



Rural Wisdom Evaluation

Case Study 1: Sustaining 'What's On' through Rural Wisdom - Milford Haven

January 2020



At the start of Rural Wisdom each community came together to discuss the key issues for older people living there and how Rural Wisdom could help. These issues helped inform the priorities for the Development Workers, their engagement with older people and work with organisations. The following case study highlights one example of what has been achieved and sustained in Milford Haven, West Wales.

'What's On' is a guide with information and about events and activities that are happening locally in Milford Haven. It was first started in September 2017 by the Rural Wisdom Development Worker in response to local older people explaining that they often didn't know what was going on or available to them. This lack of awareness of was a barrier to people taking part or accessing services that could support them.

The distribution of the guide has been through local shops, organisations, GP surgeries, the library and one local resident was picking up copies for their neighbours. An electronic version is also available and shared far more widely, through an email group of over 100 people. This includes contributors to What's On, local groups and statutory services serving the community but not necessarily based in Milford Haven. One volunteer told us last year that people now "rely on it". Other people reported on its success, having information in print rather than a digital format. The guide is also valuable resource for providers of services and community groups.

Through What's On they can find out what other events and activities are happening in the community so they can plan their activities to avoid duplication and clashes. This in turn gives people more choice and a chance to access a wider range of activities or support in the community.

As a printed publication, What's On has always needed financial resource to cover printing costs. It was an initially funded through the Rural Wisdom grant but it wasn't long before the Development Worker secured funding through the town council to keep the monthly publications in circulation.

Whilst this funding was gratefully received it was for a limited period and still required the Development Worker to oversee the content and production of the publication. If What's On was to continue to be available to the community, a long-term solution needed to be identified, something that the Development Worker was always looking out for. Finally, it was through the networks and connections that the Development Worker had fostered and developed in the community that a solution was found.

What's On under new management

Youth Matters, a local charity providing support through programmes and activities to young people, saw this as a great opportunity for the young people of the community to take on. Planning, designing, creating and gathering information were all activities that could be easily broken down into tasks for the young people to work on in teams.

The opportunity seemed to be win-win for everyone involved. Even the local printing company offered to demonstrate the printing process for the young people who were working on the publication, so they could understand what's involved in producing a publication, at every level.

This listing is produced by the Rural Wisdom project. If you have a regular event or a one-off celebration or occasion in Milford that the public can attend, we will be pleased to feature it on this monthly information sheet. Please also let us know if your event is fully accessible. Email your entries by the 25th of the month to rachel.evans@volunteermatters.org.uk

MILFORD – WHAT'S ON
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WHEN	WHERE	WHAT	CONTACT
Throughout October	Venue given on application	Autumn Skills Courses for those 16-24 not in education or employment	The Get Going project
Sun 1 st for the whole of the month	Milford Haven Library	Reading Tombola (for children)	Milford Library
Sun 4 th for the whole of the month	Milford Haven Library	Milford Haven Memories monthly display – this month: "Royal Visits to Milford Haven"	Milford Library
Sun 14 th 5pm-9pm	Pill Social Centre, Cellar Lane	Age 5 – 25: dance session Hip-Hop, street, commercial. New members welcome	
Mon 2 nd 10am-2pm	PATCH, Haven's Head Business Park	Food bank and other assistance	
Mon 2 nd 10am-midday	Milford Haven Library	Learning Pembrokeshire Essential skills: Literacy	
Mon 2 nd 10.30-1pm	The Living Well, Hubberston Community Association (Gellinick Road next to Stada's hairdressers)	Board games, advice, company, refreshments everyone welcome	
Mon 2 nd 12.30-2.30pm	Milford Haven Library	Learning Pembrokeshire Essential skills: Numeracy	
Mon 2 nd 2-4pm	Milford Haven Library	History Hunters – or research your family	
Mon 2 nd 2pm-4pm	Milford Haven Library	Afternoon Knit & N needles, wool and can all be provided	
Mon 2 nd 2pm	Church of the Holy Spirit, St Lawrence Hill, Hakin	Friendship Group informal chat or discussions	

Early edition of What's On

Latest edition by Youth Matters

Steps to sustainability

Some important steps were taken to ensure that Youth Matters felt confident and ready to take on this commitment. Time was invested by the Development Worker to give them every chance of making it work, in their own way, and drew on her knowledge, advice and support in a phased transition.

This included:

- Securing 6 months funding from the Port Authority to cover printing costs, so the young people didn't have to worry about this straight away.
- Working with the young people's support team, guiding them through every step of the process for the first publication.
- Connecting the Youth Matters team with all the necessary contacts for the guide and connecting her contacts with Youth Matters.
- Encouraging and enabling Youth Matters to make it their own.
- Offering to be a support in the future should they need it.

Sustainability is often a challenge for community-based initiatives. This case study highlights a number of key lessons about what is needed to sustain initiatives:

1. Seeing the value in the activity
2. Knowing where and how to access funds and being successful in applications;
3. Having support from someone who has been involved in the activity particularly if responsibility the activity is being handed over;
4. Investing time in the hand-over;
5. Having access to someone who can offer support or advice in the future, if needed.



Resources

Find more information and resources at:
www.ruralwisdom.org

Other case studies from Rural Wisdom:

1. What's On (Milford Haven)
2. Transport Group (Highland Perthshire)
3. Intergenerational Work (Eglesham)
4. Community Café (Leeswood)
5. Singing Group (Brechin)

All of the above documents are available to read here:

www.ndti.org.uk/news/rural-wisdom-evaluation

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