



**Brereton Million
Our Plan
2015 - 2018**

The Brereton Million Plan

This plan has been developed over a chain of Brereton Million Steering Group and Brereton Million Partnership meetings.

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2014

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Executive Summary

In December 2012, something new was being delivered to our community which needed volunteer commitment and substantial administration. This was the month that we attended our first Big Local meeting and where our Big Local Rep discussed the various steps required in getting the £1 million pounds being invested in our community.

Through regular attendance at monthly meetings, our group has grown strong and knowledgeable. Our main objectives are improvement and opportunity. They always have been. We want Brereton to maximise the spend of £1 million to benefit as many residents as we can and to work with vigour and initiative.

Within a short space of time, the group secured the services of an expert consultant who gave us advice around creating better green spaces. This gave us some focus about beginning the consultation process and approaching our community for their needs and opinions. Ravenhill Park, the centre of the community, was considered a real asset by local residents and therefore this plan will show how we want to upgrade it further to make it a destination park, reaching beyond our own community.

Working together through the summer and winter months, we planned a heavy schedule of events, some well attended others not so. However, a considerable effort was made to pitch ideas to residents, businesses and visitors.

Thanks to a large investment of time by our volunteers, along with partner organisations and our support worker, we have now asked all the questions we can. Using the opinions of residents, we formed our priorities and created a strong group of committed persons who are intent on delivering positive change as a legacy for the benefit of the Brereton community.

Ending the consultation with a large community vote in April, we now know our priorities in the early years. As a group we view this £1 million pounds as everyone else. Everyone who lives in Brereton determines the spend, we simply assist.

The Brereton Million plan has been two years in creation and every last word has been thought out. We hope readers of this plan understand we are a group of people with only the very best of intentions, with a real understanding of the wishes of our community and a thirst to volunteer our time and effort for Brereton.

Introduction

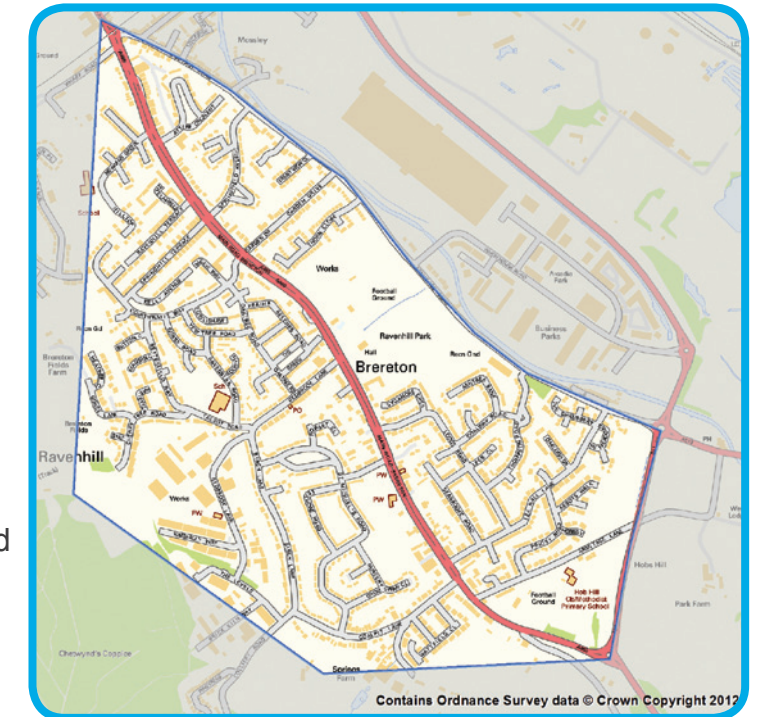
About Brereton

Brereton Million covers the residential part of the parish of Brereton and Ravenhill, one of the 150 areas in England that have been awarded £1 million, by Big Local, to make a lasting and positive difference to their local community.

Historically a small, picturesque village, Brereton has had various roles, including serving major stagecoach and canal routes, 200 years of coal mining, energy creation and modern commerce.

'On Tuesday 19th July 1960, Mrs E H Brown officially opened Lea Hall Colliery after a service of dedication by the Bishop of Lichfield. At this time the building of Ravenhill estate and Pear Tree estate had been completed to house the many men and their families who came to work at Lea Hall. Many come from the north and there were also Polish and many local people who used to work at the old Brereton colliery. This was the backbone of Brereton until it sadly closed in August 30th 1990.'

Emily Sherratt, Partnership Member



Made up of both urban and rural areas, Brereton and Ravenhill adjoin the market town of Rugeley and the UK's smallest mainland Area of Outstanding Natural Beauty, Cannock Chase. It contains the whole of the Brereton Conservation Area as well as parts of two other Conservation Areas and ten listed buildings. Brereton also contains many different community organisations and clubs. As well as many schools and independent businesses, we also are fortunate to have many open green spaces located in our community that are widely used by all generations.

We feel that it isn't just about the money, it's about bringing people together to build on Brereton's community spirit, to get people to believe they can make a difference, for them and their families and to make Brereton a better place in which to live.

What the Local Residents think about Brereton

Rather than just concentrating on what people would like to improve in the area, we also asked residents what they liked about Brereton. We had many responses, including:

- “Nice paddling pool in Park”
- “Good community spirit”
- “I like how friendly the place is”
- “Brereton is a fantastic area to live and work”
- “Good Community Centre, Open Space, Good People”
- “I have lived in Brereton for 45 years and I have not seen anywhere else I would like to live more than Brereton”
- “Park area always maintained”
- “Kids playing on the greens”
- “Sense of community”
- “Brereton has a friendly atmosphere”
- “Lived here since 1974, a lovely, friendly place to live”



A Message from a Local Resident

“Brereton had always been ‘home’ for me. I was born in Armitage Road in Brereton Parish on the 27th January 1932 and as you can see from the date, I have lived here many years. Brereton has always seemed a unique village to me, very friendly with a feel of closeness and belonging. Sadly, the village changed so much when the road widening took place and suddenly we had a very busy A51 cutting through the centre, meaning the knocking down of old buildings. Estates were built on both sides of the new road and new schools were needed for the new families moving in. Big changes happened, but the core of the village life carried on through churches, pubs and clubs and we are still a close community.

The whole of Brereton can benefit so much from the £1 million pounds and being able to choose where the money can be spend is great for the community. Using it on park equipment for children over nine, places for teenagers to meet, a small café, the refurbishment of old buildings serving the population, the possibilities are endless.”

Joan Moulton, Local Resident

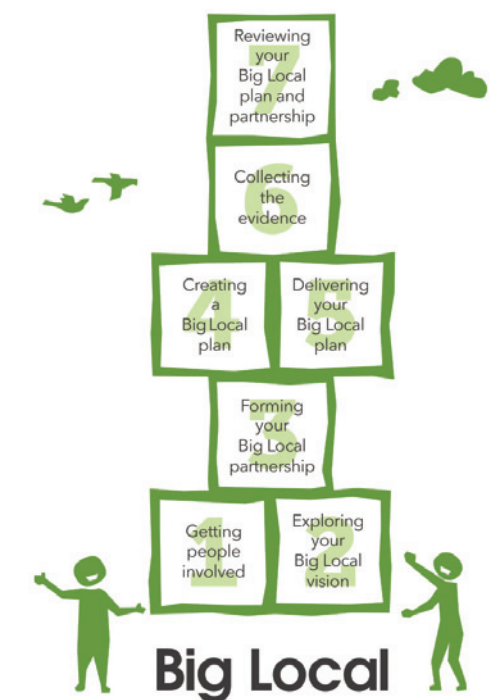
What is Big Local?

Big Local is an exciting opportunity for residents in 150 areas around England to use £1,000,000 to make a massive and lasting positive difference to their communities. It’s about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place in which to live.

Big Local is being run by Local Trust, which is working with over £200,000,000 from the Big Lottery Fund and a range of partners providing expert advice and support for residents.

The four outcomes for Big Local are:

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.



Our Vision

We believe in our community and the positive changes we can make, by bringing people together and investing in our future.

Our Group Values

Our values are very important to us and underpin not what we do but how we will do it. We think of them as representing our core commitments to the project. By having such values we are able to focus on a future vision of a community working together to bring about positive change for Brereton and Ravenhill. As a team of volunteers working within our community the following values represent our team commitment to task.

- We strive to generate opportunities to bring the community together.
- We will ensure we maximise value for money when considering how to spend the community's £1,000,000, always putting Brereton and Ravenhill residents first.
- We act with integrity, honesty and commitment and take pride in our work.
- We will listen to and respect other persons contributing to the project.
- We will take ownership of issues where appropriate and are accountable to our residents.
- We will work hard to improve our physical environment and upgrade public spaces.

How we want to involve the community

- Make activities exciting and provide people with an opportunity to get involved in making their area a better place to live.
- Meet people from all parts of the community and get them to participate in planning and decision-making. Involve partner agencies, councils, emergency services, schools etc.
- Use technology such as social media, YouTube etc.
- Ask local businesses, shopkeepers, service providers.
- Ask as many questions we can and involve people in what we learn.

What we have done so far

Our first meeting was in September 2012, where residents and interested parties were informed about the million pounds. From this, we thoroughly discussed our priorities and suggestions were made how the group could allocate the £20,000 getting started monies.

The month after, the second meeting took place and quite quickly a trusted and organised group of residents and interested parties formed. A chair was appointed and roles and responsibilities were given to each member with guidance from our Big Local Rep.

The team started planning consultation events however, quite quickly we realised that co-ordination and support were essential. A decision was made to bring in a paid Support Worker to assist the group and organise the ever increasing workload that was being undertaken.

Following a successful bid to Capacity Global we secured the advice of a consultant who gave us valuable information on improving our green spaces. From that came the Better Green Spaces document and the planning of more consultation events.

In May 2013, new members joined the monthly open meetings and the group benefitted from a wealth of experience and knowledge from those attending. At this time, we also built up an informal group of Brereton Champions, local people who didn't take part in the monthly group meetings but helped in many other ways, including consultation activities.

Through Summer and Winter, community events were held and leaflets were filled in by our residents in readiness for Spring 2014 where the main consultation event was held.

Side projects were undertaken to show our worth and community groups invited in to receive funding and support. Volunteers also travelled countrywide to attend relevant training courses and meet other Big Local project areas and their volunteers.

We are now a group of a dozen with the invaluable assistance of our Support Worker. We all are from different backgrounds with varying involvement in our communities covering many voluntary groups, professions and interests. We have the ability and organisation to ensure change is positive and the funds available are used to maximum benefit for the residents.

Brereton's Profile

Taken from National Statistics and Staffordshire Observatory



Local Trust | Big Local

What we would like to improve in Brereton



The Consultation

Before starting the consultation, as a group we thought about the best ways to get information to all of the residents in Brereton. We thought of creating a survey to give to all of the households in the area as well as trying to get into schools, community groups and churches to make sure we covered most people.

Stage 1

Survey

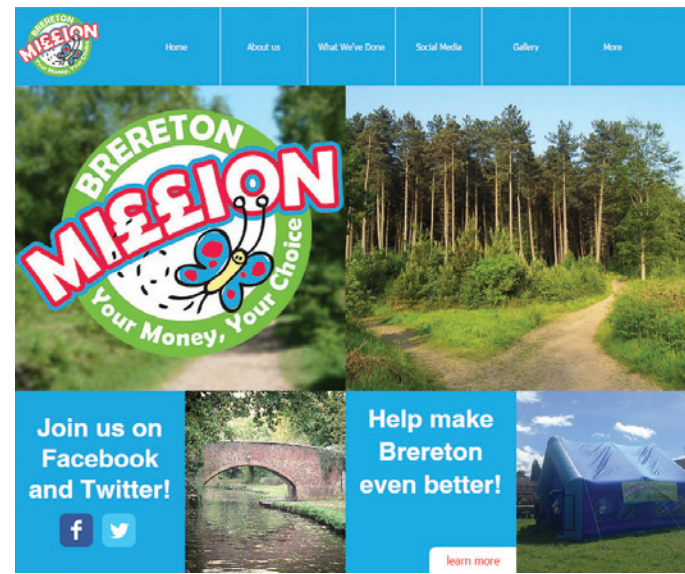
To get our name out into the Brereton community and get a large amount of responses from most of the residents in Brereton, we came up with the idea of creating a household survey leaflet during one of our Steering Group meetings. We decided on a survey leaflet as this enabled us to give information to every household in Brereton which would give residents the information they needed about the group and Big Local, as well as a place for them to give us their input into

how the money should be spent. As we had a Graphic Designer on the Steering Group, we gave them the task of designing something that would deliver exactly what we needed.



Social Media

As we were running events and getting out into the community, we also set up Social Media profiles and a new website. We felt a website was key as the majority of people now use the internet and social media sites like Facebook and Twitter.



Events

These events, held throughout 2013/2014, helped us get our name out into the community and helped us get the responses needed for the consultation. Most of these events were attended by at least two representatives from the Steering Group.

St Michael's Green

St Michael's Green was our first event organised by the Steering Group. As our main focus was to inform the residents of Brereton about Brereton Million, we decided to host little events on the main open spaces across Brereton. We had the Police show up with a riot van for the kids to have a look around, and also start a football match between the children and the Police officers. The turn out wasn't as great as expected; however we did get residents' views and decided to use this as a stepping-stone for our future events.

The Brereton Carnival (13th July 2013)

During this event, we had a stall advertising who we were, asking for volunteers and giving us feedback on what needs improving in the area. We found that a lot of people were avoiding our tent, so Steering Group members went to talk to people directly, which resulted in a better response

Big Brownie Fun Day

At the Big Brownie Fun Day, we had an area where the Brownies could come and write on our graffiti wall and tell us what they liked and did not like about the area, which was a huge success. We also had information for adults, who also got involved with the graffiti wall. This helped us get more information from the younger generations as well as parents.



Brereton Town Football Club 'Help for Heroes' Family Fun Day

Here, we had a stall giving information about the group, as well as handing our leaflets to people in attendance.

BRACE Discos (Brereton and Ravenhill Association for Community Events)

Out of our Community Chest fund, we paid for the hire of the Parish Hall room for the group's disco, who were fund raising for the Brereton Carnival, in exchange for their help in handing out leaflets and getting people's views during the events.

Brereton Town Football Club Fun Day

During this event, we had a stall advertising the two main questions we were asking during the consultation: what do you like about Brereton? And what would you like to improve? We got a very good response from the children and a few parents joined our Brereton Champions group and offered help on projects.

Attlee Crescent

Our Event at Attlee Crescent was the second one organised by the Brereton Million. It was



very similar to the St Michael's Green event, where we had the Firemen turn up, who helped get the children involved with a football game. During this event we didn't have many

people from the area turn up, however, we went door to door around the green, which brought some residents over to the tent to give their views.

Rugeley Christmas Light Switch On

During the Rugeley Christmas Light event, members of the Steering Group manned a stall in the town all day, getting residents to complete consultation leaflets and give them information about who we were to people who hadn't heard anything about us.

St Michael's Christmas Tree Event

For this event we decorated a Christmas tree



with handmade Brereton Million logo decorations to be put on display in our local church. We left a suggestions box and information for visitors to read and give their views.

Design a Teddy Bear

Whilst promoting our next Event, we set up a competition for the community to design a teddy bear as a mascot for Brereton Million.

Brereton Million's 'A Day in the Life of Brereton' Event

For our third event, we tried to get something going on in many different areas of Brereton, from meeting Santa at a nursery, to information points in local community rooms. This event was successful in some places, but not in others. However, from this we did get a lot of feedback from the residents who did attend.

Primary School's Christmas Fêtes

At each of the Christmas fêtes at the three primary schools, our support worker went along and gave our information to the parents, whilst getting them to fill in the leaflets.

St Michael's Church Christmas Fête

At this event, two of our Steering group members went along to our local church's Christmas fête, where they handed out leaflets and told people about what had been happening so far.

The Brereton Million Vote Event

The Brereton Million Vote Event in Ravenhill Park was our last event held to get the final votes from residents. Further information is provided later on in the plan.

Barnardos Fun Day at Ravenhill Park

During the Barnardos fun day, our support worker went along to let people know about what came top in our vote.

Brereton Carnival (12th July 2014)

At the Brereton Carnival, a couple of representatives from the Steering Group manned a stall to let people know about what had been going on and to display the results of the vote.

Support Worker Projects

Having a Support Worker also really helped us get more responses as she went into schools and to community groups in Brereton.

Suggestion Boxes

During the early stages of the survey, we created many suggestion boxes and placed them in shops, community halls, schools, libraries, pubs and churches for people to drop off their leaflets. Our Support Worker explained about Brereton Million to landlords and managers etc so they could help answer questions from residents and employees.

Primary School Projects

Each of the three primary schools in the area were asked to get the children involved and tell us how they would like the money to be spent. Our Support Worker met with School Councils to explain what we were trying to achieve and asked them to help spread the word at break times. The Support worker then went into each classroom to talk about what we liked and we wanted to improve in Brereton. They all had a voting card and during breaks, children came and gave in their suggestions. The children from Hob Hill Primary School designed playgrounds for their closest green space, Armitage Lane field, as well as giving us a lot of ideas for what we could do with the money. Redbrook Hayes Primary School designed new playgrounds for Ravenhill Park. When our Support Worker went to St Joseph's Primary School, she was asked to go for a walk with some of the students. She was shown an area behind the school, which has a huge drug problem. During several visits to this school, it was proved that every year, from nursery to year 6, had seen the drug problem at its worse, and witnessed drugs

being taken. The Police and Council were informed and have been to the area to take action, but this is still an ongoing problem, which even some parents were not aware. The children here wrote letters to Brereton Million telling us about the problems behind the school, as well as drawing what they would like in that space when the drug problems are dealt with. The entire project proved to be a success for the group getting more information from younger generations.

Lunch Bunch

At a local lunch for the community, held at the St Michael's Community Room, our Support Worker held a talk with the attendees about what we could do with the money and gave out leaflets to be filled out during the lunch. This helped us get ideas from the elderly residents of Brereton, as most of the people who attend these lunches are over 60.



Brereton Brownies

At the local Brownie groups, a graffiti wall was set up for the Brownies to fill in during their meeting.

Brereton Scouts

The Brereton Scouts were given a community grant and made a questionnaire to ask the children and parents about Brereton Million.

BRACE (Brereton and Ravenhill Association for Community Events)

During one BRACE meeting, our Support Worker went along to explain the money and the community chest to the group, as well as answering any questions.

The Allotments

Members of the allotments discussed what they wanted to do with the money. The meeting also resulted in more issues behind St Joseph's Primary School and the allotments being raised.

Brereton Social Football Club

During one of the meetings of the social club, our Support Worker went along to give the group information about Brereton Million.

Youth Club

Our Support Worker set up meetings with the Youth Services and helped with the set up of the Brereton Youth Club. During the meetings with the Youth Club, we set up a youth sub group to help get more information to teenagers in the area. We also let the club use table tennis tables located by a couple of the members of the Steering group. Our Support Worker also went to all of the meetings about shutting the Youth Services in the area, as well as helping try and save the group by signing petitions. The Brereton Million website is also listed on the Youth Services website, which can be seen by many groups in the area.

Business Meeting

A couple of members from our Steering Group set a meeting with local businesses to discuss the partnership and getting involved with the project. This was successful as we did get a few people who were very interested in getting involved.

Brereton Champion Pub Meetings

During our events and discussions, we noticed that a lot of residents wanted to be involved, but were put off by the idea of joining the Steering Group. This gave our Support Worker the idea of creating a sub group called the Brereton Champions to discuss what residents wanted, without being committed to a group. Brereton Champions held discussions in different pubs from around Brereton, discussing what residents wanted. They also helped with events and added information for discussion at the Steering Group meetings. A few members from this group went onto the Steering Group and now the Partnership.

Children's Holiday Club and the Hooty Club

Meetings at each of these clubs were attended and some activities were introduced to get more ideas from the Community.

WEA (Workers Educational Association)

The WEA attended our Steering Group meeting and were supported in identifying the learning needs for groups in Brereton. As there were skill areas that were voted for during the consultation process which the WEA already cover, we felt this was a good relationship to be made.

Struggles

During the entire process, we came across a few struggles we had to face. Despite hand delivering leaflets to every household in the area, but we didn't get as many responses from the survey as hoped. After this, we decided that there were other routes we could take to get more responses from residents. We decided to start going to a lot more community events held by groups to really get our name out into the community.

Another struggle we faced was the lack of participation from residents. During a few of the events, we didn't have as many residents show up as we had hoped. For example, during the 'A Day in the Life of Brereton' event, some of the locations didn't have any residents show up. However, other locations were very popular.



Hiring a Support Worker

Not that long after the Steering Group started, we had been struggling getting our name out into Brereton, as well as setting up events for the community. The group decided that as time was pushing on, we couldn't fully rely on just volunteers, as no one could give as much time as we needed. Using some of the £20,000 start up budget from Big Local, we decided to employ a Support Worker who could concentrate on getting into the community, with the support of the Steering Group. As soon as we employed our Support Worker, we noticed that we were able to move forward along the Big Local Pathway and were able to concentrate on getting feedback from the community faster.



Responses from Stage 1

When we finished the survey stage of our consultation, we had over **3,000** responses from the community. After collecting the first responses from the consultation, a sub group consisting of five members of the steering group met up and collated all of the views from the residents. We then grouped similar suggestions and categorized each suggestion under one of the following headings:

- Open Spaces
- Ravenhill Park
- Funding Projects
- Support Groups
- Brereton Aesthetics
- Skills
- Highlight to other organisations

Comments from the Survey include:

- A clean up of St Joseph's area
- New park equipment in Ravenhill Park
- More events in the area
- An array of sports clubs
- Renovation of bus shelters

See Appendix 1 for more comments

Having this information helped us progress into Stage 2 of the consultation.

What we want to Improve in Brereton

Here are some of the responses Residents gave to us during stage 1 of the consultation process.

Build on Support Community Groups
Community Spirit Clean up
Disability friendly litter and
park equipment dog poo
More Main road is Zip
events unwelcoming wire
Park is boring
More for for over 7s Cinema
Teenagers Skate Park
Play Equipment Training
Bus shelters schemes
More car Church
parking community
in park room upgrade Farm
Christmas Lights

Stage 2

The Voting Card

Using the collated responses from stage 1, we then made up three voting cards for the Steering Group to choose from. A variety of options were carefully considered, and the voting card used is shown here.

Developing Open Spaces	Things for Children	Education	Creating a Place of Interest
Signage of Brereton	Skills	Health and Wellbeing	Community Groups
Community Events	More Social Activities for Adults	Finances	More Social Activities for Families
Advertising	More Social Activities for Children	Things for Teenagers	More Social Activities for Teenagers

Brereton Park	St. Joseph's Land	St. Michael's Green	Dog Waste Bins	Goal Posts	Coulthwaite Way Green
Armitage Road	The Green Park	Newmans Grove Allotments	Dog Park	Atlee Crescent Park	

Open Spaces	Brereton Park	Funding Projects	Support Groups	Brereton Aesthetics	Skills
ST JOESPHS LAND	PARK EQUIPMENT	MORE EVENTS	SPORTS GROUPS	TREE AVENUE AND PLANTS	HOUSE PROJECT
ST MICHAELS GREEN	SKATE PARK	CHURCH ROOM UPGRADE	FACILITIES FOR TEENS	WELCOME SIGNS	HOUSE SKILLS
DOG WASTE BINS	REFRESHMENTS	COMMUNITY BUS	YOUTH CLUB	STATUE AND ART	COMMUNITY FARM
GOAL POSTS	STAGE AREA	FACILITIES FOR KIDS	ACTIVITY SCHEMES	BUS SHELTERS	HEALTH GROUPS
COULTHWAIT WAY GREEN	PATH A BOTTOM OF PARK	REWARDS/ INCENTIVES	COOKING GROUPS	SEATING	TEEN HOUSE
Alternative Choices					
ARMITAGE ROAD	CRAZY GOLF	DRY PUB FOR TEENS	COMMUNITY GROUP SUPPORT	HISTORY BOARDS	
THE GREEN PARK	ZIP WIRE	BOXING CLUB	ART GROUPS	BINS	
NEWMANS GROVE ALLOTMENTS	BBQ ZONE	COMMUNITY ADVERTISING	DISABILITY FACILITIES	HERITAGE	
DOG PARK	FOOTBALL PITCHES	CINEMA EVENT	SHABBY 2 CHIC	CHRISTMAS LIGHTS	
ATLEE CRESCENT PARK	MORE CAR PARKING	DRAGONS DEN COMMUNITY FUND	INTERNET TRAINING	ROAD CLUTTER/CLEAN UPS	

After being heavily discussed, it was decided that we would go for the more detailed voting card (right) so people knew exactly what they were voting for, and could choose more than one option from each of the categories.

Open Spaces	Brereton Park	Funding Projects	Support Groups	Brereton Aesthetics	Skills
ST JOESPHS LAND <input type="checkbox"/>	PARK EQUIPMENT <input type="checkbox"/>	MORE EVENTS <input type="checkbox"/>	SPORTS GROUPS <input type="checkbox"/>	TREE AVENUE AND PLANTS <input type="checkbox"/>	HOUSE PROJECT <input type="checkbox"/>
ST MICHAELS GREEN <input type="checkbox"/>	SKATE PARK <input type="checkbox"/>	CHURCH ROOM UPGRADE <input type="checkbox"/>	FACILITIES FOR TEENS <input type="checkbox"/>	WELCOME SIGNS <input type="checkbox"/>	HOUSE SKILLS <input type="checkbox"/>
DOG WASTE BINS <input type="checkbox"/>	REFRESHMENTS <input type="checkbox"/>	COMMUNITY BUS <input type="checkbox"/>	YOUTH CLUB <input type="checkbox"/>	STATUE AND ART <input type="checkbox"/>	COMMUNITY FARM <input type="checkbox"/>
GOAL POSTS <input type="checkbox"/>	STAGE AREA <input type="checkbox"/>	FACILITIES FOR KIDS <input type="checkbox"/>	ACTIVITY SCHEMES <input type="checkbox"/>	BUS SHELTERS <input type="checkbox"/>	HEALTH GROUPS <input type="checkbox"/>
COULTHWAIT WAY GREEN <input type="checkbox"/>	PATH A BOTTOM OF PARK <input type="checkbox"/>	REWARDS/ INCENTIVES <input type="checkbox"/>	COOKING GROUPS <input type="checkbox"/>	SEATING <input type="checkbox"/>	TEEN HOUSE <input type="checkbox"/>
Alternative Choices					
ARMITAGE ROAD <input type="checkbox"/>	CRAZY GOLF <input type="checkbox"/>	DRY PUB FOR TEENS <input type="checkbox"/>	COMMUNITY GROUP SUPPORT <input type="checkbox"/>	HISTORY BOARDS <input type="checkbox"/>	
THE GREEN PARK <input type="checkbox"/>	ZIP WIRE <input type="checkbox"/>	BOXING CLUB <input type="checkbox"/>	ART GROUPS <input type="checkbox"/>	BINS <input type="checkbox"/>	
NEWMANS GROVE ALLOTMENTS <input type="checkbox"/>	BBQ ZONE <input type="checkbox"/>	COMMUNITY ADVERTISING <input type="checkbox"/>	DISABILITY FACILITIES <input type="checkbox"/>	HERITAGE <input type="checkbox"/>	
DOG PARK <input type="checkbox"/>	FOOTBALL PITCHES <input type="checkbox"/>	CINEMA EVENT <input type="checkbox"/>	SHABBY 2 CHIC <input type="checkbox"/>	CHRISTMAS LIGHTS <input type="checkbox"/>	
ATLEE CRESCENT PARK <input type="checkbox"/>	MORE CAR PARKING <input type="checkbox"/>	DRAGONS DEN COMMUNITY FUND <input type="checkbox"/>	INTERNET TRAINING <input type="checkbox"/>	ROAD CLUTTER/CLEAN UPS <input type="checkbox"/>	

Each category had ten choices, the top five were the highest voted responses from the consultation and the bottom five were alternative choices.

The Event

Leading up to the event in the park, we had many meetings and sub group meetings to discuss what we wanted to get out of the event and ensure everything was set up for the day.

To get residents together to vote, we set up a cost free family event held on the 12th April 2014. We had many different crafts and other fun things for the children to do, as well as having other organisations come in from the community. We chose different natural crafts that families could do together, but could also go away and recreate what they had done at home. These included kite making, stone painting, bow and arrow making, Easter activities run by St Michael's Church and an array of animals for the kids to see from Amerton Farm.

We were also supported with entertainment from local singers and a travelling circus troop who had set up in the park. A local football club let us use the premises for our event and at lunchtime, we supplied a free buffet for all. During this time, we asked the local residents to vote at a stall explaining all of the proposed ideas on the voting card, where several steering group members were around to discuss the vote with residents.

Overall, we had 256 responses from the residents, which gave us an idea on what the community wanted the most. Using this vote, we could then figure out what we wanted to concentrate on over the first 3-5 years.

BRERETON MISSION
Your Money, Your Choice

IT'S TIME FOR YOU TO DECIDE
Saturday 12th April 11am-3pm
Choose your favourite ideas!
It's time to see how Brereton want to spend the £Million - **VOTE FOR YOUR FAVOURITE**
Be part of the Brereton Community
FREE Buffet Lunch and FREE Family Activities

- Brereton Wheelers Races
- Craffiti Artists
- Treasure Hunt
- BWRC Animals
- Photo Scavenger Hunt
- Den Making
- PRIZE DRAW* and lots more!
- Entertainment

For more information email sue.biglocal@gmail.com

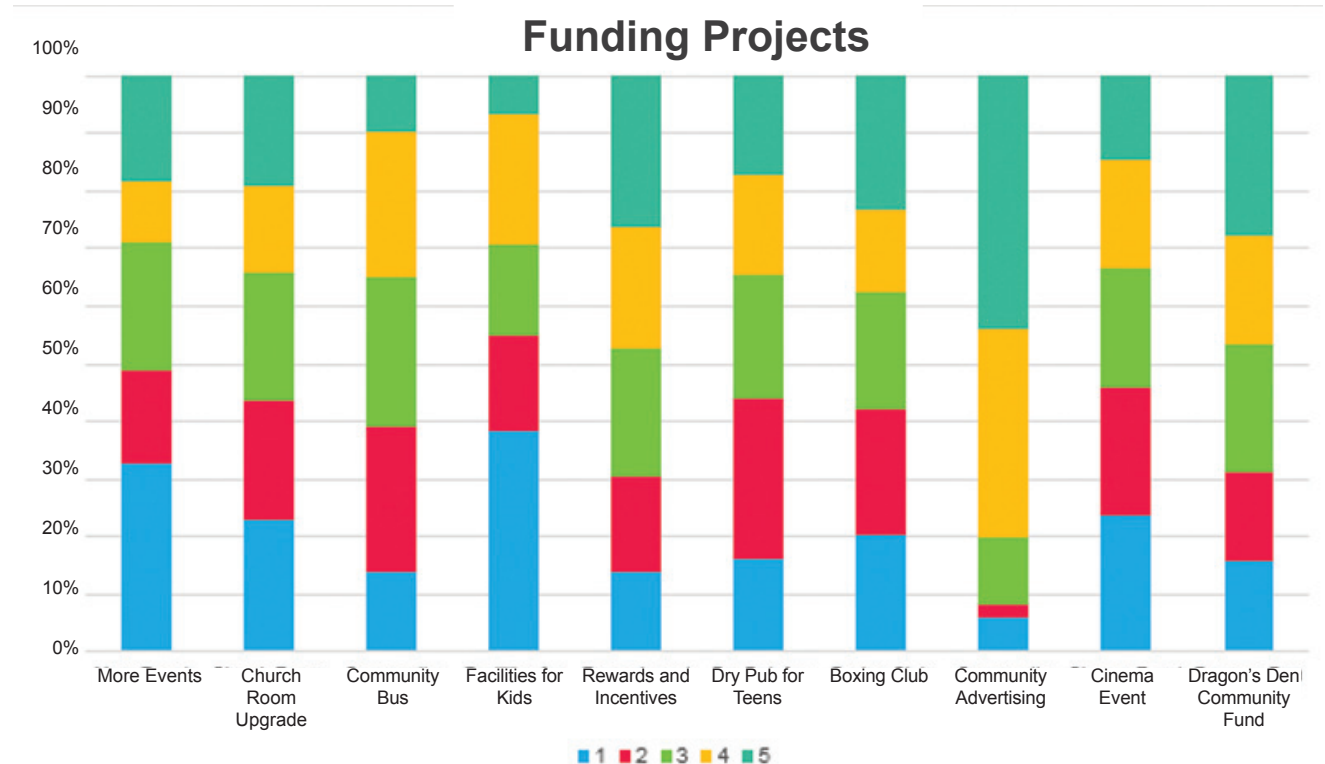
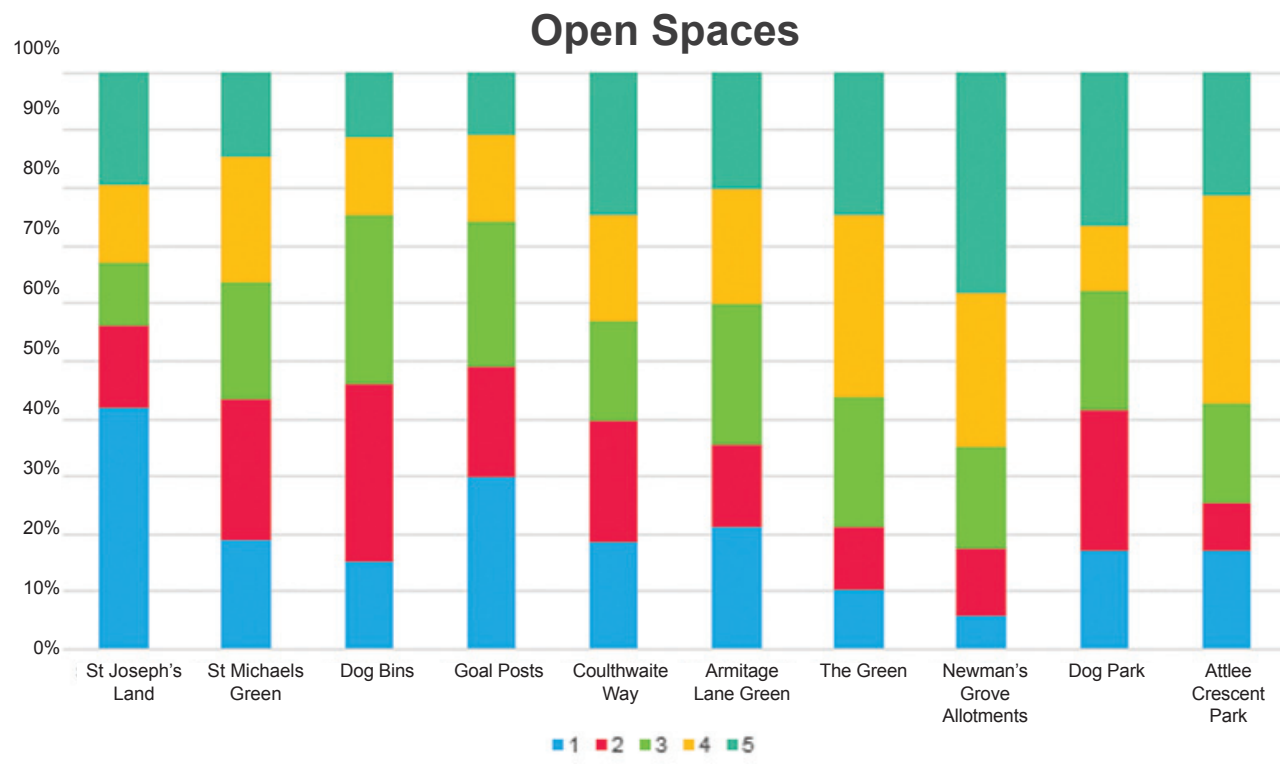
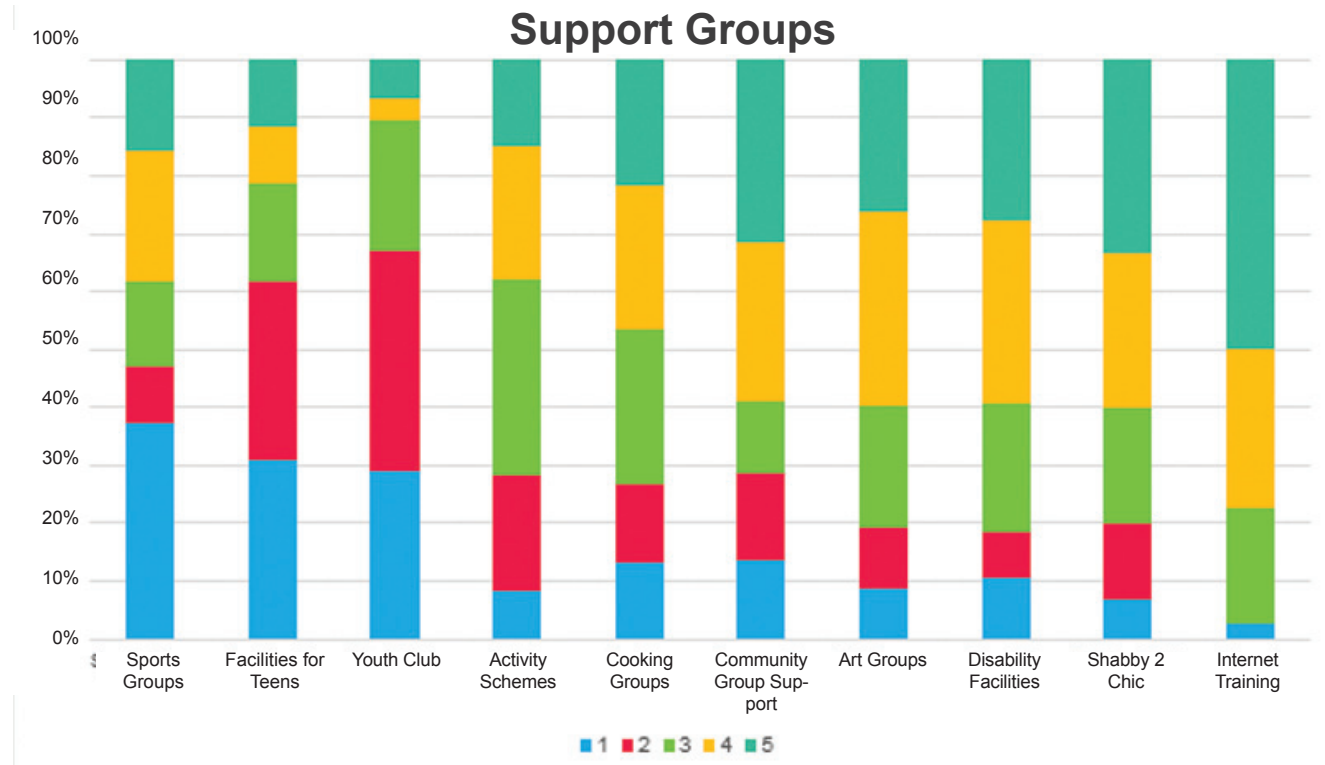
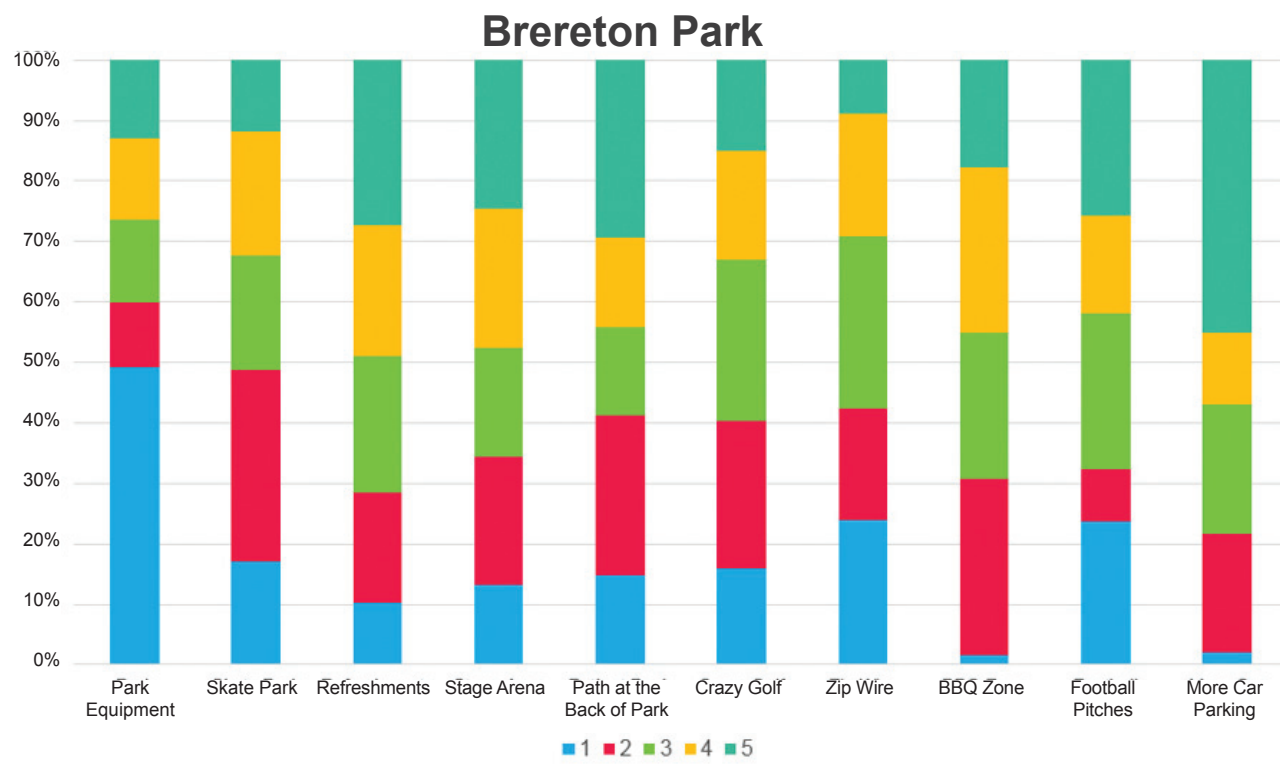
Join us in Ravenhill Park to Bring Brereton TOGETHER

Local Trust | Big Local | Lottery Funded

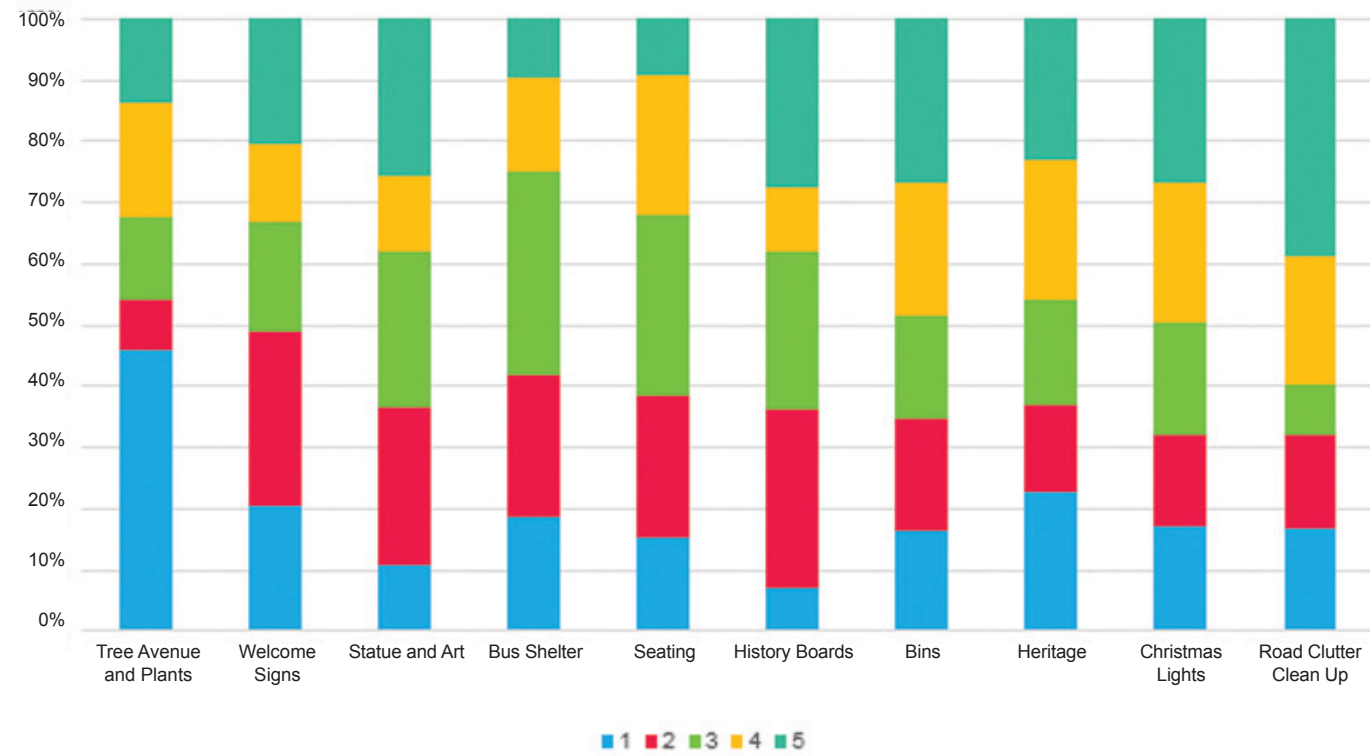
*Join in all the activities and get entered into the prize draw

Results

Using the same sub group who collated all of the responses from Stage 1, we counted all of the results and from this, we knew exactly what we needed to cover during the first three years. The graphs shows how many times each category was voted for, as either 1st, 2nd, 3rd, 4th or 5th. The results are as follows:



Brereton Aesthetics



Key Areas

From the information retrieved from the consultation process and research into the profile, we have found 3 key areas that we as a group were not aware of.

Drug issues by St Joseph's Primary School

Near one of the primary schools in Brereton, a drug problem has been brought up many times by the school children and we feel that this is something we need to look into and try to prevent.

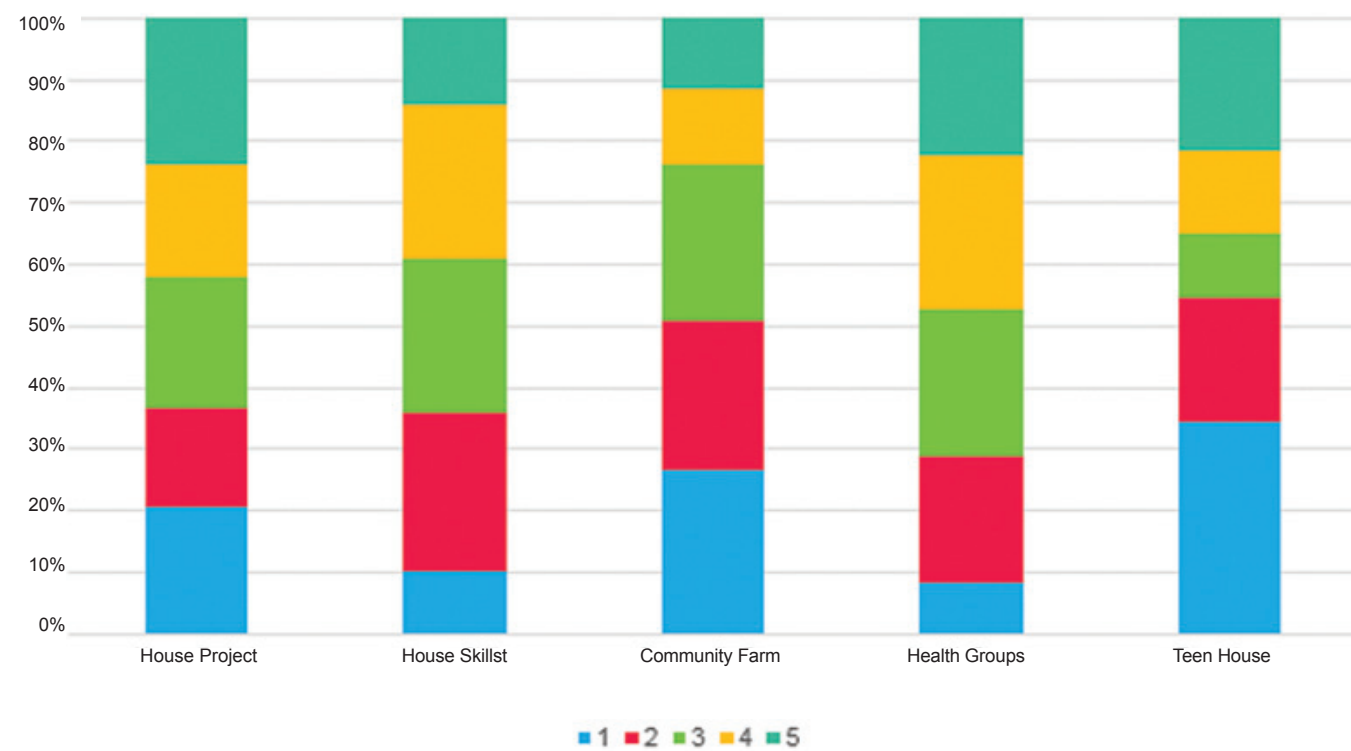
The amount of residents on Disability Living Allowance

From looking into the profile and searching through the 2011 census, we found out that 500 residents are receiving Disability Living Allowance. During the consultation, having more disability facilities was mentioned repeatedly, so this again is another area we need to do some research into.

Crime in the area

After talking to our local Police officers, they have mentioned a few areas that have anti social problems. These include, the land on Coulthwaite Way, including the old football field, and the areas around Wharf Road/Newman's Grove, which both have problems with alcohol and drug misuse as well as fly tipping. It was also mentioned that there are also minor problems of alcohol misuse in the park.

Skills



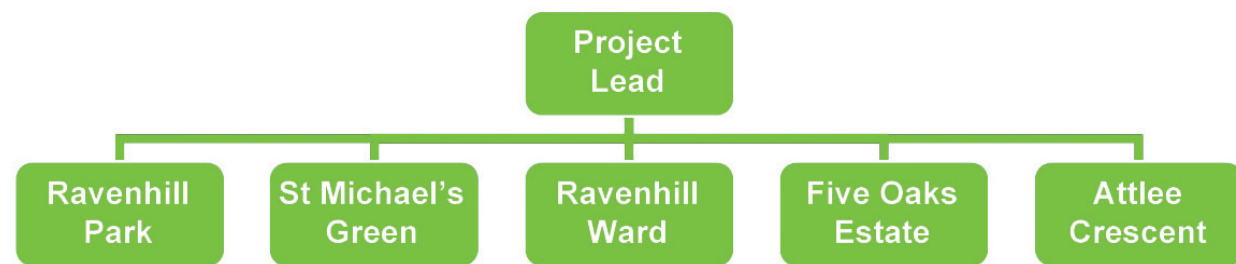
Open Spaces Project

In January 2013, Brereton Million successfully applied to the Big Local Environment Spaces and Places pilot. In doing so, we secured four days of expert help to work up a strategy and give us support when thinking about how to go the right way about bringing change to open areas. Green space is part of the fabric of the parish, one of the ingredients making up our community and essential to wildlife and people of all ages.

Improvement however may be a simple case of keeping what we already have, maintaining space and resisting negative development. Though no tangible improvement occurs it is still vital to keep our open spaces available for public use.

Brereton Million has identified that to reap these benefits, many of the green spaces locally need to be improved. This could mean something as little as providing bins for dog mess. But there is also opportunity to make more substantial changes.

Using all of the information gained from working on the Open Spaces project, it was suggested that we split the open spaces into smaller, more achievable projects that do not necessarily need to be done all in one go, but throughout the first year.



The Consultation focused around the design of our open spaces, the development of social space and upgrading of play equipment, which has been well supported by Brereton Residents. Recognising that there are minimal sporting facilities for young people also gives us scope to invest in simple projects to provide such equipment, as well as leisure equipment for elder members of the community.

The goal is to make Ravenhill park a destination park for residents and visitors as well as to upgrade community greens and planted areas.

Our Open Space Objectives

- To identify open space currently unused or undeveloped that can be considered for regeneration.
- To assess the environmental/community impact of any change and understand the significance to Brereton and Ravenhill.
- Promote sustainable development through innovative thinking.
- Maintain or create habitats to support the wildlife of the area where we can.
- To continue to bring communities together and grow the community spirit.
- To resist negative development programmes that would lock down available green space preventing an alternative use: to be a voice for our community.
- To make green space accessible to all.
- Increase the use of parks as an educational resource, which promotes the heritage of the Parish.
- To find a better or improved multi-use for our green open spaces.
- To encourage safe play and promote social space.
- To bring in shelters and seating, but not to encourage anti-social behaviour.



The Brereton Million Partnership

As the set up of the Partnership is a crucial element of the process, we held a workshop on the 8th July 2014 to come to a final decision about the Brereton Million Partnership.

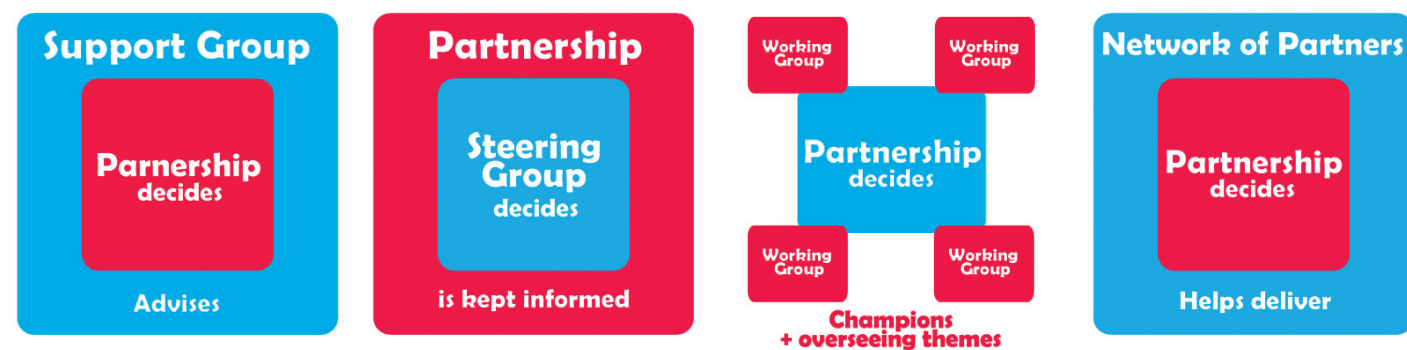
At the Steering Group meeting before the workshop, our Big Local rep gave us examples of partnership models we could use.

During our workshop, we all had ideas about that we thought would be important in our partnership. These were:

- Open meetings for the community
- Personal responsibility
- The group must be open and transparent
- Friendly/ People skills
- Formal structure
- Welcoming atmosphere
- Use local businesses
- Inspiring
- Have links with younger generations
- Mix of skills
- Better ways of communication
- Communication

Our Partnership

We considered four models that our Partnership structure could be based on. It was decided that our partnership would be a combination of model A and C.

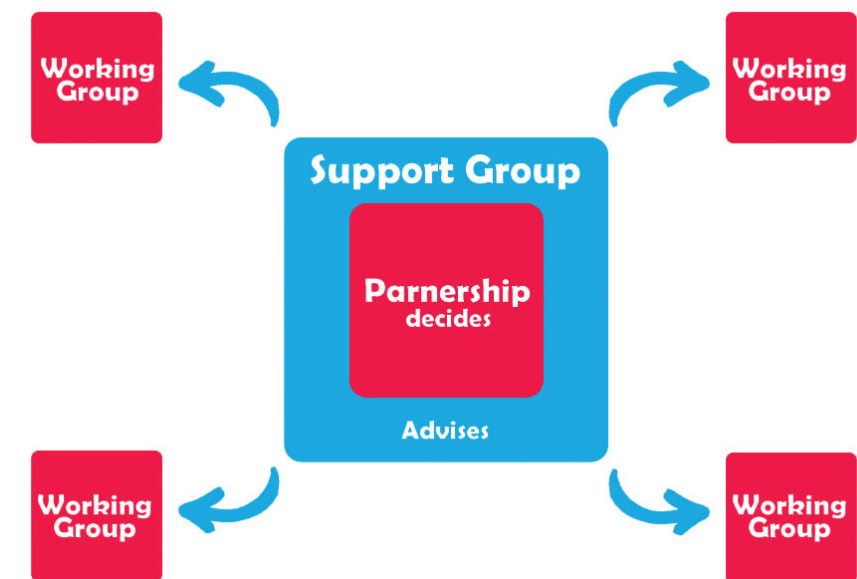


Our main ideas for the partnership include:

- 100% of people with an active involvement in the area
- Whoever joins MUST be committed for 12 months
- There could be no more than 25% Councillors
- The Maximum amount of people on the partnership is 12 people including up to 3 Councillors
- Our Support worker is allowed at the meetings but does not have a vote
- The Partnership will be reviewed annually
- Any person in public office, or representing a specific organisation should declare any conflict of interest, and may be required to abstain from any vote where their vote may influence an outcome.

Our Structure

In the early stages of our partnership, we intend to start off with a partnership with a support group to advise on tasks we are doing at the time. Examples of members of the Support Group include the Police, the Councils and the Park Keepers. However, when we progress into doing key projects, we have left it open for us to create working groups/sub groups in case we need feedback from other representatives from the community.



Role Descriptions

Chair

The role of the Chair is to provide leadership and direction to the Brereton Million Partnership. The Chair's aim is to enable the group to fulfil their responsibilities for the overall governance and strategic direction of the organisation.

Vice Chair

The role of the Vice Chair is to provide assistance for the Chair of the Partnership to enable the Brereton Million Partnership to meet the group's aims and objectives.

Secretary

The role of the Secretary is to provide both clerical and administrative support to the Brereton Million Partnership to make sure the group runs smoothly.

Other roles in the group include:

- Press/ Media Coordinator
- Events Coordinator
- Finance Coordinator
- Brereton Aesthetics Coordinator
- Skills Coordinator
- Council Liaison
- Open Spaces/Ravenhill Park Coordinator
- Marketing Coordinator
- Support Groups Coordinator
- Funding Projects Coordinator

Our Priorities

As a group, we have decided that our Priorities over the next 5 years are:

- Support Community Groups
- Create opportunities for employment and help residents gain new skills
- Promote health and wellbeing
- Bring our community closer together
- Work with Partners to generate further opportunities
- Expand the potential of our Green Spaces



Up Until Now

As a group we have already started helping the community and aiding local organisations.

Cleaning the War Memorial

The Saturday before Remembrance Sunday in 2013, members from the community and Brereton Million came together to help clean around the memorial, cut back the greenery and plant new plants. The British Legion members from Brereton really appreciated our help with the clean up and we aim to help with this over the next few years.

Brereton's Santa Tour

During the run up to Christmas, a few of the Steering Group members helped walk around with the Santa Tour delivering leaflets whilst collecting money for the Community.



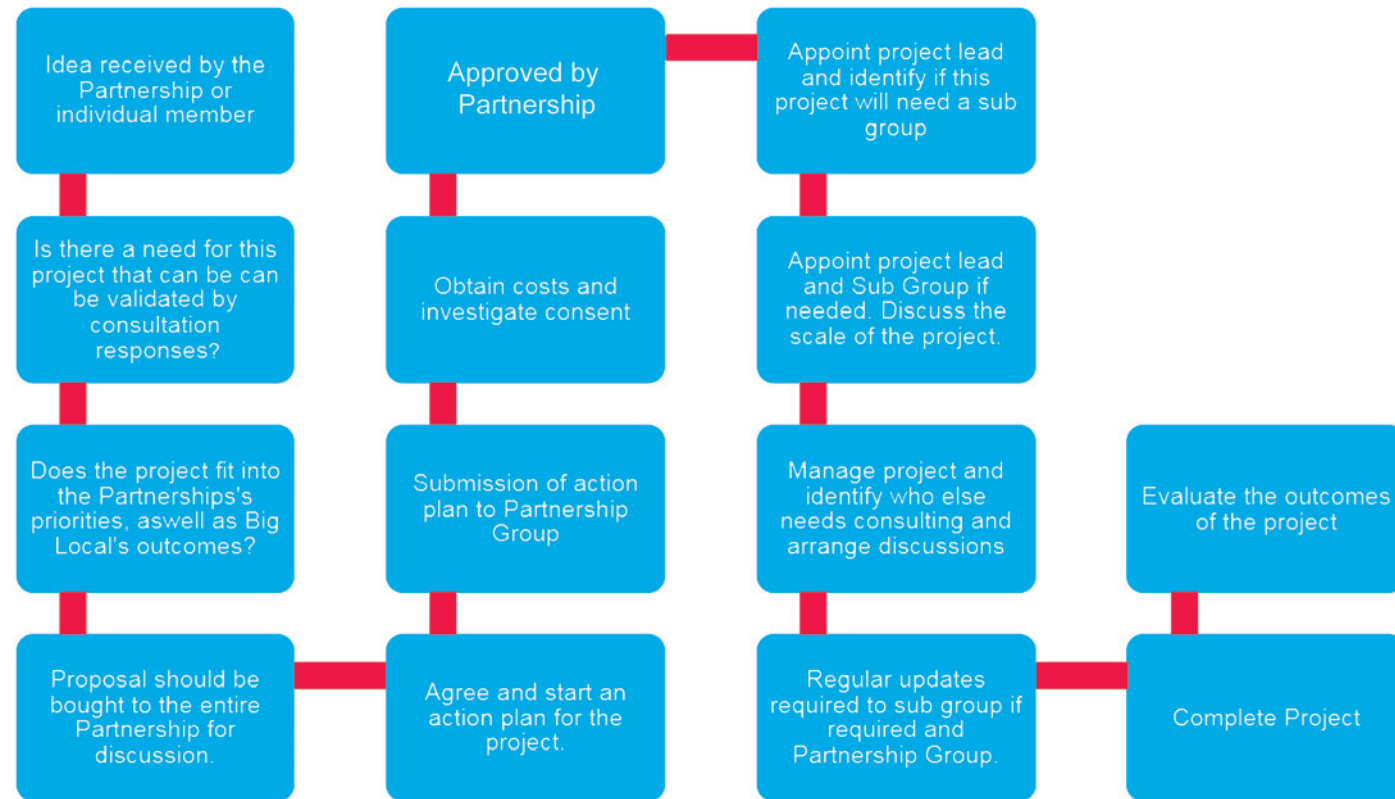
Community Chest

Since receiving our Getting Started Budget, we have given community groups small sums of money to help set up an activity or for equipment and in return, these groups helped us get our names out into the community and fill in surveys. For example, we helped pay the cost of hiring the Parish Hall for BRACE who held a disco for local families in aid of raising money for the Brereton Carnival.



Decision Making

Whilst deciding how to approach our projects, we shall aim to follow this plan to make sure the projects are efficiently planned and keep to any targets set by the Partnership.



At any stage of this process, if any of the projects are considered not feasible due to cost, lack of information, inappropriateness or environmentally damaging etc, a return should be sent to the original proposer outlining the reasons why at this time it cannot be supported.

This completes the cycle of communication on behalf of the formal Partnership.

Finances

The finances for the next two years are based on estimated prices we have received of the last few months. Our intention is to achieve this spend in each of the next two years. However, if we do not use the intended amount for each area, the money will be used somewhere else or in other years. This money will go into Brereton, for Brereton.

Year 1



Ravenhill Park	£90,000
Open Spaces	£20,000
Community Fund	£15,000
Admin (incl Support Worker)	£14,000
Skills	£3,000
Events	£10,000
Contingency	£5,500

Total £154,500

Year 1

Ravenhill Park £90,000

With the £90,000 we intend to spend on Ravenhill Park, we would like to add play equipment, seating and other accessories to help benefit all ages in our community. At the moment, Ravenhill Park doesn't have any play equipment for children over 7 years old. Adding to the park will give older children something to do and will provide seating and gym equipment for adults. Adding new equipment that is disability friendly will also help the park become more accessible for residents in wheelchairs.

Open Spaces £20,000

With this money, we intend to add new equipment and seating to all of the open spaces within Brereton. We feel that the open spaces at the moment are not being used as much as they could be, so adding new equipment and seating will hopefully increase their use. We shall talk to residents around each of the open spaces to obtain their input on what they would like on the open spaces. Again, like Ravenhill Park, we want to make the open spaces accessible for wheelchairs, so everyone can use the new spaces.

Community Fund £15,000

As part of the Funding Projects category, we wanted to make sure that community groups in Brereton were able to apply for money to help run or set up new groups. A similar Dragon's Den style pitch will be used by groups to members of the Partnership, who will then decide how much the community group will receive. As a group, we will decide on the maximum amounts group will be able to have for each year.

Administration (incl Support Worker) £14,000

Our budget of £14,000 will cover all administration costs for Brereton Million, including printing costs, hire of rooms for events and meetings, etc. This will also include the cost for our Support Worker and the line manager costs, which will help us work efficiently and keep within our time scales.

Skills £3,000

We aim to start researching what options we have to help increase skills within Brereton in the later stages of the year. For example, we may look into training members of the group or going to events that will benefit us in the later years of the project.

Events £10,000

As more events was one of the highest suggestion voted for by the residents, we have set aside some money to test new event ideas. For example, we are looking into an open-air cinema event in Ravenhill Park to bring the community together in a new event. This is estimated to cost around £500-£1,000. Another idea is a lantern parade in the winter for schools and parents to get involved with, as well as having stalls and Christmas carols.

Contingency/Set up £5,500

With a contingency budget, if something happens during the year that we were not expecting, we have some money that can be used if something costs more than expected, or something unexpected happens. In the first year, this money will also cover start up costs for the group, which we have estimated will cost £2,500. This will include much needed IT equipment, including a computer and printer.

Year 2



Brereton Aesthetics	£50,000
Community Fund	£15,000
Funding Projects	£30,000
Brereton Park and Open Spaces	£20,000
Skills	£10,000
Admin (incl Support Worker)	£14,000
Events	£6,000
Contingency	£5,500
Total	£150,500

Year 2

Brereton Aesthetics £50,000

Resident feedback from the Consultation has shown visual improvements around Brereton are key. Tree planting schemes, flower planting, bus stop replacement, signage, community art and better seating have all received considerable comments and will be the main focus of Year 2 projects once the park project is completed. This will also allow for consent issues and planning issues to be resolved. We will also extend to the canal as this has received feedback from people using the local pathways. It is anticipated that there may be some spend on equipment to ensure that tools and machinery are available to complete this work.

Community Fund £15,000

As part of the Funding Projects category, we wanted to make sure that community groups in Brereton were able to apply for money to help run or set up new groups in year two. A similar Dragon's Den style pitch will be used by groups to members of the Partnership, who will then decide how much the community group will receive.

Funding Projects £30,000

This money is intended to allow a variety of projects throughout Brereton some funding. For this year we will look into using this for a Community Bus to help members of the community get around the surrounding area. The idea was mentioned a lot during the consultation process as some members of the community cannot get around or have to rush from their own community groups to get the bus on time.

Contingency £5,500

With a contingency budget, if something happens during the year that we were not expecting, we have some contingency money.

Skills £10,000

Throughout the consultation, a number of residents have mentioned the need to improve employment opportunities and to provide training courses for residents.

Year two finances begin to allocate funds towards feasibility studies and to secure elements of training and inputs from organisations such as WEA or Staffordshire based colleges in providing locally run courses.

Administration (incl Support Worker) £14,000

Our budget of £14,000 will cover all administration costs for Brereton Million, including printing costs, hire of rooms for events and meetings, etc. This will also include the cost for our Support Worker and the line manager costs, which will help us work efficiently and keep within our time scales. This cost may differ due to possible inflation.

Brereton Park and Open Spaces £20,000

This money will be used to maintain the new park equipment in Ravenhill Park and in the Open Spaces. In year 2, we will look at additional seating and planting projects. There is also potential land being made available for public use next to the current children's play area. Furthermore, feasibility will be undertaken around adding a refreshments kiosk within the park.

Events £6,000

As more events was one of the highest suggestion voted for by the residents, we have set aside some money to test new event ideas. During year two, we will be looking into how successful the events in the first year are, to see if we shall repeat some of them.

Total



Year 1

£154,500

Year 2

£150,500

Remaining Money

£695,000

Total

£1,000,000

Years 3,4 and 5

During years 3,4 and 5, we will concentrate mainly on improving skills within Brereton, as well as keeping up maintenance on Projects already done by the group. The projects expected to take place in these years will be thoroughly researched and proven viable and needed in the community before projects will start.

Housing Project

The housing project will consist of the group buying a house in Brereton that needs major work done. This will allow us to involve builders, plumbers and other necessary businesses to come in and work with apprentices to pass their skills onto residents. When completed, we will then be able to sell the house, with the intention of buying a new house from the money received.

Teen Home

The concept with the Teen Home is to create facilities which will aid teen mums in the first couple of years in their child's life. This will include showing them necessary house skills to help them in future life, and skills that can also help them in other areas of life, such as in the workplace.

Community farm

Our aim with the Community Farm is to create an area that be used by the entire community. The idea is to create a small farm like area where we can house chickens and other animals to create produce and also create a new place for residents to learn new skills. This can also be linked to the three schools in the area and aid in the children's learning.

Maintaining what we have done so far

During these three years, we will also need to maintain the other projects we will have carried out in the first two years. For example, we will need to continue running costs for the Community Bus, maintain the equipment in the Open Spaces and Ravenhill Park and also make sure the Brereton Aesthetics are also well maintained.

Community Fund and Events

We want to continue giving support to local community groups as well as help new groups form with the funding from the million. Like in earlier years, we would want to carry on with the Dragon's Den type funding if successful.

We also aim to keep running events throughout the year, with the potential of creating new events which may possibly replace events that didn't work so well within the first two years.

Administration (incl Support Worker)

Our budget of £14,000 will cover all administration costs for Brereton Million, including printing costs, hire of rooms for events and meetings, etc. This will also include the cost for our Support Worker and the line manager costs, which will help us work efficiently and keep within our time scales.

Contingency

We will also need to contingency budget for each year in case anything came up that we were not expecting during these three years.

Conclusion

How we will Measure our Success

Schedule

It is important that the project work undertaken is done so to a reasonable timescale and is completed by the date set by the Partnership. Being aware of delays, expertise and landowner requirements are important when assessing how long each project should take to complete.

Scope

The improvements undertaken should aim to affect different community groups and be as diverse as reasonably possible. For example, not all open spaces should be used for play equipment but it should be recognised that a number of uses are available. Having variety in the projects across the Parish should be considered preferable.

Budget

Are the aims of the project met within cost agreed? If additional expense is incurred in excess of that agreed by the partnership then it might seriously affect the feasibility of the development.

Community Satisfaction

Have any complaints been received? Is the development well used? And if so what feedback is available to the partnership that can be used to address future planning?

Quality of work

Has the work been completed to a high standard and does it have longevity? It is recognised that some projects may be intended as only temporary but the quality of work should remain high at all times. Where external contractors are used quality of work should be a condition maintained within the signed contract.

Productive

Nationally recognised awards and accolades should be important to the group and measuring success will be part of long-term plans. For example, Green Flag Awards and the David Bellamy Conservation Awards. The projects undertaken should be well used by the community and offer uses to green space that do not currently exist.

Photos

We will also be able to measure our success by using photos taken during the consultation process. Pictures taken of the areas of Brereton we would like to improve, such as the open spaces and areas full of litter can be retaken during the next few years to show the progression of the changes that have been undertaken by the group.

What Success will 'look' like

Communities will be better able to identify local needs and take action in response to them

The steering group took notice of a 2012 'Love Your Street' survey to understand perception of the area, then commissioned a further survey to extract ideas, opinion and initiatives from community members. These were then grouped for the consultation exercise and prioritised accordingly.

Throughout this process residents have been consulted through the Brereton champions' programme. Where opportunity has presented itself to commence work on needs we have done so.

For example:

- War Memorial site (A460, corner of Coalpit Lane) which the group cleaned and replanted for Remembrance Sunday.
- Throughout the project further consultation exercises will be undertaken to check those needs and respond accordingly. No community group other than the Parish Council was looking at needs prior to this programme therefore the above outcome is almost instantly satisfied. It is the long-term commitment that must now bring about change.

People will have increased skills and confidence

Built into the plan is the need to involve training partners such as WEA as this was identified throughout the consultation process. Looking at statistics available nationally, we identified a clear need to build a resilient programme of training for young people and the unemployed. This should give our residents enhanced opportunities of employment and confidence. Investing in skills, such as bricklaying or park-keeping, can then be reinvested into our community. Computer skills have also been shown as a requirement for our elderly residents.



The community will make a difference to what it will prioritise

Better green spaces, enhanced social space and facilities should build further on the great sense of community our residents told us about. By supporting the many different groups that meet in the Churches, the Parish Hall, Pubs and Sports Clubs, we will be able to increase their effectiveness and offer more capacity and capability.

We have mapped far more volunteer-led groups than we thought existed in the parish. We want to give them something back by supporting their needs and building on the excellent work they do.

Supporting events was also high up on the residents' list of needs. We have considered cinema events, sports events, Christmas events and many more to help bring our community together.



People will feel that their area is an even better place to live.

Throughout the life span of the project, we will undertake further consultation exercises, check finances through annual general meetings and ensure that we take every opportunity to listen to the views and opinions of our residents.

We will know from feedback if people are feeling more positive about Brereton and we will see people using the new facilities.

We anticipate that groups will pitch ideas for support, seek funds and suggest additional areas for spend.

We anticipate that Ravenhill Park will become a destination park for more visitors, that our businesses will feel part of the community and that incidents of graffiti and damage will reduce.



How our Plan will help us with Our Vision

Focus our priorities

Using the plan to guide us through the next few years will help us focus our priorities on the projects that have been mentioned in the plan. Setting five main priorities will help us keep projects on the right track and we aim to have covered all of these priorities within each year.

Ensuring spending is based on votes

The plan will also help us keep projects focused on what has been voted for by residents and are based on the needs of the community. We want to make sure that projects and funding are benefitting Brereton and its residents, and that we are not wasting money.





**We look forward
to the next 10 years!**