



First Impact Report



Sept 2022 - Feb 2024

“Changing lives and supporting
community growth.”

Cranbrook Education Campus, Tillhouse Road, Cranbrook, EX5 7EE



Over the past 18 months, we've facilitated over 13,000 supportive interactions, providing essential support to our community.



"I found it really hard to communicate with the school and I just don't think they were listening. I was really sceptical at first about the hub but when they made it about our family and how they could help, it kind of made sense. Although not everything is perfect, we accessed Parental Minds through the hub. My daughter has been going to school more often and it's helped me come to terms with my teen's mental health."

Claire .T

Connections & Growth at a glance

13,000+

Connections made through attendance, correspondence or advice

23000+



Number of Early year support and midwifery appointments

423



Number of people supported to engage in physical activity

378



Number Food Parcels

92



Number of Asylum seeking , refugee and migrant families supported

63



Families assisted with School Attendance with a positive impact

54



Number of groups supported by the Community Builder

47



Households referred for debt support

41+



Number of individuals referred to the Community Connector through ECI

34



Number of volunteers

24



Support with emergency services & mental health

18



Number of community events

5



Number of lives saved through emergency intervention

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We are partnered with a dedicated field of professionals from across Devon to assist positive change

What we do....



"EX5-Alive has been so helpful and patient in giving me information about services in the area. The hub really helped me out when I didn't know who to trust."

Sarah. C

"Our first 18 months have been one of change, challenge and bringing our community closer together. Our mission is to improve the quality of life of Cranbrook residents and the surrounding area by promoting access to opportunity through a combination of statutory services and community led provision. We have increased the number of community led projects as well as being a crucial community space for organisations and statutory services.

EX5-Alive is the first community space to offer free facilities to community led groups in Cranbrook. We have consulted with our residents through deep listening events from door knocking to consultations. We are proud to have listened and supported residents in the journey of building their own community.

As a new town the community landscape is ever changing and EX5-Alive believe it is important that residents have a stake in how their community is shaped for generations to come. We have been able to do this through partnership working, data collection, early support and signposting needed for families to grow within their town. By having access to space to explore, it is positively impacting lives and improving the diversity, inclusion and equality in the Cranbrook area."

Aynsley Jones Community Hub Manager

The role of the Hub Manager...

The Community Hub Manager role is key to understanding a community demographic and knowing how to utilise assets within a community. This model of assessing, consulting and coordinating residents and stakeholders underpins the success of EX5-Alive, by forming these relentlessly positive relationships. We can deliver exceptional signposting to empower families and individuals through periods of instability or change. This model can be replicated within any rural community, while using the data collected by Community Development Workers, Community Builders, Community Connectors and Social Prescribers. This insight uses the mapping of local services and spaces to identify gaps in the community. This draws from the wealth of experience generated by the coordination of this invaluable knowledge to produce community strategic outcomes, while all the time never losing sight of the residents who are being impacted.

Everyone deserves a connection to their community



While the past 18 months has brought many challenges with the hub being based in a school, in contrast it has led to wider opportunities in partnership working. EX5-Alive uses a referral process to ensure that every family has a choice in how to strengthen their family unit. We can adapt our services in real time to produce a fast, collaborative menu of support to improve the impact of wellbeing for families. Our data is now showing the trends in our community and we believe there is a necessity for EX5-Alive within Cranbrook. We are showing that we have positively changed lives through growing connections, wellbeing and building relationships to lessen the impact on statutory services.

We know we are getting this right by the support given by our stakeholder groups (100+), the number of services being used and the number of residents engaging in activity. In the years to come, we will be ensuring we have robust evaluation methods through data and using the ripple effect to map the community voice. As part of the longer term plan, this will be a space where all sections of our community will have access to resolve their own issues, and families will have the capability to reach out in times of change by fostering an Asset Based Community Development approach with a cradle to career overview.

"EX5-Alive have been really supportive in helping my child socialise. I have been to several groups at the hub and I have made new friends. Without the hub I don't think this would have been possible."

Ellie. S



What our partners say



Cranbrook Education Campus

"EX5 Alive has been a fundamental part of our early help offer at the Campus, specifically linked to attendance issues from pupils from hard to reach families. Aynsley and the hub have been able to find the root cause of the issues being faced and provide appropriate signposting and support for our most vulnerable families."

Stephen Farmer Head of Campus – Cranbrook Education Campus

Live and Move

"The Live and Move programme, funded by Sport England, is delighted to develop the Move More Cranbrook network with local partners. A truly fine example of partnership is the community family hub established by Cranbrook Education Campus with their EX5 Alive programme. The support and number of opportunities available to those local families who need it most is fantastic. The team at CEC and EX5 Alive are making huge progress to support families to be active, and help us on our mission to reduce inactivity and improve health and wellbeing. We look forward to continuing to work alongside EX5 Alive and our partners across Cranbrook to deliver great impact for the community."

James Bogue Live and Move Project Manager

ECI – Wellbeing Cranbrook

The Hub is an amazing space for professionals to find out what's happening in and around the community. This is the first time we can see a truly inclusive space for everyone to join in. The impact of the hub will grow positivity and hope for our future generations."

Andrea – Community Builder & Gemma. Community Connector

2022 Highlights

- Cranbrook Community Steering group
- Partnered with Parental Minds for youth mental health
- Cranbrook Food Hub Started
- Culture Club started
- £20,000 in funding
- Wellbeing Cranbrook partners with the Hub
- Community grants secured for projects

2024 Highlights

- Parenting courses starting
- Art therapy consultation for youth mental health
- On the beat boxing free physical activity for the community

2023 highlights

- Home From Home project
- Series of town events for community engagement
- Town Centre Consultation
- Community Health Visitors use hub as a base
- Visit from the Children's Commissioner
- EX5-Alive wins Ted Wragg Strengthening Communities Award
- Home Start become an integral support for families

Beyond 2024

- Securing funding for 5 years
- A new admin role within the hub
- Further integration with mental health services
- Courses in Community Start Ups

The last 18 months best practice



On our journey we are proud to have been supported by the community and our local stakeholders every step of the way. We have engaged with the community, but we still need to improve in getting our wider message out there. We have worked hard in sharing best practice to promote our own continuous professional development within our community. Below are some examples of the journey we have taken with other professionals.

Research and training

- Serio Independent evaluation
- Centre for Social justice - EX5-Alive case study included in the Cracks in our foundation report
- Reach Feltham - Community strand
- Oxford University - Meanwhile spaces research
- Exeter University - Food Poverty research
- Teacher Training - EAL and the community context

Media

- Free community fun days with multiple partners
- BBC Radio Devon - A series of positive good news about Cranbrook
- East Devon District Council growth hub - As series of positive films about business growth in Cranbrook
- East Devon District Council- Town consultation
- EX5-Alive newsletter
- Wellbeing Cranbrook News letter

Membership

- Cranbrook Action Group
- PCN Exeter Nexus and Exeter Outer Mental health meetings
- Live and Move Steering group
- Move More Cranbrook group
- Live and Move grants panel member
- Cranbrook Safety Partnership
- Asylum Seeker strategic group member

Phase one 2022-2023 Phase two 2023-2024 Phase three 2025-2030

- Early years provision
- Established Community Steering Groups
- Access to Wellbeing
- Move and More Cranbrook Grants for movement support
- Wellbeing Cranbrook integrate with EX5-Alive

- Led a series of listening events in the community
- Community Led Projects commencing
- Movement projects initiated
- Growth of our volunteering groups

- Secure funding
- A 5 year plan written by the community
- Become a community Led C.I.C
- Establish a volunteer network
- To be a recognised centre of excellence for Health and Wellbeing for families

Our Projects....

signposting to opportunities....

"EX5-Alive helped us get back to where we needed to be at a time when we thought everything was falling apart."

Claire. S



Our projects and services have led to some outstanding outcomes over the last 18 months. The following information has been collated through shared collaboration where every organisation has verified their data. Where we are still waiting we have highlighted the data. We have used a method of correspondence, Cranbrook Education Campus sign in system and conversations to produce our data for EX5-Alive projects. Moving forward we are actively using Serio as part of Live and Move to independently verify our data to bring all these incredible activities together.

We know there are improvements to be made. For example, we don't know the number of families who have used EX5-Alive services repeatedly. This would show us the overall use of the community hub and it would be a significant piece of work for the future.

The impact of EX5-Alive has resulted in a potential **£1,000,000** community led engagement of services, savings and preventions, which is an incredible achievement in the first 18 months. But how do we know this? Each service and group has costed their activity. We use the word 'potential' as some of the costings take into account what impact this may have had, had the service not been available. Without this space the residents of EX5 and beyond could have been placed in further hardship resulting in emergency support.

We can cost our statutory services at **£400,000** over the last 18 months. This has all been possible by the collaboration of each group working with EX5-Alive to record and validate their services within the community.

EX5-Alive and Community Projects...

Projects

Details

Outcomes

Home from Home

A Warm space with free community lunch and signposting funded by East Devon District Council

- 237 Signposts
- 787 Attendance over 25 sessions
- 5.3 recurrence = 148 households used
- 594 lunches given
- 59 direct welfare referrals
- Direct Costing of £23,000

Cranbrook Culture Club

An international group to reduce isolation funded by Devon Mental Health Alliance and Recovery Devon

- 32 households engaged
- 82% of attendees feel happier and more connected to their community
- Direct costs of £6,250
- £420 in free room hire

Attendance Project

Signposting and referrals to Parental Minds to support parents with children presenting with mental health, Self Harm and SEN

- 63 Families assisted successfully with attendance and an increase in school attendance
- 19 supported and 11 did not need to be referred for emergency support. This resulting in a potential emergency statutory saving of £200,200 over the course of a year
- Direct Costs £2,592
- Funding £10,000+

Cranbrook Food Hub

Food Poverty Relief

- £45,113 project costs
- 361 Vouchers given
- 1135 people (577 Adults, 558 Children)
- 96 Unique Households with 3.7 recurrence
- £9,200 in volunteer hours
- £6,000 saving in Emergency Household Payments
- £19,488 in food given
- £10,425 in donated running costs

Project Send

Support Group for SEND within Cranbrook

- 14 fulltime members and 50+ registered on WhatsApp group
- Project cost £4,500
- £1,220 in free room hire

EX5-Alive Steering Group

A group of residents and organisations who assist in listening campaigns and overseeing hub decisions

- 25 residents and attendees
- 4 quarterly meetings

Projects	Details	Outcome
Conscious Living	Motivational and wellbeing coaching courses with movement	38 enrolled in courses by GP referral 38 continued and engaged in other physical activity - Reduction in GP appointments on average by 50% with a potential saving of £80,000+
Wellbeing Group	Wellbeing group run by female residents	28 members - The group expressed a reduction in mental health support from the GP but do not keep formal data
Project Food	Cooking pilot for low income families	4 households - All families said it improved their confidence and reduced isolation. More Funding presently being sought
Rainbows	Local Group run by the girl guides	23 enrolled - Without the EX5-Alive space this group could not continue due to lack of space in Cranbrook
ECOE Debt Service	Signposting to Cranbrook ECOE Debt Advisor	47 referrals - A total debt reduction of £53,237 for residents
ECI Champions	A training programme to support residents to confidently start or run community groups	12 trained Champions - Each Champion works in the community for an average of 4 weeks with a £28,700 yearly saving on volunteers hours
Emergency Grants EX5-Alive	Support with finding grants for individuals in hardship	17 Applications made to charities £4,250 in non application to East Devon District for Emergency Household Support
ECI De clutter Workshop	A workshop to assist residents with decluttering homes and improve wellbeing and finances	19 enrolled £3,220 saved by residents clearing out their homes - All attendees had improved wellbeing and felt happier in their own home

Charity and Organisation projects



Projects

Details

Outcome

Robot Reg	Phonics for Preschool to assist with speech and language	• 26 enrolled 8 free places • £1,029 saving in hire costs and places • Impact on pre-school speech and language through confidence building
Action for Children	Series of nurture groups and targeted Early help by referral (Awaiting all data)	• 30+ families (Verified by Sign in System) • Impact on whole family wellbeing, school attendance and less dependent on statutory services • Direct Costs £60,000+
Move More Grant Hub	A panel who assess Cranbrook grants for physical movement	• 7 grants given • Grants totaling £15,473 • 423 engaged in Physical Movement for more than six weeks • Volunteer hours £5,000+
Home Start	Universal Bonding Group and Peri- mental Health Support	• 23 Families registered for the Wellbeing group • 7 Families registered for the Mother's in Mind group • Demand is high and in discussion about opening further groups at EX5-Alive • £38,000 in delivery • £56,250 in prevention for mental health
Cranbrook Community Action Group	A local group run by residents to support community change	• 11 committee members • £3,500 in volunteer time
Rediscover Church	Tiny Treasures Toddler groups and parenting for anxious parents/carers	• 18 families engaged and 8 families in parenting course who did not need to be referred to Early Help • Each family costs £275 per family per referral to Early Help with an average cost of £18,200 per family for serious need • Potential saving of £145,600

"We really are part of a lovely community in Cranbrook. EX5-Alive gives real opportunities of practical support and information sharing through shared experiences."

Lyn P

Community Builder

The role of the Community Builder is imperative within the community to establish and maintain group sustainability while signposting to opportunities. Without this post many residents would become far more isolated within their own community having a direct impact on their health and wellbeing

1,517+

Social media connections

54 → 845

Number of groups supported by the Community Builder

Number of members



1,163

Likes on social media

51 → 812

Number of groups involved in movement, including walking, cycling to group and activity sessions

Number of members

37

Listening Events

30 → 427

Number of groups with ongoing support

Number of members

11 → 194

Number of new groups set up

Number of members

What our residents are saying

"Litterpicking is a positive way of getting out and to do something beneficial." (Kate, Local Resident)

"Your role is so vital, thank you for the help with the grant application." (From a group leader)

"Thank you for introducing me to this, you were the first person I met in Cranbrook, and you are so kind. It made me think that English people are good." (Ana from Ukraine)

"Thank you for organising these events, it is so good to come out and meet others."
(Becky , mum at Free family event)

"It is so good to have you here, we would not know how to do it without you",
(employee at Cranbrook Town Council)

"Your role is an important part of the puzzle, you are able to connect between groups as well as able to share important information." (Sally ,resident)

Community Connector

169+

Days worked with referrals

The role of Community Connector underpins individual connections within a community while discovering their barriers to access and success. By tailor-making individual support many participants go on to have healthy and active lives in the community. Without this vital role our statutory services could continue to be

31

Adult Referrals

8

Youth Referrals

Before

Question one

"Please select the response that best describes your experiences over the last 2 weeks (I've been feeling optimistic about the future)"

- 19.2% of adults responded 'none of the time' and 26.9% of adults responded 'often'.
- 12.5% of young people responded 'rarely' and 50% of young people responded 'some of the time'
- 33.3% of families responded 'none of the time' and 33.3% of families responded 'often'

- 0% of adults responded 'none of the time' and 40% of adults responded 'often'
- 0% of young people responded 'rarely' and 75% of young people responded 'some of the time'
- 0% of families responded 'none of the time' and 50% responded 'often'

Question Two

"How often do you do each of the following? Please select a response for each activity: (Chat to somebody in the community)"

- 40% of adults responded 'rarely' and 12% of adults responded 'most days'
- 25% of young people responded 'never' and 12.5% responded 'most days'
- 33.3% of families responded 'never' and 66.7% of families responded 'most days'

- 0% of adults responded 'rarely' and 40% of adults responded 'most days'
- 0% of young people responded 'never' and 33.3% of young people responded 'most days'
- 0% of families responded 'never' and 100% of families responded 'most days'

Question Three – Ask after completion with the Community Connector

"In what ways has working alongside a Community Connector been useful to you?"

Adult Responses

- The chance to talk to someone, and to be listened to: 100%
- Information about available support, opportunities, services and resources: 75%
- Introduction to groups (social, creative, support, activity, etc.): 75%
- Support to make healthy lifestyle change(s): 75%
- Opportunities and/or support to meet new people/get to know community better: 75%
- Support to be more confident/generally happier in myself: 75%
- Support to become more physically active: 50%
- Support to learn new skills: 50%
- Opportunities for volunteering: 25%

Young Person Responses

- Information about available support, opportunities, services and resources: 100%
- Support to be more confident/generally happier in myself: 100%
- The chance to talk to someone, and to be listened to: 75%
- Support building positive relationships: 75%
- Support with school related challenges: 75%
- Introduction to groups (social, creative, support, activity, etc.): 50%
- Support to access advice/guidance on work/employment: 50%
- Opportunities and/or support to meet new people/get to know community better: 50%
- Support to access advice on housing: 25%
- Support to become more physically active: 25%
- Support to access education / training / learn new skills: 25%

Statutory Services



Our Statutory services are at the heart of our community due to EX5-Alive being a crucial space for organisations to provide their services. However, it is this collaborative working with EX5-Alive which has established strong connections between these services to ensure the correct support is used. A key example of good practice is the Community Hub Manager sits on the community Mental health meetings and can support professionals to signposting in the community and an emergency response for residents can be given by working alongside Cranbrook medical practice, the mental health nurse and the school nurse.

These relationships are key in the safeguarding of our community and will work hand in hand with the community groups as the town matures and grows over the next 5 years.



Public Health

2x full time
Community Health
visitors, School Nurse
and breast feeding
support

- 1,500+ appointments, 4 course with 368 ongoing engagement and 27 all school visits
- £75,000 in appointments
- £4,800 in courses
- Without EX5-Alive there would be a 25% reduction in appointments due to travelling to home visits. This would equate to £41,000 less visits

CAMHS & MHST

Supporting children
& young people who
may be
experiencing mental
health surrounding
for all schools in the
area

- 52 Appointments onsite – £1,248 in saved hire costs
- Less anxiety for young people in travelling times. It also offers reduced waiting times
- £2,600 in appointments

Midwifery

Full time Midwifery
Clinic. This was
stopped in April
2023 due to needing
a more clinical
setting

- 550+ Appointments onsite
- £44,000 in appointments
- 25% increase in appointments

- A standard health visitor appointment costs £50 & a standard midwife appointment cost £80 as verified by the Nursing and Midwifery Council

"The food hub really saved my life and can't thank you enough for the time and trust you gave out family to get back on our feet."

Kirsty. W

Funding summary – £82,029

£4,523

Donations

£71,463

External Grants

£6,043

Government Funding

Unbelievably, we are a non-constituted entity who have had the privilege and support of Cranbrook Education Campus, part of the Ted Wragg Trust, Live and Move and Reach Foundation Feltham in financial backing. This has been a successful partnership where funding has been raised for the Community Hub Manager's salary and the space has been gifted for use.

Our main form of income for the future will be room hire and external funding, but this will not be sufficient to retain the Community Hub. All of the positions currently working or alongside EX5-Alive within Cranbrook will need to be retained. The following roles will need to be guaranteed over the next 5 years which equates to 2.6 FTE.

- Community Hub Manager
- New Admin Evening Coordinator
- Community Builder
- Community Connector

At present EX5-Alive is coordinated by the Hub Manager and run on 30 hours a week for a town of 8500+ residents. We need to guarantee our Hub Manager role for the next 5 years until the Hub moves to the new Health and Wellbeing Centre. Any partners or statutory groups who are looking to invest in the future success of the Cranbrook Community or would like to know more about EX5-Alive should contact Aynsley.jones@cranbrook.education and we welcome those discussions.



Devon Mental Health Alliance
Working together for better mental health across Devon



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We'd like to thank all our community for their *amazing support*

Acknowledgements

"The whole volunteer experience has enabled me to give back to the community, and meet new people within the volunteer group."

Jayne. D & Jeanette



EX5-Alive would like to thank all the community for supporting our first 18 months. We would like to mention the hardworking community volunteers who turn up and support these projects week after week selflessly.

To our partners of Live and Move, Reach Foundation Feltham, Public Health and Exeter Community Initiatives (ECI) we thank you for the delivery of services on the ground and the continuation of the belief that community is stronger together.

Finally, we would like to commend Cranbrook Education Campus and the Ted Wragg for their incredible commitment to this space and sharing our vision of making the world a better place. Without their generosity of this space none of this would be possible.

