

Adapt to survive

new era – new team

Case-study conference

Wednesday 7th December 2011

0830 – 12.30, The Georges Community Centre, Crewe

(free parking, 3 miles from Crewe Station)



BENTLEY



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change”

Charles Darwin

With continued constraints on the public purse, less disposable income yet an increase in assets transferred to community control, we need to think more creatively about optimising existing local resources to sustain local facilities.

In summer 2011, determined to demonstrate that there are alternative ways to sustain community assets, a small team entered into a unique partnership with a Council and community to inspire change.

The Georges Community Centre is a community facility based in the heart of a deprived ward in Crewe that is experiencing dramatic cultural change in an attempt to create a sustainable community enterprise. Earlier this year the asset was closed to the Public, like many assets struggling to sustain itself during a challenging economic period.

Landlord, Cheshire East Council recognised the challenges faced by the community and sought an innovative solution, not simply a quick fix, to sustain this invaluable community facility.

A unique partnership emerged between the community, the Council and a young social business called Big Society Works Ltd, which after just 8 weeks and WITHOUT GRANT has resulted in:

- Refurbishment of the asset
- Re-engagement of the community
- Rebranding of the facility
- The appointment of a part-time Centre Manager from within the local community
- The creation of a cyber cafe
- The development and delivery of a range of services including luncheon clubs for older people, youth club, bingo, fun days and after-school clubs.
- The hosting of a range of clubs including Weightwatchers, Judo, Slimming World, Carer's , Card-making and street dance.
- The expansion of a community cafe



This changed has come as a result of new perspectives, new relationships with the private sector and fresh ambition unleashed within the community.

Big Society Works Ltd is a young social business aiming to inspire, equip and mobilise people to take more social action. They specialise in community development, social business development and community assets.

Earlier this year, at just 9 months old they were shortlisted for the Trinity Mirror Business Award in the Community Business category, runners up to M&S Money. In the past six months they have helped a charity to develop their business and secure a ¾ million pound contract to deliver public services and a supported a major Unitary Authority to devolve assets exceeding £10M.

They would like to share their journey at The Georges with you, their challenges and successes and their approach to private sector engagement.

Speakers include:, John Nicholson, Strategic Director of Places, Cheshire East Council, Anne Ibrahim, Executive Director, Big Society Works Ltd, Caroline Obrien, Chief Officer at CVS Cheshire East and private sector community investors including Expert Logistics Ltd, Bentley Motors Limited, Microstart computers and Harvest Housing Group.

Conference objectives:

This conference aims to

- promote alternative approaches to sustaining community assets
- demonstrate how the private sector can gain from increased community involvement
- highlight the help and support available to transfer and develop community assets

target audience:

- local authorities seeking innovative solutions to devolving assets
- community and voluntary groups struggling to sustain their assets, whether leisure, culture, sport or social
- private sector organisations eager to invest in new community markets

Delegate costs:

£45+vat including lunch for public/private sector delegates

£25+vat including lunch for voluntary sector delegates

LIMITED PLACES AVAILABLE – BOOK NOW

To reserve your place or receive further information please email anne@bigsocietyworks.com or call us on 01270

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