



Gateshead Together Week 2009

Evaluation

Gateshead Together Week 2009

May 2009 saw the first year of **Gateshead Together Week**, which is part of **Gateshead Together – common values, shared responsibilities**, Gateshead's Community Cohesion Strategy (2008 – 2011). A key part of the Strategy is to raise resident's awareness 'of the **benefits of neighbourliness and volunteering, both to themselves and the wider community**'.

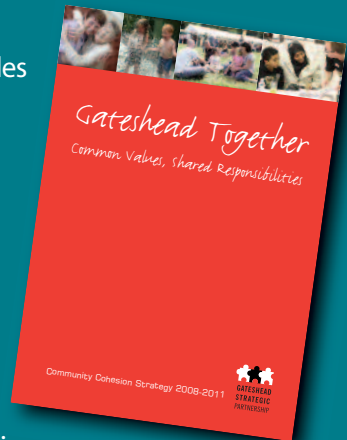
The week gained significant media attention with 10 articles in local papers along with articles in Council News and on the Council's website. This ensured wide publicity throughout Gateshead and amongst staff.

In developing Gateshead Together Week, council departments and partners worked together to create a week of activities where residents could come together and appreciate the diversity of communities in Gateshead; find out about services available to them and how to become actively involved in decision making on issues that have an impact on their communities.

This evaluation outlines the successes in 2009 and suggests areas for improvement for the week in 2010. Overall, the week was a great success with over 1000 local people taking part in the wide range of activities on offer.

Activities organised by council departments and partners included:

- European Neighbours' Day (Leisure and Culture, The Sage Gateshead and Libraries)
- Creating Safer Communities Event and Stop Hate UK Launch (Safer Communities Team)
- Community Health Walks and Healthy Deckham Healthy Start. (Community Health Team)
- Community Cohesion UP2U Event (Neighbourhood Management Team)
- Multi Agency Staff Training Diversity Day (NHS South of Tyne and Community Health Team)



Launch of Gateshead Together Week

In order to raise awareness of Gateshead Together Week a launch event was held on Wednesday 6 May with a picnic in Saltwell Park.



The 'Picnic in the Park' was attended by a wide diversity of people and organisations from communities

throughout Gateshead. Celebrating the themes of Gateshead Together, local community groups brought along world foods for the picnic and opportunities were taken to share this food and friendship.

Feedback from the people who attended, showed that the picnic was a great success as they valued the opportunity to mix with people from a wide range of communities.

Some of those that attended included:

- Chopwell Live @ home scheme
- Gateshead Muslim Society
- Gateshead Visible Ethnic Minority Support Group
- Harvest and Help
- T. Junction @ Elgin Centre
- Edbert's House
- Matov Centre
- Kurdish Community Association

over 200 local
people involved

Gateshead Together Week

25 - 31 May 2009

People in Gateshead strongly identify with their local area – and that’s what Gateshead Together Week is all about. The week-long celebration was designed to build on this sense of identity and encourage people to become more active in their neighbourhoods, to take pride in and celebrate the distinct and often unique identities that make up Gateshead.



There were a range of events each day aimed at ensuring involvement from a wide diversity of people from across Gateshead to include people of all ages and backgrounds.

Highlights from the week included:

Evolution

Sunday 24 - Monday 25 May 2009

**EVOLUTION
WEEKENDER 09**

To celebrate Gateshead Together Week, we had a competition to give away two weekend passes donated by the fantastic Evolution Festival taking place on Gateshead and Newcastle Quaysides on Sunday 24 and Monday 25 May. People could enter on line or via email, 15 people competed for the tickets.



European Neighbour's Day

– Tuesday 26 May 2009



European Neighbour's Day is an initiative of the European Federation of Local Solidarity (E.F.L.S) a non-profit organisation based in France.

It started as a street party in Paris in 1999, designed as a way of bringing people together in modern communities, which is complementary to our vision for Gateshead Together Week. The day itself is an informal celebratory event marked all over Europe.

Gateshead first became involved in European Neighbours Day in 2008 when a number of events were held across the borough. 2009 saw Gateshead's second year of participation in European Neighbours Day and a comprehensive programme of activities were organised aimed at bringing together as many residents as possible, in order to celebrate their neighbours and also our neighbours in the European Union.

The theme for European Neighbours' Day 2009 was **'What happened in Gateshead?'**

Events were held in celebration of European Neighbours Day right across the borough, including:

Sunderland Road Library and Readers at Home

The key aims of the activities were to bring neighbours together and to get a better understanding of healthy nutrition and the benefits of gentle exercise for older people.

This included 'Armchair Aerobics' with Toni Farr and Shamim Arshad from the Council's Community Health Team and a healthy living talk and demonstration from Sally Hayton, NHS Nutrition and Dietetic section.

Sally's talk sparked off a great debate about today's nutritional advice verses 'how we used to eat in the olden days'. One lady and her husband said they've both eaten whatever they liked all their life, which included lard, butter and fatty meat - they were both 95 years old and could still touch their toes! It was a really interesting debate.

The group shared lunch and refreshments in celebration of European Neighbours' Day - the same as many other neighbours in many cities across Europe. Throughout lunchtime everyone chatted about the old times and what they ate during wartime. The event had a real community feeling to it and many of those present had been to our first European Neighbour's Day (last year). They enjoyed this one just as much and looked forward to next year's event!

Whickham Library/ Community Garden 'Bring a neighbour – swap a plant!'

This event was very successful and proved to be extremely popular with local residents who were thrilled at the range of plants swapped.

Residents commented that they enjoyed the social aspect of the coffee morning very much, and the morning also provided an opportunity for staff to chat and mingle with customers.

**60 local people
swapping plants**



Birtley Library - Birtley Belgians

This was excellent event that was held in partnership with Beamish Museum, celebrating the "neighbourly" aspect of the Belgians stay in Birtley. The event included the unveiling of a set of banners relating to the history of Elisabethville, the Belgian village. Several direct descendants of the Belgians, who live in Birtley, attended.

The event was very well received and the banners were left in the library for a week to give further opportunities for local people to see them.

A coffee morning was incorporated into the event.

The event proved to be an excellent opportunity to promote local history and heritage, as well as neighbourliness within the local area.

Blaydon Library

Local history photos on display were popular and a good icebreaker to get people chatting. As is usual when people have a chance to sit and talk in a break from the routine many discovered old friends and acquaintances in common. There was a lot of talk about old Blaydon and the way the town used to be.

Staff took the opportunity to chat about books and heard lots of stories about the 'good old days'. The people who attended enjoyed the chat and were delighted to catch up and hear about people they hadn't met for years.

The retired borrowers particularly enjoyed the event saying it had been lovely to chat to neighbours something which they do much less of nowadays with lots of people out at work.

Neighbours Nursery Rhymes

This event was held in Leam Lane Library and explored tunes and nursery rhymes from across Europe. It was led by musicians from The Sage Gateshead's Early Years and Family Learning Team. Feedback from the event included:

- 'I enjoyed it'
- 'enjoyed learning songs from different languages'
- 'the staff were really enthusiastic and inclusive'



Events such as those listed above were held right across the borough. In fact every library in Gateshead hosted an event to celebrate the local community and get local people thinking about our European neighbours and our role within the EU.

If you would like Further Information about European Neighbours' Day, please go to website www.european-neighbours-day.com

**70 parents
and children
involved**

Children's Have Your Say Day

Wednesday 27 May; Thursday 28 May & Friday 29 May 2009

Parents came along to find out how to become involved at their local Children's Centres as volunteers so they could give their views on issues affecting their children.

Safer Communities Event, Dryden Road Fire Station

Wednesday 27 May 2009

This event was co-ordinated by Safer Gateshead to allow residents to find out more about the services provided in the area by the authority and partner organisations. On the day there was information on Fire and Rescue, Police, Magistrates, CPS, Wardens, Victim Support, Gateshead Community Network, Probation, the SMART team and Stop Hate UK. Publicity was distributed through the Gateshead Together Week material and also through partners distribution lists.

This event also incorporated the launch of Gateshead's Stop Hate UK.

Stop Hate UK works to raise awareness and understanding of discrimination and Hate Crime, encouraging its reporting and support the individuals and communities it affects.

One of Stop Hate services is the Stop Hate Line, a 24-hour helpline dedicated to people affected by Hate Crime. This line provides a confidential alternative to reporting directly to the police. A trained operator gives callers information on what help is available or gives time to hear about the caller's experience.

Tackling hate crime is taken very seriously by The Safer Gateshead Partnership so doing the launch during Gateshead Together Week was seen as an opportunity to let Gateshead residents know there is support at hand.

Safer Gateshead

Safer People, Safer Communities



24 hour Stop Hate UK report line: 0800 138 1625

Community Cohesion

Wednesday 27 May 2009



The week hosted a re-run of last year's successful UP2U event, this unique community cash give-away provided funds for schemes that promoted intergenerational activity - instead of councillors or council officers deciding who gets the money, the local community made the decision instead.



£40,000 was available to spend on activities that met the following criteria:

1. Promoting and developing intergenerational activity
2. Creating and encouraging learning opportunities for those adults from communities whom have least access to education.

Over 100 local people came together at Bewicks restaurant, Gateshead Civic Centre to decide which projects should be supported. They were able to vote on the projects they thought would most benefit local communities and neighbourhoods.



over 100
residents
having their
say

The successful projects were:

Intergenerational Strand

- Design our Garden Walks – *Friends of Shadon House (£5000)*
- Boxercise for all – *Gateshead Leam Lane Amateur Boxing Club (£4100)*
- Building Bridges Summer Fun Day - *Birtley East Tenants and Residents Association (£1500)*
- Gateshead Older People’s Assembly (£2130)
- Chopwell – Proud of our Heritage Project – *Chopwell & Blackhall Mill Live @ Home Scheme (£2000)*
- Highfield Youth Group – *Highfield Community Association (£860)*
- Argyle Estate UP2U Project – *Argyle Estate Residence Association (£5000)*



Neighbourhood Learning in Deprived Communities

- Lawnmowers Love Drama Workshops – *The Lawnmowers Independent Theatre Company (£3636)*
- Learning Digital Photography – *Carers Cultural Adventures (£2000)*
- The Women’s Group - *Leam Lane Community Centre (£3210)*
- Way Out of Deprivation - *Gateshead Muslim Society (£4800)*
- Music, Dance and Video – *The Anand Asian Womens Group (£5000)*



Multi Agency Staff Training Diversity Day

Thursday 28 May 2009

This event was held at Gateshead International Stadium. The purpose of the event was to help staff from the NHS, local authority, ambulance, police and fire services understand the different cultural and faith issues in Gateshead. This was part of the NHS South Tyne and Wear faith and cultural awareness event.

The day resulted in very positive feedback with comments including:

'interesting, with people from different walks of life;'

'the training has raised further awareness and given me a better understanding of cultural beliefs;'

'This will help in my day to day work, which involves public contact.'

100 people
attended

Community Health Walks

Friday 29 May 2009



This event involved people in a 2 mile walk taking in all the sites of Gateshead and Newcastle Quaysides.



Gateshead Health Walks: is one of Community Health Team's most successful project. The Gateshead Together Health Walk was organised for people with learning disabilities, mental health problems and isolated Asylum seekers and refugees.

Health Walks took place on the 29th May 09 in partnership with Community Links Scheme, Tyneside Women's Health and a tension project for BME communities with mental health problems based at GVOC.

The walk started from the Baltic Square onto the Millennium Bridge and then back to the Baltic Square.



What went well?

- The week gained significant media attention with 10 articles in local papers along with articles in Council News and the Council's website.
- A wide range of services and organisations planned events including the Libraries and Arts Service, The Play and Youth Service, Neighbourhood Management and Community Safety Teams, the Community Health Team, NHS South of Tyne and Wear, The Sage Gateshead.
- Over 20 local community groups were involved over the course of the week, including Black and Minority Ethnic Groups and Disability Groups.
- Many events were developed within existing resources by services focusing activity to take advantage of Gateshead Together Week
- The planned communications strategy was delivered effectively and meant that the reach of Gateshead Together week went beyond the events themselves.

What can we learn?

- Timely planning and advertising are needed to ensure a good response from local residents.
- Events that are based in the local community tend to do best at attracting people.
- We need to make sure that activities aimed at parents include activities that will engage the whole family to promote their involvement.
- We can do more to make sure our core messages about Community Cohesion runs strongly throughout the whole week and all the events.

Finally...

To ensure the future success of Gateshead Together Week, we must build on the positive relationships with local communities and ensure that partners feel fully involved. Early planning and engagement will ensure another successful week, which we want to be supported by everyone living and working in Gateshead.



