

Outer West Community Committee Wellbeing Fund Project Summary

Project Name	Pop-Up Supper at Swinnow
Amount applied for	£2,255
Lead Organisation	Seagulls Re- Use Limited
Ward/Neighbourhood	Bramley Elderly Action (BEA)

Business Plan Objective	Best City for Communities <ul style="list-style-type: none"> • Make better use of our community buildings • Work with our partners to improve services in our local neighbourhoods. • Improve access and engagement in cultural activities.
	Best City for Health & Wellbeing <ul style="list-style-type: none"> • Promote healthy lifestyles and tackle health inequalities.

<p>Project Summary</p> <p>This project will bring a pop-up Restaurant to Swinnow four times over 12 months (starting in March), catering for up to 60 people of all ages at each event but with a focus on reaching older isolated people in the area.</p> <p>BEA would like to bring older residents out on a Saturday night to get together with other members of the community, attracted by great food and a themed menu, and an unusual fun and very affordable experience that will cater for all age-groups and mean that people who live alone can enjoy eating together on a Saturday night. BEA will target older people living in Swinnow to attend, offering door-to-door transport for those aged 60+. The event is designed also to appeal to the wider community, and will mix people up on shared tables so that the community starts to get to know each other and strike up new friendships.</p> <p>The pop-up will happen at Swinnow Community Centre once every 3 months, bringing residents together for 4 fun, and friendly, entertaining evenings. The events will be supported by Bramley Elderly Action staff and volunteers. The aim is to improve relationships between older residents and other adults/children in the area by bringing people together for fun, friendship and food.</p> <p>The pop-up restaurant will also be extremely affordable and run on a pay-what-you-decide basis so that price is not a barrier. If someone is not earning they can volunteer their time in return for attending the event. This approach keeps it affordable, but also offers subsidised, good quality, healthy and tasty food that will attract people. It also helps the project build up resources towards becoming self-sustaining post-pilot.</p> <p>BEA have tested the concept at Bramley Lawn and it has proved to be both popular and beneficial, forging new friendships and transforming a lonely night in into a memorable night out for local older people, adults and families. It has also challenged the idea that older people want to stay at home on Saturday nights. The event is full each month at Bramley Lawn with between 40-60 attenders and has been happening for a year and a half.</p> <p>The food will entice people to attend, but it is much more than a meal. It provides an opportunity to support socially isolated older people, whilst also supporting local residents of all ages, and helping the local community centre to thrive.</p> <p>The idea responds directly to feedback from local residents / members of BEA who say that weekends can be particularly lonely times because family members are often busy.</p> <p>It aims to champion and value the skills and experience of older residents. BEA's themed menu and entertainment will get people talking, and celebrates life in Swinnow.</p> <p>BEA will initially work with local gatekeepers and organisations to invite and include local residents and to pin-point potential volunteers who would like to get involved, pick up new skills working with a professional chef, or showcase their own talents by performing (for example by playing live music at the event).</p>
--

Targets for the project and how success will be measured

1. Bring together at least 160 attenders over 12 months for four events
2. At least two thirds of all attenders (as a minimum) should be aged 60+
3. At least a third of older attenders would not have come out on a Saturday night if the event hadn't encouraged and supported them to do so.
4. Provide 160 meals cooked at Swinnow Community Centre
5. Train 9 volunteers of which at least a third will be from the Swinnow area.
6. Raise awareness for the area and the centre, by attracting at least two local media pieces and a wider engagement through social media.
7. Aim for 90% satisfaction rate amongst attenders – measured by evaluation (feedback) at the events and on social media afterwards

How the project will be promoted and/or participation encouraged

- BEA will publicise through a range of offline and online channels eg:
- Newsletter article in quarterly publication door-dropped to all Bramley Elderly Action members (1,100 copies)
- Promoted on BEA's website, social media (twitter, facebook) and supported by Bramley Lawn's social media channels. BEA would create a facebook event that we will share with Swinnow Community Centre and other local organisations/gatekeepers to reach local residents.
- Press release to local consumer media – eg Radio Leeds, Yorkshire Evening Post
- Information sent to local gatekeepers – Churches, Medical Practices & health visitor teams.
- Personal invitations to attend the first event made to local gatekeepers, including volunteers at Swinnow Community Centre, to build word of mouth awareness
- Leaflets produced and distributed locally
- Email flyer sent to local third sector organisations and through Bramley Elderly Actions networks
- BEA welcome any support the local community committee can give to reach more local people

Exit strategy/How the project will continue after the funding

- If the pilot project is successful BEA would look to work towards the event becoming self-sustaining and to increasing the frequency of the events depending on demand.
- BEA would seek a decreasing amount of funding to support the project towards washing it's own face financially. The Wellbeing grant will help the project to establish itself with the aim of continuing post-pilot.
- BEA would aim for the event to begin to be more self-managing and volunteer-led but their team would still be involved in delivery.

Other organisations involved

Swinnow Community Centre

Swinnow Community Centre is the host venue. BEA hope to attract some local residents through their existing relationship with the centre. The project will make use of the good kitchen facilities and large space at Swinnow Community Centre

Leeds Catering College

BEA intend to approach Leeds Catering College to see if they will work with them to give student chefs and waiting staff community-catering experience by volunteering to support the project.

Financial Information

Revenue funding requested	£2,255
Total cost of project	£3,755
Match funding/Other funding sources	£1,500

Full Breakdown of Costs			
Item	Wellbeing	Other (with funding body)	Date of Decision
Staff time and management of the project will be provided in-kind by Bramley Elderly Action as part of our core work to support residents in the Swinnow area.		£1500	
Venue hire @£100 per event (10 hours per event x 4 for use of kitchen & main hall)	£400.00		
Stationery & printing (table quiz & evaluation tools)	£30.00		
Door-to-door transport for up to 24 older people aged 60+ for each event	£240.00		
Volunteer expenses (9 volunteers @ £5 per event x 4 events)	£180.00		
Ingredients / raw materials for subsidised meals for up to 60 people @ £140 per event = £2.33 per person	£560.00		
Publicity (leaflets/posters)	£290.00		
Photography to promote and evaluate	£170.00		
Set-up Costs – additional cutlery, crockery, glasses and tablecloths, coffee flasks, trifle bowls – to feed up to 60 people. (see attached quotes)	£334.91		
Cleaning materials / Supplies (eg bin bags, dishwasher liquid, cleaning materials, gloves)	£50.00		

Details of volunteers	Volunteer hours at £11.06ph per volunteer
Volunteer role	<ul style="list-style-type: none"> • Chef: 2 volunteers working a total of 64 hours = £707.84 • Kitchen and waiting volunteers: 5 volunteers working a total of 120 hours = £1324.80 • Driver/bus escort to help older people to attend: 2 volunteers working a total of 40 hours = £441.60 <p style="text-align: right;">Total = £2,474.24</p>

Details of funding from previous years
BEA receive funding from the Council – from Leeds Adult Social Care, which contributes towards their core work with older people in Bramley, Swinnow and Stanningley.

Communities Team Comments
This application meets the objectives of making Leeds the best city to grow old in as documented in the Community Committee plan