
NORTH AYRSHIRE COUNCIL

26 January 2021

Cabinet

Title:	Proposals for Community Investment Fund (CIF) Expenditure
Purpose:	To determine an application by the Three Towns Locality Partnership to allocate CIF funding to proposed projects.
Recommendation:	<p>That Cabinet:</p> <ul style="list-style-type: none">a) Reviews the enclosed application from the Three Towns Locality Partnership in line with CIF criteria; andb) Approves the CIF application in relation to Ardrossan Community Sports Hub

1. Executive Summary

- 1.1 Within its budget for 2017-18, North Ayrshire Council provided a funding allocation for the creation of an innovative fund to enable communities to address the priorities they have identified through Locality Planning Partnerships and within the context of North Ayrshire Community Planning Partnership's Fair for All strategy.
- 1.2 Locality Partnerships have subsequently continued to work on their local action plans and are refining proposals for expenditure in line with their locally identified needs. This is a challenging process, and it is a testament to the dedication of the Locality Partnerships and their community partners that proposals are now emerging to provide creative approaches to addressing local challenges.
- 1.3 This report brings forward a proposal, which responds to the specific need of the local community and which has been developed based on local circumstances and opportunities.
- 1.4 This proposal has been approved to be submitted to Cabinet through a process of collaboration and consensus by the Locality Partnership.

2. Background

- 2.1 Within its budget for 2017-18, North Ayrshire Council provided an allocation for the creation of an innovative fund to enable communities to address the priorities they have identified through Locality Planning Partnerships and within the context of North Ayrshire Community Planning Partnership's Fair for All Strategy, to be distributed among Localities as follows:

Locality	Population	Value
Irvine	29%	£754,000
Kilwinning	11%	£286,000
3 Towns	23%	£598,000
Garnock Valley	15%	£390,000
North Coast	18%	£468,000
Arran	4%	£104,000

- 2.2 It was agreed that the CIF will support proposals and projects that connect with:

- The North Ayrshire Fair for All Strategy;
- The Community Planning Partnership and Locality priorities; and
- North Ayrshire Council's values, priorities and business objectives.
- The Community Wealth Building Strategy;
- Fulfil a compelling need and do not duplicate existing services or facilities;
- Provide long-term, sustainable, positive results for the greatest number of people possible;
- Exhibit project and/or organisational innovation in their approaches to their work in their way of addressing community challenges and in their request to Locality Partnerships and the Council;
- Come from (an) organisation(s) that is financially viable (can provide financial statements upon request) and efficiently and effectively managed. This can include an organisation to be created to deliver the project;
- Include options or potential for NAC and CPP employee engagement and volunteering where possible; and
- Include measurable outcomes and can report to NAC on outcomes on a regular basis.

- 2.3 The proposal development and application process has been agreed as follows:

- Locality Partnerships should continue to engage with their communities and stimulate interest in the CIF. Each Locality Partnership will then strategically assess the applications, make links and look at the funding 'in the round.'
- If the partnership supports a bid then the group will be encouraged to submit a full application form, which they will decide upon before making a proposal to Cabinet for final approval.
- The finalised proposal will go to the next suitable Cabinet for final approval.

- 2.4 The enclosed application has been developed by community partners and North Ayrshire Council officers and is now recommended for approval by Cabinet. The proposal is as follows:

The Three Towns Locality Partnership

The Three Towns Locality Partnership CIF allocation	£598 000
Ardrossan Community Development Trust	£25,000
Three Towns Growers	£100,000
The Training Station	£50,000
Ardrossan Castle Heritage Hub	£17,912
Raise Your Voice With Ardeer	£100,000
Balance	£305,088

Proposal: Community Gym – Ardrossan Community Sports Hub: £43,320 (Appendix 1)

Ardrossan Community Sports Hub (ACSH) aim to take the former Maximum Potential community gym assets and facilities, within the grounds of the derelict Seafield School site, into community ownership to operate it as a community gym. As well as weights and general fitness equipment, the community gym will offer youth and adult sports training on astro turf, including football and yoga.

ACSH has agreed, in principle, a rolling lease for the property and the gym equipment contained within it with the landlord and has developed a coaching infrastructure to manage it which will involve both staff and volunteers.

ACSH want to deliver a cost-effective gym membership for the whole community within Ardrossan and the wider 3 Towns with qualified coaches and a structure of volunteers (which is already in place), offering commercial style/quality gym facilities at a fraction of the cost to ensure access for local people. There is no other existing gym facility within Ardrossan and therefore, as a community gym, this would not be duplicating or displacing other existing provision.

The funding will support (i) the wages of a full time Gym Manager for one full year from February 2021; and (ii) a part-time Gym Instructor over the same period by which time the business will be self-sustainable.

3. Proposals

3.1 That Cabinet:

- a) Reviews the enclosed application from the Three Towns Locality Partnership in line with CIF criteria; and
- b) Approves the CIF application in relation to Ardrossan Community Sports Hub.

4. Implications/Socio-economic Duty

Financial

- 4.1 CIF funding is allocated within existing resources. Projects frequently attract additional investment from external funding partners or matched funding

Human Resources

- 4.2 The funding will support (i) the wages of a full time Gym Manager for one full year from February 2021; and (ii) a part-time Gym Instructor over the same period by which time the business will be self-sustainable. There would be coaching skills development and volunteering opportunities.

Legal

- 4.3 None.

Equality/Socio-economic

- 4.4 The purpose of Locality Planning is to reduce inequalities, increase community cohesion and advance community empowerment. Each of the CIF proposals is tested against that purpose before being presented to Cabinet. The Ardrossan Community Gym offers low-cost, pay-as-you-go access to health and fitness in Ardrossan without the need for travel to nearby towns.

Environmental and Sustainability

- 4.5 None.

Key Priorities

- 4.6 The proposal contained within the report supports the North Ayrshire Council Plan priorities:

- Active and strong communities;
- Inclusive, growing and enterprising local economy;
- People enjoy good life-long health and wellbeing; and
- Vibrant and welcoming places.

Community Wealth Building

- 4.7 The application supports the following pillars of community wealth building:

- Creates employment opportunities and volunteering and skills development opportunities; and
- The Ardrossan Community Gym would see the transfer of local assets from its previous owners, a Community Interest Company, which has ceased trading, into community ownership.

5. Consultation

- 5.1 The proposal contained within this report has been developed by the Three Towns Locality Partnership and through wider consultation with local people carried out by the group. This included leasing a building in Glasgow Street to raise the profile of the organisation and take feedback into account in the plans. In developing this project, the group has engaged with a Working Group of members of the former gym. School pupils at Winton Primary School have also been consulted, with each child registered with Ardrossan Community Sports Hub to enough fitness and physical activity.

Audrey Sutton
Interim Executive Director of Communities

For further information please contact **Rhona Arthur, Interim Head of Connect Communities**, on **01294 324415**.

Background Papers

Appendix :1 CIF Application: Community Gym – Ardrossan Community Sports Hub

Appendix 2: Community Investment Fund: Proposal to Cabinet

Organisation name	<i>Ardrossan Community Gym</i>
Brief details of organisation	<p>Ardrossan Winton Rovers Football Club (AWRFC) has been a major part of Ardrossan infrastructure for the last 117 Years. Ardrossan Winton Community Sports Club (AWCSC) was established in 2005 to manage the grounds and to assist with the activities promoted by the football club within the “Our Place” project in Ardrossan, funded by the Big Lottery, and this was a game-changer.</p> <p>In the context of the current climate of austerity and the lack of progress in moving Ardrossan out of the top 5% SIMD disadvantaged areas in Scotland, the Trustees wanted to do more for their community. Provision of sport and leisure facilities were listed as key priorities by the community during the <i>Our Place</i> consultations, with addressing a gap in local infrastructure perceived as key to addressing other social issues such as loneliness, crime, and physical as well as mental wellbeing, particularly among children and young people. With all of this in mind the Trustees decided to re-form AWCSC and following legal advice it became Ardrossan Community Sports Hub (ACSH) – a company limited by guarantee with charitable status.</p> <p>ACSH’s aim is to advance public participation in sport through developing and maintaining sporting and other facilities in Ardrossan for the use of the community, with the aim of improving health and wellbeing. Following community consultation and feasibility work in 2017 and 2018, ACSH are working on proposals for the creation a Community Sports Hub in Ardrossan which is essentially a collective of progressive sport clubs working together in a local community.</p>
Locality	Three Towns
Amount requested from CIF	£43,320
Brief overview of proposal	<p>Ardrossan Community Sports Hub (ACSH) aim to take the former Maximum Potential community gym assets and facilities, within the grounds of the derelict Seafield School site, into community ownership to operate it as a community gym.</p> <p>The gym facility consists of:</p> <ul style="list-style-type: none"> • Free weights area for strength training and equipment • Racks & benches • Med balls and general fitness equipment • 50% of overall area astro turfed for classes • A grassed external area which will be utilised for Youth & Adult football training as well as Summer Boot Camps and Yoga, etc.

ACSH has agreed, in principle, a rolling lease for the property and the gym equipment contained within it with the landlord and has developed a coaching infrastructure to manage it which will involve both staff and volunteers.

ACSH want to deliver a cost-effective gym membership for the whole community within Ardrossan and the wider Three Towns with qualified coaches and a structure of volunteers (which is already in place), offering commercial style/quality gym facilities at a fraction of the cost to ensure access for local people. There is no other existing gym facility within Ardrossan and therefore, as a community gym, this would not be duplicating or displacing other existing provision.

In creating a community gym within Ardrossan ACSH aim to provide a high quality and affordable facility which promotes wide participation and inclusion in fitness activity, active lifestyles and health and well-being. The key outcomes include:

- Increasing participation in sports, health and fitness activities across all age groups, genders and disadvantaged groups within Ardrossan;
- Fewer local residents having sedentary and inactive lifestyles;
- Improved health for at risk groups within the community such as:
 - pre/Type 2 diabetics;
 - those who are overweight;
 - GP referrals;
 - low income households; and
 - more older people engaging in and enjoying health and fitness activity
 - those with mental health issues such as depression, anxiety and stress for whom exercise is recognised as having a significant positive impact;
- Creation of employment, volunteering and personal development opportunities for local people to contribute to their local community; and
- Increase the level of community engagement with ACSH and establish a reputation for quality and good practice services.

A community gym is a valuable mechanism to address local health inequalities, with a commitment to target groups underrepresented in using health and fitness facilities and whose health could be substantially improved by accessing innovative, welcoming, and low/no cost services.

The CIF funding of £43,320 will provide a:

- *Full-time Gym Manager costs for one full year from February 2021*
- *Part-time Gym Instructor over the same period.*

This will allow the pay-as-you-go model in the business plan to be established so that the business is sustainable.

ACSH secured a lease on premises within Glasgow Street from Cunninghame Housing Association and fitted this out to use as a drop in venue for local people to come along, hear more about the plans and share the type of sports and fitness facilities and services they would like to see developed for them and their families in the area. This has been very successful, enabling ACSH to engage with people of all ages and from all sections of the local community.

	Other engagement includes a Working Group of members of the former CIC gym, a number of whom have agreed to take up volunteer positions to help manage and develop the gym. All Winton Primary School children have been signed up by the school as ACSH members, with the school paying their membership fees. The children produced drawings relating to the sporting activities they wish to have in their local community. Ardrossan Accies Rugby Club has expressed their interest in using the gym for training purposes.
<i>Timescales</i>	From February 2021
<i>Contact details</i>	Shirley Morgan smorgan@north-ayrshire.gov.uk

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