

Community Centres Task Group Review – Actions for meeting 26 May 2015

| Community Centre | Marketing/Promotion | Profile of users - This information will be presented at the Task Group meeting. | Recommendation for next Commissioning Framework |
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| Holywell | <ul style="list-style-type: none"> • Quarterly W3RT 'What's on' guide • W3RT website • WBC 'What's On' and About Watford • Social media • Posters • Press releases • Holywell mailing list • Websites including hallshire.com and Cylex business directory | | <p>Continue to fund for three years to provide stability. This will allow for any opportunities arising from the Sports Facility Strategy to be considered and enable W3RT to maximise income potential through the hall hire for the following proposed activities:</p> <ul style="list-style-type: none"> • charitable fundraising events • business events and conferences • private hires including wedding receptions • health and wellbeing activities that target evidenced health issues in local area |
| Orbital | <ul style="list-style-type: none"> • Advertisement in school prospectus (Francis Coombe) • YMCA website • My Garston • Watford Observer • Word of mouth | | <p>Continue to fund for three years to provide stability. This will enable the YMCA to consider redevelopment and funding opportunities that will help them to become self sustaining. There are also community development opportunities with the influx of new residents as a result of the new Watford Community Housing Trust housing development.</p> |
| Leavesden Green | <ul style="list-style-type: none"> • In house marketing department • Social media • Word of mouth and door knocking | | <p>Continue to fund for two years up to April 2017, after which Watford Community Housing Trust will continue with their long lease (99 years) on the condition of using the building for community activities. This will be embedded in the lease as a</p> |

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| | <ul style="list-style-type: none"> • Leaflets and display boards • Watford Observer • Vive FM • Housing Trust website | | Community Use Agreement. |
| Centrepont | <ul style="list-style-type: none"> • Flyers • Posters • WBC 'What's On' • Working with Council's communication team on a brochure of centre's activities to be sent out to residents | | <p>The Council will continue to manage the centre on an interim basis within a budget envelope of £69k whilst further discussions take place with regard to the future of the centre. These will allow the opportunity to consider</p> <ul style="list-style-type: none"> • Any impacts from the Property Review • Outcomes from the Watford Community Housing Trust's Community Options Study • Exploring partnership opportunities around future management of the building |
| Meriden | <ul style="list-style-type: none"> • About Watford • My Watford News • WBC 'What's On' • Watford FC Match day programme • Residents newsletter • Centre brochure • Have attended community fairs/fun days • Watford FC Sports and Education Trust website | | Continue to fund for three years whilst redevelopment of the site is completed. We would require the Watford Football Sports and Education Trust (WFC Trust) to submit a comprehensive business plan with evidence of moving towards becoming self-sustaining from April 2019. |
| West Watford Community Association (WWCA) | <ul style="list-style-type: none"> • Posters in front window • West Watch community newsletter • Website | | Continue to fund for three years whilst WWCA explore opportunities for income generation and future alternative premises/partnerships. |

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| | www.westwatford.org.uk <ul style="list-style-type: none"> • WWCA Facebook page • WBC 'What's On' and About Watford • Imagine Watford • Local Tesco store • On WBC,HCC and Best of Watford websites | | |
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Sport England Community Activation Fund – Action plan activities using Centrepont venue

Centrepont community centre is one of various venues in the Central area receiving support through the Community Activation Fund. This fund is an external fund and is administered by the Council's Sports Development Officer.

Activities supported at Centrepont Community Centre

- 50+ Keep Fit
- Table Tennis coach for both sessions
- Training of volunteers e.g. safeguarding/1st Aid/DBS checks
- MUGA – Kicks Football (run by Watford Football Club Trust)