productive and supportive. This hasn't yet extended to these families initiating projects, but is nonetheless an extremely positive outcome.

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Changes Over Time

Other initiatives being developed in the area include Let's Get Fishing, which is proving an extremely popular activity to engage men in spending time outdoors, with obvious benefits for mental health and wellbeing. The group is also working to promote the pastime for women and young people.

Bourne This Way is a peer support organisation for LGBTQ+ parents. The group operates across Eastbourne, but has invested time to encourage engagement from parents within the Shinewater area. Eden's Mission also operates Eastbourne wide, but has sought to engage particularly within Shinewater. This grass roots group aims to encourage healthy, active lifestyles for vulnerable and disadvantaged members of the community through a free bootcamp for anyone struggling with their health and wellbeing or with issues such as child loss, mental health or family support.

Leads of local groups, organisations, charities and institutions have also built stronger connections with each other thanks to the Shinewater & North Langney Partnership meetings, which have become increasingly engaged and proactively supportive of local community projects, contributing to a broader sense of collaboration and pride.

CDWs reflect, as in many of the other MIH areas, on the importance of accessible bumping spaces for people to connect, and a need for the provision of community spaces to be addressed in planning processes. They also flag the importance of investment in community led groups and a need for this contribution to be recognised and resourced fully.

The CDWs also highlight the importance of ensuring that ABCD is embedded at the heart of organisations tasked with delivering it, and not just within individual projects.

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Strengths, weaknesses, opportunities and threats

- **Strengths**

- Emerging projects, activity and connections between groups within the Shinewater area
- Time invested by CDWs to encourage connections between residents with local groups, organisations and institutions
- Commitment of key organisations like the school and sports centre to supporting community activity
- Community Table event which is contributing to local learning, networking and peer support between groups

- **Challenges**

- The time it took to build relationships and trust due to historical mistrust of local organisations and institutions
- Shinewater Hub governance arrangements which prevent engagement outside of a narrow remit
- Lack of bumping spaces for residents to connect and drive action
- Lack of services and support for children and young people
- Transient population can make it hard to encourage engagement

- **Opportunities**

- The Shinewater and North Langney Partnership as a mechanism to encourage ongoing connection between services with communities
- The interest of the local PTA in wider engagement and collaboration with local community assets
- The growing interest of local institutions in opening up to create welcoming spaces for the community and to offer support services

- **Threats**

- New programmes and initiatives that don't build from learning from Making it Happen, which risk relationships and undermine opportunities for collaboration and co-creation with communities
- Funding landscape
- Risk that ABCD is not fully embedded within local services and delivery organisations