

Project Report
np 145 Kent Community Action Partnership (KCAP)

1. Executive Summary

The Kent Community Action Partnership project provided, according to need based on in depth analysis, a package of advice, training, financial assistance and care to residents in deprived areas of Kent. The project complemented the main HTW scheme by broadening accessibility to advice.

Specific areas within each of the 13 Kent local authority areas were targeted via a series of 'one-stop-shop' advice surgeries, with 25 multi-agency advice surgeries being completed throughout Kent. 60 different partners ranging from NHS organisations to volunteer bureaux were worked with on the project and over 400 Kent residents were able to access one on one advice with an expert from the various partner agencies.

2. Project outline in brief

Kent Community Action Partnership (KCAP) is a project that aimed to provide a package of advice, training, financial assistance and care to members of the public in deprived areas of Kent. Specifically, the project involved the following stages: -

- Mapping areas of deprivation.
- Targeting these areas with multi-agency assistance via a series of 'one stop shop' advice surgeries. The surgeries were made of the following type of service offerings; health issues, personalised energy advice, referrals to grants and schemes, benefits advice, Citizens Advice Bureau services, pensions advice and safety and security in the home. Other opportunities were explored throughout the project.
- This was supported with PR and marketing activity to include; liaison with local media organisations, production of news releases, distribution of flyers in the local areas.

3. Outcome

The following is a summary of the original targets of the project.

- Recruit project worker from Student Force
- Provide HTW training for project worker
- Contribute to mapping fuel poverty in the area
- Locate suitable venues
- Hold 3 surgeries in each of the 13 LA areas
- Liaise with partner organisations and agree suitable surgery dates
- Encourage partner organisation to participate
- Target over 60's on low incomes, potentially fuel poor and with health related issues
- Promote surgeries to the target group
- Monitor referrals generated through HTW project activities
- Develop a plan for project activities to become sustainable
- Evaluate the project
- Publicise project activities in agreement with npower and NEA
- Provide a progress report to accompany each grant claim
- On project completion produce a full report of project activities and a financial summary

All of the targets were fully met with the exception of only two targets, which were partially met. These were the following:

- *Hold 3 surgeries in each of the 13 LA areas*

A total of 25 advice surgeries were completed as part of the KCAP project. At least one advice surgery was held in each Local Authority area, with the exception being Dartford.

- *Monitor referrals generated through HTW project activities*

It proved very difficult to set up a referrals monitoring procedure for the KCAP project. The training and time implications associated with adjusting our call handling system in order to monitor referrals that came specifically from the KCAP advice surgeries were also too big bearing in mind the small scale and budget of the KCAP project. However, the success of the project is demonstrated through the outputs we achieved which are outlined below.

4. Outputs

Output	
Number of advice surgeries completed	25
Number of home energy checks carried out	428
Number of people given advice	463
Number of different partners worked with on the project	60
Number of venues utilised	21
Number of lightbulbs distributed	1400

5. Budget summary

Date	Expenditure	Days spent	Staff costs	Expenses
	Liaison with partners	2	£144.00	
	Liaison with partners	0.5	£36.00	
	Designing leaflets	0.5	£36.00	
11/08/2004	Attending partner meeting	0.5	£36.00	
11/08/2004	Travel costs for above meeting			£25.00
03/09/2004	Participation in partners meeting	0.5	£36.00	
	Total cost of producing and sending 90 letters to community			
27/09/2004	groups			£38.10
05/10/2004	Staff cost for event in Dover	1	£72.00	
05/10/2004	Travel costs for event in Dover			£25.00
06/10/2004	Staff cost for event in Tunbridge Wells	1	£72.00	
06/10/2004	Travel costs for event in Tunbridge Wells			£25.00
07/10/2004	Staff cost for event in Thanet	1	£72.00	
07/10/2004	Travel costs for event in Thanet			£25.00
08/10/2004	Time spent producing leaflets and doing the mailing	0.25		£18.00
	Total cost of producing and sending 67 flyers to community groups			
08/10/2004	in Maidstone area			£6.52
12/10/2004	Staff cost for event in Thanet	1	£72.00	
12/10/2004	Travel costs for event in Thanet			£25.00

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13/10/2004 Staff cost for event in Thanet	1	£72.00	
13/10/2004 Travel costs for event in Thanet			£25.00
14/10/2004 Staff cost for event in Capel-le-ferne	1	£72.00	
14/10/2004 Travel cost for event in Capel-le-ferne			£25.00
19/10/2004 Meeting with partner	0.5	£36.00	
19/10/2004 Travel costs for above meeting			£25.00
28/10/2004 1 day event in Maidstone	1	£72.00	
28/10/2004 Travel costs for event in Maidstone			£25.00
15/11/2004 Arranging events/liasing with partners	1	£72.00	
17/11/2004 Event in Tunbridge Wells	1	£72.00	
17/11/2004 Travel costs for Tunbridge Wells event			£25.00
24/11/2004 Liaison with partners	1	£72.00	
29/11/2004 Participation in partners meeting	1	£72.00	
29/11/2004 Travel costs for above meeting			£25.00
30/11/2004 1 day designing posters/leaflets	1	£72.00	
02/12/2004 Meeting with potential partner	0.25	£18.00	
02/12/2004 Travel costs for above meeting			£25.00
02/12/2004 Liaison with partners	0.5	£36.00	
06/12/2004 Designing posters	0.5	£36.00	
07/12/2004 Carrying out a mailing	0.5	£36.00	
07/12/2004 Cost of producing and sending out 28 posters			£8.58
07/12/2004 Meeting with partner	0.25	£18.00	
07/12/2004 Travel to above meeting			£25.00
08/12/2004 Liaison with partners/npower	0.5	£36.00	
08/12/2004 Cost of producing and sending out 62 posters			£19.02
08/12/2004 Carrying out a mailing	0.25	£18.00	
15/12/2004 Preparation for events	0.5	£36.00	
15/12/2004 Liaison with partners	0.5	£36.00	
16/12/2004 Staff costs for event in Sevenoaks		£72.00	
16/12/2004 Travel costs for above			£25.00
17/12/2004 Staff costs for event in Ashford	1	£72.00	
17/12/2004 Travel costs for above			£25.00
10/01/2005 Arranging events/liasing with partners	0.5	£36.00	
13/01/2005 Arranging events/liasing with partners	0.5	£36.00	
14/01/2005 Staff costs for event in Ashford	1	£72.00	
14/01/2005 Travel costs for above event			£25.00
Liaison with partners, setting up events, preparation of quarterly report.	1	£72.00	
18/01/2005 Liaison with partners, preparation of quarterly report, investigating venues	1	£72.00	
20/01/2005 Liaison with partners, preparation of quarterly report	0.5	£36.00	
21/01/2005 Investigating potential partners and venues	0.5	£36.00	
24/01/2005 Liaison with partners and organising events	0.5	£36.00	
Liaison with partners, organising events, producing posters, auditing lightbulbs	1	£72.00	
26/01/2005 Liaison with partners	0.5	£36.00	
27/01/2005 Setting up events, checking progress with partners	1	£72.00	
Preparing posters and press releases, liaison with partners,			
28/01/2005 arranging events.	1	£72.00	
31/01/2005 Liaison with partners	0.5	£36.00	
02/02/2005 Attending partner meetings and liasing with partners	1	£72.00	

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02/02/2005 Travel costs for partner meeting			£25.00
02/02/2005 Travel costs for partner meeting			£25.00
04/02/2005 Partners meeting, partner liaison and poster preparation	0.5	£36.00	
04/02/2005 Travel costs for partner meeting			£25.00
10/02/2005 Time spent producing posters	0.25	£18.00	
10/02/2005 Cost of producing 6 A3 colour posters			£8.16
10/02/2005 Liaison with partners	0.5	£36.00	
11/02/2005 Leaflet preparation and carrying out a leaflet drop	0.5	£36.00	
11/02/2005 Cost of producing 210 black and white A4 posters			£18.90
11/02/2005 Cost of producing 6 A4 colour posters			£4.08
11/02/2005 Travel costs for leaflet drop			£25.00
Preparation for events, liaison with partners, sending out press releases			
15/02/2005 releases	1	£72.00	
16/02/2005 Staff cost for event in Swale	1	£72.00	
16/02/2005 Travel costs for event in Swale			£25.00
18/02/2005 Preparation for events, liaison with partners	0.5	£36.00	
22/02/2005 Staff cost for event in Swale	1	£72.00	
22/02/2005 Travel costs for event in Swale			£25.00
23/02/2005 Preparation for events, liaison with partners	0.5	£36.00	
24/02/2005 Liaison with partners, doing a mailing	0.5	£36.00	
24/02/2005 Total cost of doing the mailing			£16.03
25/02/2005 Time spent doing a mailing, liaison with partners, arranging events	1	£72.00	
25/02/2005 Total cost of doing mailing			£22.33
28/02/2005 Arranging events/liasing with partners, updating budget sheets	0.5	£36.00	
01/03/2005 Preparing posters and press releases, attending event in Shepway	1	£72.00	
01/03/2005 Travel costs for event in Shepway			£25.00
02/03/2005 Liaison with partners, preparation for events	0.5	£36.00	
03/03/2005 Preparing posters and press releases, liaison with partners	0.5	£36.00	
Preparation for events, preparing press releases and posters, attending partner meeting			
07/03/2005 attending partner meeting	1	£72.00	
07/03/2005 Travel costs for partner meeting			£25.00
10/03/2005 Preparation for events, liaison with partners	1	£72.00	
14/03/2005 Preparation for and attending event in Gravesham	1	£72.00	
14/03/2005 Travel costs for event in Gravesham			£25.00
14/03/2005 Cost of producing 6 A4 posters			£4.08
14/03/2005 Cost of producing 25 mono flyers			£2.25
15/03/2005 Preparation for and attending event in Maidstone	1	£72.00	
15/03/2005 Travel costs for event in Maidstone			£25.00
17/03/2005 Liaison with partners and organising events	0.5	£72.00	
21/03/2005 Cost of doing a mailing to community groups			£15.06
21/03/2005 Liaising with partners, preparation for events, doing a mailing	0.5	£36.00	
22/03/2005 Preparation for events	0.5	£36.00	
22/03/2005 Refreshments for event			£10.96
23/03/2005 Preparation for and attending event in Sevenoaks	1	£72.00	
23/03/2005 Travel costs for event in Sevenoaks			£25.00
24/03/2005 Preparation for and attending event in Gravesham	1	£72.00	
24/03/2005 Travel costs for event in Gravesham			£25.00
30/03/2005 Preparation for events	0.5	£36.00	
31/03/2005 Event in Tonbridge	1	£72.00	
31/03/2005 Travel costs for event in Tonbridge			£25.00
04/04/2005 Preparation of quarterly report	0.5	£36.00	

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04/04/2005 Doing a mailing	0.25	£18.00	
04/04/2005 Cost of doing a mailing to community groups (22 A4)			£20.80
05/04/2005 Liaison with partners, preparation for events	1	£72.00	
07/04/2005 Refreshments for event			£5.88
07/04/2005 Preparation for and attending event in Ashford	1	£72.00	
07/04/2005 Travel costs for event in Ashford			£25.00
11/04/2005 Preparation for events	0.5	£36.00	
12/04/2005 Time spent doing a mailing	0.5	£36.00	
12/04/2005 Total cost of mailing			£37.14
13/04/2005 Staff costs for event in Tonbridge	1	£72.00	
13/04/2005 Travel costs for event in Tonbridge			£25.00
14/04/2005 Preparation for events	0.5	£36.00	
15/04/2005 Staff costs for event in Borough Green	1	£72.00	
15/04/2005 Travel costs for event in Borough Green			£25.00
18/04/2005 Preparation for events	0.5	£36.00	
19/04/2005 Staff costs for event in Chatham	1	£72.00	
19/04/2005 Cost of refreshments and venue hire for Chatham event			£65.33
19/04/2005 Travel costs for event in Chatham			£25.00
20/04/2005 Staff costs for event in Maidstone	1	£72.00	
20/04/2005 Travel costs for event in Maidstone			£25.00
20/04/2005 Cost of refreshments and venue hire for Maidstone event			£80.82
07/2005 Production of final project report	3	£216.00	
Total	62.5	£4,590.00	£1,252.04
Total expenditure			£5,842.04

6. PR opportunities

Only a small proportion of the budget was allocated to expenses, and as such, it was important that any promotion of the events was done as inexpensively but as effectively as possible. Press releases were sent out prior to and after each event. Some success in this was realised but not as much as hoped (examples are included – see Section 12). Events were also promoted through parish magazines, leaflet drops, posters and through the work of other partner agencies. It is always difficult to rely on free advertising, and also difficult to track the success of the press releases and to ensure that the information we wanted to convey wasn't removed by the media prior to publication. Some events were poorly attended and this could be attributed to the fact that the pre-event publicity we carried out was not adequate; or our press releases were not picked up. However, there was also evidence to suggest that low attendance may not have been caused by errors in publicity. For some advice surgeries, we were fortunate to partner up with some agencies that did have budgets for 'paid-for' advertising. This was the case for an event we held on the 7th April 2005 at the Centrepiece Church in Ashford. In order to publicise this event, articles were included in the local press, posters were put up in public buildings around Ashford and leaflet drops were carried out in residential areas well in advance. The attendance at this event was still lower than other events that were not publicised to the same degree. We concluded therefore that when dealing with the elderly and the vulnerable it is very difficult to predict attendance at such events as this can be affected by many different things, to include the weather, transportation facilities, illness and so on.

One notable success was that Mo Mowlam attended an event we organised in conjunction with the Medway Pensioners Forum (MPF). Thanks to a member of the MPF who has contacts with her, she was able to come along and support the event and gave quite an inspirational speech on the rights of our county's pensioners. The speech did eventually become rather political, as it was 2 weeks prior to the General Election. The event attracted a lot of media attention but unfortunately the event was not reported in the way we would have hoped. No mention was made of the real purpose of the event and instead it was reported as a canvassing opportunity for the Labour party!

7. Key Achievements

The KCAP project was very successful in terms of the partnerships and links that were formed with a large range of organisations. The KCAP project is a great example of the effective partnerships that can be forged between community groups, voluntary organisations, NHS organisations, governmental organisations and charities. As such, the aims and objectives of the npower HTW scheme have been shared with and understood by all the organisations and partners worked with on this project.

We were also able to hold several advice surgeries in rural locations and areas that may not have previously been reached by agencies such as HTW, Citizens Advice Bureau, Help the Aged and so on. Through forming partnerships with small rural community groups we were able to utilise free venues in rural locations and therefore offer advice and information for harder to reach members of the community. One example of this is the advice surgery that was held in Yalding Village Hall. The Primrose Club (a senior citizens social club) meet there regularly and the club chairman was very helpful in arranging for us to use the venue and in inviting the members of his club along to take part in the event.

8. Problems encountered and the solutions

As previously outlined, one of the main targets of the project was to complete 39 advice surgeries, 3 in each of the 13 Kent LA areas. It proved very difficult to reach this target for various reasons. It is felt that the time needed to organise and set up 39 separate events throughout Kent was under-estimated when the funding was originally applied for. Work on the project was also delayed by 2 months due to an unresolved VAT issue on the grant. As such, the first quarterly grants claim of the 30th September 2004 was very low and there had not been much activity which we could report on because we only received official confirmation and agreement on the terms of the grant on the 10th September. There wasn't much we could do to solve the problem, other than just do our best to get as many advice surgeries completed as possible within the timescale of the project, and we worked hard to achieve this. There were times when we were able to 'piggy-back' on existing advice surgeries that we were informed of at the last minute. We could then bring in some funding for that event, and greatly enhance the success of the event through the npower HTW representation and the relevant advice and help that we could give to those attending.

Another problem that we encountered was to do with the spending of the grant. The original grant award was £10,000. As shown in the budget summary, we spent just over half of this amount. The remainder of the grant was unclaimed. The reason for this is primarily due to the low daily rate at which the project officer was working. The fact that a large proportion of the grant was unclaimed gives the impression that the level of work required to complete the project was not being reached! The KCAP project was very time intensive and at times it was frustrating to see that the time and effort was being put into the project, but that this wasn't being reflected in the

budgets. Had we had significantly more time to spend on the KCAP project then this wouldn't necessarily have been problematic for us, in fact it would have been beneficial! Again, the late start on the project may have also contributed to this issue.

Throughout the project we also learnt that it is very difficult to predict how many people will attend an event. As briefly touched upon in the PR section of this report, some events were poorly attended despite the fact that a lot of effort had been put into publicity. Similarly, some events in rural areas that were not expected to be busy were in fact some of the most successful in terms of numbers of people attending. We have concluded that there probably isn't an easy solution to this issue, and throughout the project the events were publicised and promoted as well as possible considering the budgets we had for this type of expense, and we anticipated that we would receive good attendance.

9. Further support for project

Whilst funding has not been obtained in order to run this project on a Kent wide basis again this year, many of the local authorities that partnered us on the project were pleased with the results achieved. As such, some have ring-fenced money from their activity budgets for us to run similar mini KCAP projects in their own areas in the 2005/6 financial year. All project partners are also willing to continue to be involved in similar types of activities/projects in the future.

10. How easy/difficult would it be for others to replicate the project and what advice would you give?

The KCAP project would be relatively easy to replicate by others. The KCAP project provides many opportunities to meet with a range of organisations and form effective partnerships with them. The challenges that were faced can be avoided by remembering a few key things. Firstly, it is important not to underestimate the time involved in carrying out such a project. Good partnerships take time to develop, and administration of a project like this is also time consuming. It is also important to utilise the resources of the other partners on the project. By doing so, resources can stretch further and be made the most of. Please refer to Section 8 for more information on potential problems and how they can be overcome.

11. How did project link with HTW – impact on referrals

The main focus of this project was to provide help and assistance to the vulnerable members of the community, a key group that are also targeted by the HTW project. In this sense, KCAP complemented the HTW scheme. A trained referrer was present at each advice surgery in preparation to refer anybody who was in need of assistance. However, one of the original aims of the KCAP project was to increase referral rate. It became apparent very early on in the project that this was quite an unrealistic target for the KCAP project. There is one main reason for this. The people that HTW are trying to reach are the kind of people that are vulnerable, unwell because of damp and cold living conditions and are unable to access information. These kinds of people would be unable to attend, or would feel uncomfortable attending advice surgeries. As such, the HTW referral rate was unaffected as a result of the KCAP project.

12. Other information that demonstrates effectiveness

a. Partnerships

The following is a list of all the different partners that worked with us on the KCAP project

Age Concern
Ashford BC Home Improvements
Ashford Borough Council
British Blind Sport
Canterbury Volunteer Bureau
Canterbury City Council
Care & Repair
Citizens Advice Bureau
Citizens Rights for Older People (CROP)
Diabetes UK
Disability Information Services Kent (DISK)
Dover District Council
Dragons Health Club
Fire Safety
Gravesham Borough Council
Help the Aged Gift Aid scheme
Help the Aged Handy Van Scheme
Hi (Hearing impaired) Kent
Home Improvement Agency
Homestay
Hospice in the Weald
Housing Benefits – Thanet District Council
Independent Financial Advisor
Independent Living Scheme
Inland Revenue
Job Centre Plus
Kent Adult Education
Kent Association for the Blind (KAB)
Kent Benefit Partnership
Kent Energy Centre
Kent Fire and Rescue
Maidstone Weald Primary Care Trust
Medway Bowling Club
Medway Pensioners Forum
Mid Kent Money Advice Project
Moat Care & Repair
Neighbourhood Watch
Occupational Therapy Bureau
PALS
Parish Council
Sevenoaks District Council
Sevenoaks District Council Recycling
Shaw Trust

Social Services
Solicitor
Southcote Chiropractic Clinic
Staying Put (Hyde Housing)
SureStart
Swale Borough Council
Thanet Community Housing Association
Thanet District Council
Thanet Owls
The Island Guide
The Pension Service
Tonbridge and Malling Borough Council Home Improvement Agency
Tonbridge Volunteer Centre
Tunbridge Wells Borough Council
Veterans Agency
Vista Leisure
West Kent Police Crime Reduction Unit

b. Venues

The following is a list of all the venues that were used for the KCAP advice surgeries

William Harvey Hospital	Ashford
Centrepiece Church	Ashford
The King's Hall	Herne Bay
Dover Town Hall	Dover
Capel-le-Ferne Village Hall	Capel-le-Ferne
Northfleet Girls School	Northfleet
Gravesend Town Centre	Gravesend
Trinity Foyer	Maidstone
Yalding Village Hall	Yalding
Mid Kent Sight Centre	Maidstone
Medway Pensioners Forum Office	Chatham
Tesco Supermarket	Riverhead
Penshurst Village Centre	Penshurst
Disability Information Services Kent Office	Folkestone
Belle Friday Centre	Teynham
Boughton Village Hall	Boughton
Bethesda Medical Centre	Margate
Teen & Twenty Club	Tonbridge
Borough Green Village Hall	Borough Green
Kings Hill Community Centre	West Malling
Camden Centre	Tunbridge Wells

c. Photographs

Below is a selection of photographs that were taken at some of the advice surgeries.



1. Pensioners queuing up to exchange their old electric blankets for newer ones at the Camden Centre in Tunbridge Wells.



2. Learning relaxation exercises at the Getting Older Feeling Good event at the Mid Kent Sight Centre



3. Receiving advice from the Help the Aged 'Handy Van Man'!



4. Handing out light bulbs at the Trinity Foyer in Maidstone



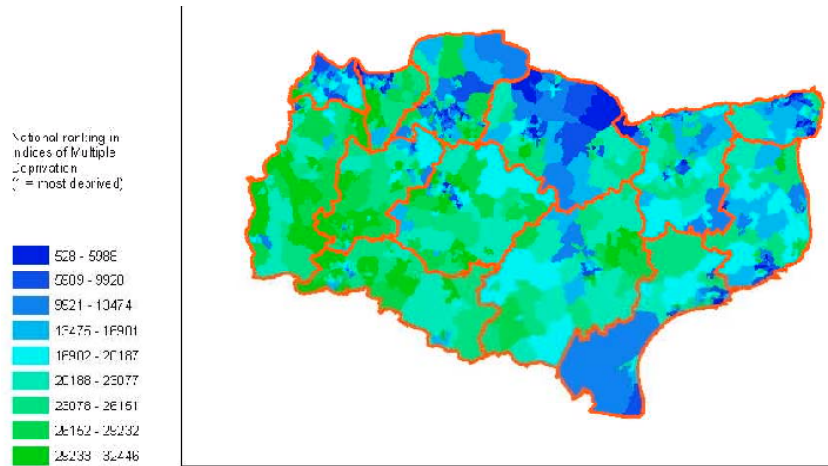
5. Pensions advice at the William Harvey Hospital in Ashford



6. Stopping for a cup of tea at the Primrose Club in Yalding Village Hall (near Maidstone)

d. Fuel Poverty Mapping exercise

Below is an example of the images that were produced from our fuel poverty mapping exercise. Where possible, advice surgeries were concentrated in those areas with the higher levels of deprivation.



e. Example press cuttings

Whilst every care was taken to ensure that all press releases conformed to the regulations set by npower HTW, we had no control over what the press eventually decided to include in their publications.