

Mapesbury Community First Programme Plan

Mapesbury Ward

Mapesbury Ward includes the area on the Brent side of the A5 from the railway bridge at Cricklewood to Kilburn Tube Station. A mainly residential area, with the shops and businesses located in the streets and area around Cricklewood Broadway/Shoot Up Hill. The A5.

Aims and objectives of the Mapesbury Community First Programme Plan.

The primary aim of the Mapesbury Community First Programme is to support the Cricklewood Improvement Programme's Neighbourhood Plan through capacity building voluntary activity in the Mapesbury Ward. The Cricklewood Improvement Programme (CIP) www.cricklewood.net has, as its central aim, to lead on the improvement of Cricklewood ensuring its development is driven by the needs of the communities who live and work there. CIP seeks to restore pride in the area by making it a desirable place to shop, work and socialise which encourages visitors from across the world and to ensure that Cricklewood has an attractive and safe environment with a vibrant commercial centre.

The key objective of the Cricklewood Neighbourhood Plan is the improvement of Cricklewood. The vision has been defined as "to make Cricklewood a safe, healthy, tidy and desirable neighbourhood whose development is driven by residents in collaboration with councils and other relevant organisations"

The improvement of Cricklewood will be driven by the needs of the communities who live and work there. This will be achieved through a focus on a number of individual objectives, two of which are key to the Plan for Mapesbury Community First programme, which are :

- To inspire and mobilise local communities to take an active involvement in CIP
- To give Cricklewood an identity and a voice which creates pride in the area

The immediate priorities to be addressed in order to move towards this vision are to engage and recruit a wide cross-section of residents, resident associations and businesses to join CIP through

- Creating a volunteer programme recruiting from the local community to become involved in CIP activities. Engaging local residents and traders in identifying the key issues relating to Cricklewood and how they can contribute to solutions.
- Focusing energies on what local residents and traders state they want to achieve for the area so that communities set the agenda for the development of Cricklewood.

With the ultimate aim to give Cricklewood an identity and a voice which creates pride in the area.

Surveys

We have asked local residents and traders about their wishes and concerns about the area, through surveys in 2011, 2012.

In 2011 we distributed a survey questionnaire to every business on the Broadway, personally speaking to representatives of each business in the Mapesbury Ward. The results of the survey were used to identify the priorities for the Cricklewood Neighbourhood Plan and linked through to the Mapesbury Community First Programme Plan.

In 2012 we undertook a further survey to ensure that the priorities developed were those required for the Mapesbury area. The two Residents Associations regularly survey their members and collect feedback through Facebook and Twitter. Relevant information is reviewed by the Mapesbury Community First Panel.

The priorities of the Mapesbury Community First programme are to support the working towards the vision and objectives for Cricklewood:

- improve community cohesion linking to the strategies in schools, local businesses, residents and creative groups supporting youth and the elderly
- understand the history and culture of the population in Mapesbury
- deal with antisocial behaviour affecting the community and the environment.

The panel members:

- The Panel Lead is Angela Payne the CIP representative on the Mapesbury Residents Association;
- Chair of Mapesbury Resident Association – Gerry Weston;
- Treasurer of North West 2 Residents Association/the Chair of the Ward Panel – Marie Hancock,
- a representative of the local business community and

New members are actively sought and anyone interested in joining the Panel should email details of their interest and background to: info@cricklewood.net

The Project Plan for Mapesbury Community First

Projects supported in the first two years of the programme ending March 2013.

Priorities	Project supported	Volunteer support	Funding received/planned
improve community cohesion linking to the strategies in schools, local businesses, residents and creative groups supporting youth and the elderly			
	<i>Year to end March 2012</i>		
	20th Willesden Scout Group: Help towards the reorganisation of their site and the purchase of a portakabin, which will be used as a meeting room.	The scouts are a volunteer organization. The plan to include them into the Neighbourhood Plan is to encourage them to undertake their activities around Cricklewood and support local events.	£2500

	Use of a local capacity building person to support the development of organizations Mapesbury Com First are funding – in particular Creative Cricklewood.	Ensuring that those organizations that have/are to be funded have a formal organization set up, so that we can support them to obtain further funding. All those involved are volunteers, but through this training they have the knowledge required to develop their organisations.	£624
	<i>Year to end March 2013</i>		
	Brent Age UK Project for Mapesbury Ward. The event will promote a range of Services and Activities locally. They will have a range of health providers and information about strokes, cancer and dementia There will be an emphasis on positive ageing.	This event has been supported through feedback from the Residents Associations who want to support many of their older residents to have confidence in their home area. They will organise other Information stalls, The final programme will be publicised when the date and even are agreed, but probably in October.	£989
Understand the history and culture of the population in Mapesbury			
	<i>Year to end March 2012</i>		
	CC held an event as part of the Big Draw campaign: Open Door, Big Draw. This was held in the Islamic Centre in NW2 and attracted young people and their families from across the Ward.	CC comprises mainly volunteers, through this event, they doubled their number and opened up the cultural centre to a multi cultural group of children from across Mapesbury. As part of this project CC increased their visibility across the area.	£2500 from Community First Islamic Centre provided the venue and refreshments without cost. The event achieved a specific acknowledgement from the Big Draw Campaign.
	<i>Year to end March 2013</i>		

	Creative Cricklewood are producing a Video, poetry and animation project. Interviewing those who live in Chichele Road: their stories of life in Cricklewood, how they came to be here, where they come from, what sort of work they find, where they live.	Those developing the programme are all volunteers. The funding is required for the equipment, and other support materials and for producing the film. This project will raise awareness in Cricklewood and also support the development of CC.	£2500 planned from Community First.
Deal with antisocial behaviour affecting the community and the environment			
	<i>Year to end March 2012</i>		
	CHC- Youth Engagement Scheme (YES) working with local residents and the police to identify young people who are currently street active and offer them training and employment services.	Staff from CHC gave 280 volunteer hours over 6 months to support the work of the activities trainers who provided community events.	£2500 Support from CHC and donations of £5,400
	<i>Year to end March 2013</i>		
	CHC YES project – which is encouraging healthy activity for the youth of Mapesbury, with activities such as football supported with advice on healthy living for their parents/carers or friends.	The project uses a large group of volunteers to work with the youth and keep them away from the attraction of anti social behaviours. The football activities helps to keep them away from the challenging groups and gives their parents/carers support to improve the lifestyle.	£2500
The plan for 2013 to March 2014			Available in year 2013-14 = £8488 In year 2014 – 2015 = £11,309
Topics to be considering in this round of funding include	– Another Big Draw event by a Mapesbury organisation		
	More focus on youth related activities		
	Respond to local concerns regarding anti social behaviour		

Details of the Mapesbury Community First Programme are available at :
<http://www.cricklewood.net/groups/community-first/>

Funding report from Community Development Foundation July 2013:

Age UK Brent	989.00	989.00	10406.01	Approved	0.00
NW2 Residents Association	624.00	624.00	3238.01	Approved	0.00
CHC - Youth Engagement Scheme (YES)	2,500.00	2,500.00	3246.01	Approved	0.00
Creative Cricklewood	2,500.00	2,500.00	3749.01	Approved	0.00
20th Willesden Scout Group	2,500.00	2,500.00	7718.01	Approved	0.00
CHC- Youth Engagement Scheme (YES)	2,500.00	2,500.00	9684.01	Approved	0.00
Creative Cricklewood	2,500.00	2,500.00	9694.01	Approved	0.00
Grand Total	14,113.00	14,113.00			0.00

November 2013