

# WEST EUSTON PARTNERSHIP

*Improving Life Chances For All*

## ANNUAL REVIEW 2014 - 2015

### ABOUT US

West Euston Partnership (WEP) is an alliance of community, private, statutory and voluntary sectors. Registered in 2008, we have successfully improved services within the community since our inception in 1992.

WEP was set up by local people to help make the local area a better place to live and work: concerns about street fighting, racial tension, and a lack of facilities or opportunities; coupled with concerns about community safety and the need for facilities for young people (which are central to the welfare of **all** local people), helped to bring local stakeholders together.

Over the years, WEP has led in bringing considerable investment into West Euston. We are still here because the services we provide are needed; ensuring the communities we serve get the best possible chances in life, through better health, enhanced employment opportunities, and community wellbeing.

WEP continues to help make change happen by listening to local people and working with them to influence decision makers.

### WEST EUSTON

West Euston is vibrant and diverse with a large minority ethnic population. It is one of the more deprived areas in Camden, with higher levels of low income earners, child poverty and health deprivation. It is situated north of Euston Road and east of Regent's Park and west of Euston Station.

It includes the Regent's Park Estate, Peabody Estate, Drummond Street (with its popular restaurants), and the Regent's Place business campus: a 13 acre, fully managed mixed use campus currently occupied by nearly 16,000 workers and residents.

### Our Strategic Objectives

1. To unite and engage a diverse community, to improve equality and cohesion;
2. To promote access to opportunities for learning and employment;
3. To build a healthier community through the delivery of targeted healthy living programme;
4. To develop and maintain a robust, innovative and sustainable organisation.

### WE'VE COME BACK HOME!

It has been a great year for WEP. In April 2014 we returned to Hampstead Road, having been temporarily housed in a porta cabin off the corner of Robert Street and Hampstead Road.

The One Stop Shop (OSS), as the new office is known, is larger than the premises we previously had on the Hampstead Road. It has more meeting rooms (available to hire at **very** reasonable rates); a plethora of services on offer, and more public access computers.

The OSS is managed by **Luke Lloyd**, WEP's new Office and Venue Manager, who began in October 2014; replacing longstanding staff member **Tony Louki**.

The OSS has had 4,242 users come through our doors, including 167 clients receiving one to one employment, advocacy, training or careers advice services from our Information, Advice and Guidance Outreach Officer **David Hermanstein**.

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Our other building the HPod, Healthy Living Centre, in Cumberland Market, NW1 3RH is where our WellFair project is predominantly run from ably managed by the WellFair staff – **Jessica Veltman** and **Killian Condell**. Also, the hall, meeting room and kitchen are available for hire at **very** reasonable rates for community activities.

WEP continues to support the HS2 consultation process by taking part in key meetings and disseminating information to interested parties. We hope to do more to aid the consultation process.

The year has seen us continue our successes in improving life chances of all those who use our services and projects. This would not be possible without our partners and the valued support of our key funders; Camden Council and the Big Lottery.

Key to our successes has been WEP's volunteers, an essential part of the WEP team: through their commitment and hard work, we have been able to ensure the continuity of WEP's services. Since the last AGM, a quarter of them have gone on to paid employment or education and further training.

**Sharon Gordon**, WEP's Director, has managed well at the helm; continuing to oversee the day to day business, providing strategic direction in conjunction with trustees, and sourcing funding opportunities.

Sadly, WEP loss two of our community trustees; **Sheila Green** on 25<sup>th</sup> September 2014 and **Jean Hurman** on 5<sup>th</sup> March 2015, both died unexpectedly after short illnesses. Sheila and Jean were true friends of WEP: community spirited and formidable in their commitment and hard work to get the best deal for their local community.

They will be greatly missed.

In conclusion, sincere thanks from WEP are due to our Trustees, partners, staff and volunteers for their indomitable spirit, commitment and hard work: with their help we will continue to build upon WEP's successes and continue to meet service users' needs and aspirations.

**M Joynal Uddin, WEP Chair**

## PROJECT UPDATES:

### THE WELLFAIR PROJECT

WellFair Project, working with local partners, supports residents to improve their health by increasing access to services and providing a range of health related activities for people to take part in. These include, health walks, talks on common health problems, dance and exercise classes, health MOTs and healthy eating sessions.

A key focus of the WellFair Project is to collect robust data on the project's impact. **Killian Condell**, the WellFair Monitoring and Development Officer has been working closely with the partners to carry out questionnaires and collect and compile project data.

The WellFair team has also been busy developing new partnerships with other local organisations. As part of this process a new cooking club and food growing workshops have been set up with Netley Primary School and an adapted cycling project with the Bridge Secondary School.

As part of the WellFair project, local volunteers will be recruited and trained as Health Champions and will play an important role in developing the project and improving the health of their communities.

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### WELL LONDON

The Well London project on the Regent's Park Estate is one of eleven similar services across London. It targets areas where there are marked health inequalities by enlisting local volunteers to get the message out to their friends and neighbours about healthy lifestyles.

Additionally, Well London commissions small local projects that enhance the services already present in the area, giving the community a wider choice of healthy activities.

Under the able management of **Diana Young**, Well London Coordinator, Well London commissioned **seven** local services, running a variety of activities on the estate as well as **two** spearheaded by the volunteer team:

**Camden Black History Forum** held a highly successful football tournament for 7+ through to adults and a nutritional day at the HPod.

**Regent's Park Somali Welfare Association** ran aerobic classes and swimming sessions with a regular attendance of 20+ women each week.

**Teenage Active**, run by a parent on the estate, was for adolescent girls who took the lead in planning and organising activities for themselves.

**Bengali Workers' Association (BWA)** ran a community lunch for over twenty women each week. Bringing the **Fit and Tasty** Community Lunches and Exercise Classes, run by the Well London volunteers, and BWA's community lunches together, and proved to work remarkably well.

**BWA** also ran popular creative craft and street dance sessions for adolescent girls in conjunction with **Fitzrovia Youth in Action**.

**Evolution Cycles** taught local young people how to maintain bicycles and ride safely. Each participant was given a free bike on successful completion.

**Regent's Park Gardening Club** has continued to improve public spaces on the estate through planting and tidying.

**West Euston Time Bank** put on a well-received inter-generational performance, written by local children and including dances from around the world.

**Regent's Park Singers**, which began in September 2014, has already given four performances and is delivering great health benefits to the participants.

**Event Management Training** was delivered to six local residents and has proved very successful. It generated enthusiasm in a group that previously had low expectations of themselves. The students ran our end of project party and were justifiably proud of their achievement.

Overall the commissioned services and those run by the Well London volunteer team reached a wide range of demographics on the estate:

- Somali women and mothers doing swimming and aerobics.
- Teenage girls with insufficient leisure activities locally.
- Young people learning to cycle safely.

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- Community lunches attracting a wide range of ethnicities as well as people with specific medical conditions e.g. Chronic Obstructive Pulmonary Disease.
- An inter-generational play performed and much more.

A great deal of learning has taken place for those involved in all the Well London programmes: improved health, increased socialising and consequent decrease in isolation, better understanding of healthy eating and the importance of taking care of one's own mental health have all been reported.

This of course has a knock-on effect on those people's families and social circles.

The Well London youth work Apprentice, **Ashley Barrett**, was pro-active in creating excellent links with local youth provision. She has worked with three different services on a regular basis, one of which is for young people at risk of offending and anti-social behaviour.

From this, **Ashley** has forged good relationships with local young people and has made use of her learning from Youthforce to do this in a safe manner. Getting to know young people on the estate in this way, has meant that **Ashley's** input into all three services has been instrumental in her organising successful trips for them.

In March 2015, **Ashley** secured a youth work post at Somers Town Community Centre where she will be studying for her Level 3 qualification.

The project came to a close in March 2015, although the WellFair Coordinator

role will be funded until the end of June 2015.

### WEP IAG PROJECT

By the end of 2014, the WEP Information, Advice and Guidance (IAG) Project had increased its' number of clients being supported into work for the third successive year to 41, from 39 in 2013.

This amounted to 21% of all clients who gained one-to-one support in the areas of employment, education and training. Of those supported into work, 17% were long-term unemployed and 30% had low-level qualifications.

The project is managed by **David Hermanstein**, WEP's IAG Outreach Officer. 2015 has seen a drop in the number of employment support services available in the Camden borough. WEP is the **only** organisation to maintain a long-running employment support service in Camden and as a result, demand has increased even further.

The IAG Project has also increased its outreach to now include the Highgate and Holborn areas, making it a truly borough-wide project.

WEP once more proved its knack for survival and ability to adapt to the times by securing further funding until the end of December 2016, and in January 2015, the IAG Project was relaunched as Jobpod.

As well as continuing to provide 1-2-1 support, Jobpod's aim is to become **the** single point of entry for employment services to all Camden residents.

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Jobpod continues WEP's tradition of excellent partnership working. New and future partners include:

- Somerstown Community Association's Jobhub.
- Creative Awakenings (supported by DWP's New Enterprise Allowance) – work preparation workshops using drama and performance.
- Hillside Clubhouse – supporting Camden residents with mental health issues back into employment.

## CONNEXIONS

**Dave Jones**, Connexions Lead Personal Adviser, is based at the WEP One Stop Shop. He mainly deals with young callers (16-19) and referrals from other agencies who want help to access employment and learning opportunities. The kind of support he offers includes:

- Supporting young people to search for and apply to apprenticeships. **Dave** is the advertised Connexions contact for young people who are applying for opportunities on the Camden Apprenticeships website - [www.camden.gov.uk/apprenticeships](http://www.camden.gov.uk/apprenticeships) He also regularly supports young people to use the National Apprenticeship Service website - [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)
- Helping young people with jobsearch activities including help with application forms, CV's, and interview techniques; advice about how to go about looking for job and training opportunities.

- Referring young people with non-careers related issues to other agencies and services.
- Dealing with the display and distribution of careers related information, including circulating information to local community groups, e.g. Surma Youth Project, and Samuel Lithgow Youth Centre.
- Helping to identify relevant material for display in the OSS including information about further and higher education, training and employment opportunities and volunteering and personal development activities.
- Supporting users of the drop-in facilities at the OSS including dealing with IT related queries.

Between April 2013 and March 2014, **Dave** carried out 469 interventions.

Connexions also have an advisor dedicated to work with young people with Special Educational Needs and Disabilities (SEND), **Penny Conlin**. **Penny** is based at WEP but works across Camden with young people up to and including the age of 24.

**Penny** takes referrals from other professionals in Camden when a young person needs additional support due to SEND.

Young people who work with the SEND Connexions advisor receive advice and information about specialist provision in Camden for education, training and employment opportunities; and receive help to apply for places and funding.

Much of the work is with parents/carers and families of young adults with special educational needs and disabilities who require information about services.

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Work this year has included:

- Working with the Leighton Project, a sixth form for students with special educational need, to help final year students to identify their next placement/college.
- Advising families and young people on the new Education, Health and Care Plans that replaced Statements of Special Educational Needs this year.
- Referring young people to specialist services such as at the Camden Society and Elfrida Rathbone
- Supporting young people into volunteering and work experience placements.
- Referring young people to other council services such as Camden Learning Disability Service to ensure they are receiving the support they need.

### **Under 25's Service**

The 'Under 25's Service' joined WEP in September 2014, when it moved from its previous base in the Crowndale Centre. This service provides welfare advice to Camden residents up to and including the age of 24.

Unfortunately, this service has lost its two most experienced welfare rights advisers, to retirement and moving to another post, respectively; but the service continues to operate with reduced staffing resources.

**Samia Shire** is the current adviser who joined the service in November 2014. Advice is delivered by appointments and most referrals come from Camden Council's 16+ Service for care leavers, hostels and Connexions as well as by young people self-referring.

**Samia** has advised young people on benefits ranging from disability and housing benefits to benefit entitlement in pregnancy. She has also undertaken training and work to support young people struggling with debt.

### **REGENT'S PARK SOMALIAN WELFARE ASSOCIATION**

This project is run by two volunteers **Suleiman Osman** and **Bashir Osman**. It provides advice on areas such as Housing Benefit, Council Tax, issues with energy suppliers, Pension Credit, Immigration, form filling, writing Letters to different Government Departments and so on.

### **WEST EUSTON COMMUNITY FESTIVAL**

The West Euston Community Festival took place on the 13 September 2014. The festival was funded from contributions from Camden Council (£1,000), British Land (£2,000) and the Well London Programme (£1,500). The event focused on promoting health, wellbeing and community cohesion. It was extremely successful and the general consensus was that the festival was the best one ever!

### **WEST EUSTON ABILITY BIKES**

This project provides nine specially built bikes suitable for use by people with disabilities and their carers. Camden Council staff and UCL volunteers provide the support for this project. The project received good news this year when it was voted runners up for UCL's VSU Organisation of the year 2013 - 2014.

### **WEP AWAY DAY**

WEP held a successful Away Day on the 25 November 2014. Holding this Away Day was one of the key objectives that

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came out of WEP's work with the Pilotlight Project, which is helping WEP with strategic business planning.

Following the away day a Strategic Focus Trustee Working Group was set up consisting of trustees and the WEP Director. The group's remit is to look at what came out of the Away Day and to determine a strategic vision for WEP i.e. a Strategic Business Plan to ensure that WEP is able to meet the challenges that it faces and those that lay ahead. The working group will report its findings/recommendations to the WEP Board at a later date and at the Pilotlight Project meeting in June 2015.

### **TRAINING AT WEP**

Improving life chances for all is WEP's mandate and the free training offered at the OSS embodies this spirit. The following are examples:

#### *Speaking English with Confidence*

**Adrian Barclay**, WEP's long standing volunteer and Volunteer Coordinator, provides English conversation classes every Wednesday from 12.00 noon for one hour. The classes are open to Camden residents who have poor English pre ESOL. A recent successful observation report, by a member of the City of London Adult Skills and Education project management team, was very complementary about **Adrian's** teaching style and management of his classes.

#### *Computer training*

WEP continued to host Community Learning in Camden courses and began hosting these again in January 2014. The two courses were Computing for Beginners with English language support and Computer Skills to apply for work and JSA are taught by **Tracey Hamilton**. The latter, a five week course, was continued because of its popularity with users.

#### *Website Building*

From the 28 May 2014 Website Building sessions have been taking place at WEP on Wednesday evenings, 6.00 pm – 9.00 pm led by **Jed Keenan** from the E-Literacy Programme.

### **WEST EUSTON STUDY SUPPORT GROUP**

WEP continues providing Study Support sessions for young people aged 11 – 16 years and 16 – 18 years with the support of volunteer tutors from UCL and the Regents Place corporations.

These sessions, coordinated by **Sharon Gordon** covered topics including help with subjects such as Maths and English as well as pre-university information and support.

### **WHEEL DEAL PROJECT**

WEP in partnership with Silverdale Motorcycle Project successfully bid for Awards for All funding of £9,144 agreed for the Wheel Deal project, which promotes careers in motorcycling for disadvantaged young people. The project, coordinated by **Sharon Gordon**, started on the 12 January 2015 and will run until the 20 July 2015.

Indications are that this is a successful project that is greatly benefiting the young people taking part in it.

### **VOLUNTEERING AT WEP**

WEP currently has over 30 volunteers supporting its work and a good track record in volunteers moving on to paid employment. WEP has held two volunteer thank you/training events; 16 April 2014 and 28 May 2014.

A big thank you to **David Elyan**, a WEP service user and Royal Albert Hall Trustee, who donated four concert tickets (face value £239.36) for the

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benefit of our volunteers. We held a raffle and the lucky volunteers were thrilled with the shows they saw.

### **"HENNA NIGHTS" – BENEFIT NIGHT**

WEP gives a big thank you to **Diorama Arts** and **Mark Ross**, WEP Trustee, for donating £500 from the proceedings of a benefit night on the 20 June 2014 for the play "Henna Nights", which was performed at the New Diorama Theatre.

### **THE MATRIX ASSESSMENT**

WEP successfully passed its Matrix continuous improvement check in February 2015, having been reaccredited the previous year.

The Matrix Standard is the unique quality framework for the effective delivery of information, advice and/or guidance on learning and work.

It promotes the delivery of high quality information, advice and/or guidance by ensuring organisations review, evaluate and develop their service; encourage the take up of professionally recognised qualifications and the continuous professional development of their staff.

The accreditation will run for three years with continuous improvement checks at the end of the first and second year.

### **CHANGE TO WEP ONE STOP SHOP OPENING HOURS**

The WEP One Stop Shop is now open an hour later in order to extend the services on offer. Our public opening and closing times are Monday, Tuesday, Thursday and Friday 10.00 am 1.00 pm and 2.00 pm to 5.00 pm.

**Sharon Gordon, WEP Director**

## **THE WEST EUSTON PARTNERSHIP TRUSTEE BOARD**

- Mohammed Joynal Uddin, WEP Chair  
**Bengali Parents and Tenants Association**
- Ross Houston, WEP Vice Chair  
**Peabody**
- Councillor Heather Johnson, Chair of WEP Finance and Strategy Chair  
**Camden Council**
- Councillor Nasim Ali, Chair of WEP Planning Working Group  
**Camden Council**
- James Danby  
**British Land plc**
- Jean Hurman (until March 2015)  
**Regent's Park Tenants and Residents Association**
- Mark Ross  
**Diorama Arts**
- Inspector Matthew Forward (from April 2014)  
**Metropolitan Police**
- Dr Ruth Siddall  
**University College London**
- Sheila Green, Older People Representative (until September 2014)  
**Golden Years Committe**
- Abdus Samad (from November 2014)  
**Bengali Workers' Association**
- Suleiman Osman  
**Regent's Park Somalian Welfare Association**
- Hazel Durbridge (from November 2014)  
**Peabody**
- Bill South (from January 2015)  
**William Hill PLC**

## **CURRENT PARTNERS:**

- Argyle Primary School
- Babcock Enterprise
- Bengali Parents and Tenants Association
- Bengali Workers' Association
- Bridge School

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- British Land plc
- Camden & Regent's Park
- Camden Black History Forum
- Camden Community Sports Team
- Camden Connexions
- Camden Cycling Team
- Camden Economic Development Team
- Camden Ex-Cell
- Camden Housing
- Camden Leaseholders
- Camden Libraries
- Camden Parks
- Camden Peoples Theatre
- Camden Society
- Camden Voluntary & Community Sector Team
- Camden Youth Service
- Capel Manor College
- Christ Church School
- Community Learning in Camden
- Creative Awakenings
- Cumberland Market Residents Association
- Derwent London
- Diorama Arts
- Drummond Street Traders Association
- Elfrida Rathbone
- E-Literacy Programme
- Event Management Training
- Evolution Cycles
- Fitzrovia Youth in Action
- Green Light Pharmacy
- Haverstock School
- Hillside Clubhouse
- Institute of Education
- Kings Cross Construction Skills Centre
- Leighton Project
- Maria Fidelis School
- Metropolitan Police Service
- Netley School New Diorama Theatre
- Origin Housing
- Park Village East Residents Association
- Peabody
- The Pensions Service
- Pro Active Camden
- Pilotlight
- Queens Crescent Community Association
- QPR in the Community Trust
- Regent's Park Estate Residents Association
- Regent's Park Gardening Club
- Regent's Park Safer Neighbourhoods Panel
- Regent's Place Management
- Regent's Park Nursery
- Regent's Park Singers
- Regent's Park Somalian Welfare Association
- Richard Cobden School
- The Royal Parks
- Somers Town Community Association
- St Aloysius Primary School
- Surma Youth Project
- Swiss Cottage School
- Teenage Active
- Third Age Project
- University of the Arts London
- University College London
- University College London Union
- Volunteer Centre Camden
- Voluntary Action Camden
- Well London
- West Euston Time Bank
- Youthforce
- Youth League

## **OUR SERVICES:**

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- Adult Information, Advice and Guidance
- Connexions Service
- Camden Under 25s Service
- Computer Assistance, IT Support and training
- DWP Pensions Service
- Regent's Park Somalian Welfare Association
- Well London Programme
- The WellFair Project
- West Euston Ability Bikes
- Open Access Computers
- Information on courses, careers and events

# WEST EUSTON PARTNERSHIP

*Improving Life Chances For All*

## OPERATIONAL SITES:

West Euston Partnership One Stop Shop  
29-31 Hampstead Road, London NW1 3JA  
T: 020 7388 7932



## HPOD

Hpod, Cumberland Market, London, NW1 3RH.  
T: 020 7387 4401



WEP can also be found on the web, at [westeustonpartnership.co.uk](http://westeustonpartnership.co.uk); on Twitter @WEPNW1; and on Facebook at [www.facebook.com/wepartnership](http://www.facebook.com/wepartnership)