



# MEASURING CHANGE REPORT

MIKE KING

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*“They (Par Bay Big Local) are the mortar between the bricks in our community, they stop us falling over”.* Interviewee

*“Very rewarding on a personal level to see things changing where I live”.*  
Participant in the online survey. Online survey participant

## INTRODUCTION

### BIG LOCAL

Par Bay Big Local (PBBL) is part of a national programme 'Big Local', funded by the National Lottery Community Fund and administered by Local Trust. The scheme started in 2011, provides an opportunity for residents in 150 areas around England to use at least £1m each to make a massive and lasting difference to their communities. The programme as a whole has four key outcomes that each local Big Local needs to contribute to. These are;

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

Big Local was established with several core features that make it different from other programmes. It is:

- *Long-term* – providing certainty and continuity, over 10-15 years.
- *Resident-led* – working directly with individuals living, working, studying, and playing in areas rather than through organisations; building confidence and capacity amongst those wanting to make a difference to their community and their local area.
- *Non-prescriptive* – enabling residents to spend on their own terms and in their own time, on the projects they judge to be most important to them.
- *Patient and non-judgemental* – giving communities the time and opportunity to learn, make mistakes, resolve disagreements, and overcome challenges for themselves, on their way to achieving their ambitions.
- *Accompanied by flexible and responsive support* – to help communities to build the confidence and capability to make the most of the opportunities available to them, whilst not constraining their own ambition and initiative

More information about Big Local can be found on the Local Trust website <https://localtrust.org.uk/big-local/about-big-local/>

### MEASURING CHANGE SUPPORT PROGRAMME

The Measuring Change Support programme aims to help Big Local partnerships measure and evaluate the change they are achieving in their area and to better understand how and why this change came about, understanding that will help build successful approaches into future plans.

Measuring Change support has been provided by a range of specialist evaluation organisations who have provided resident-led support for partnerships to develop their capacity and skills on research and evaluation. Focusing on what the area wants to achieve and supporting them to use methods that work best for them and most importantly developing their capacity and skills so they can make informed decisions on how they want to continue evaluating their work after the support ends.

In the case of PBBL, this support was provided by Resources for Change [www.r4c.org.uk](http://www.r4c.org.uk)

## PAR BAY BIG LOCAL

Par Bay Big Local, one of the first Big Locals in the country, was created in 2011 to support the communities of Par, St Blazey, and Tywardreath in Cornwall. Since the national Big Local programme started in earnest in 2012, PBBL has had consecutive Plans and activities approved and endorsed by their funders, Local Trust, allowing staged drawdown of their allocated funding. PBBL's funded programme will be completed by late 2022.

Like all Big Locals, PBBL is run by a resident-led partnership of residents, community representatives, and support agencies. To draw down the £ 1million this group of people have determined local needs through research and consultation, prioritised addressing those needs, again in consultation with the community, and then developed a plan to address those priorities. Plans usually cover a period of 1-3 years and are updated and renewed when a drawdown of further funding is required. Partnership members have changed over the life of PBBL but the current members are as follows:

### PAR BAY BIG LOCAL – PARTNERSHIP GROUP - MARCH 2021

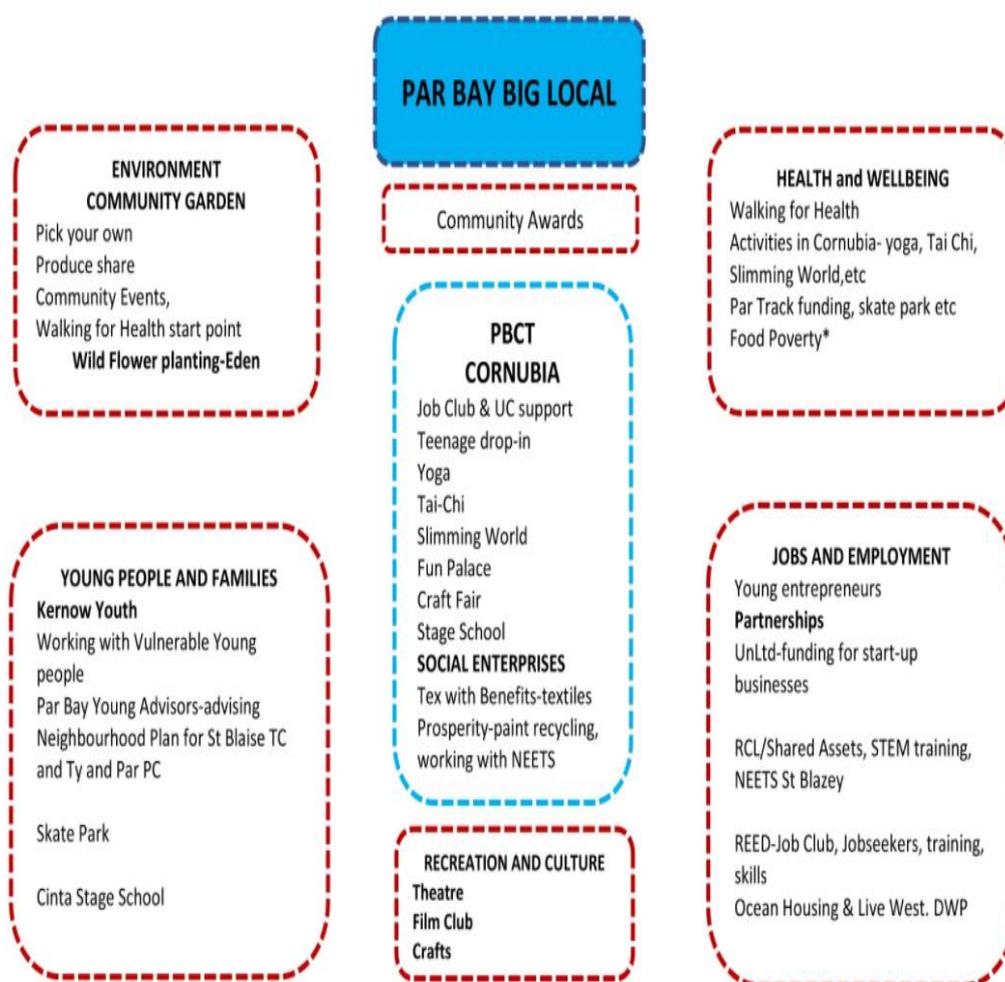
Name	Role	Affiliation
Matt Beer	IT advisor	PBCT Trustee Employment Team Leader - Seetec Pluss
Sonia Clyne	An original member of Steering Group / Partnership, current Chair	PBCT Trustee, Creative Civic Change, PL24 Community Association, Par Carnival, Local Alliance
Elizabeth Davies	Creative Lead	Local resident and Project Manager for Creative Civic Change
David Hughes	Member of the Steering Group since the start	Chairman, Par Bay Community Trust (legacy organisation) Local Resident; Parish Councillor - Tywardreath & Par PC and Church Warden Director: Par Track, MPower Kernow Trustee: Fourways
Carol Fitzpatrick	Youth	Director/Manager of Kernow Youth CIC
Duncan Mitchell	Social Entrepreneurism	Local resident and Director of MPower Kernow CIC
Lisa Roach	Youth	PBCT Trustee, Kernow Youth
Paul Squires	Observer	UnLtd
Roy Taylor	Part of original Steering Group / Partnership Group	PL24 Resident, St Blazey Town Councillor Tywardreath and Par Parish Councillor Chair: Burrows Centre Ltd, Fourways Youth Charity Par Bar Community Trust Trustee Chair - Eden Community Geothermal Liaison Group Par and St Blazey Community Flood Group lead member Cornwall Community Flood Forum member Director – MPower Kernow

Sally Tregaskes	Grants Sub Committee Oversees finance and governance	Local resident and Treasurer of PBCT; on Sub Committee to oversee CCC. Holds roles in Cornwall Scouting especially overseeing DBS and new roles
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All Big Local areas identify a “trusted” partner to help them develop and the Eden Project, a near neighbour, has provided this service and significant support for many years; approval has recently been received for Par Bay Community Trust (PBCT) to assume the LTO role for Par Bay”.

They also have been supported by a Local Trust appointed ‘Local Rep’, in this case, Ian Smith whose role is to help the partnership develop a rolling programme of implementation plans and to help the partnership review and learn from their activities.

PBBL has identified a wide range of local needs and has addressed these through working collaboratively with local organisations, providing funding and practical support where required. The diagram below provides an overview of the areas of need that PBBL has addressed and the types of activity that they have made happen.



The box in blue at the centre of the diagram is the building that is being established as a community hub; Cornubia, governed by Par Bay Community Trust (PBCT), a separate charity established to take ownership of Cornubia and to provide a legacy for PBBL once the 10-year funding programme had been completed.

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## COVID-19

The last full year of Big Local funded PBBL activity coincided with the Covid-19 pandemic which caused considerable disruption to the delivery plans of PBBL and the implementation of the Measuring Change Support. For PBBL a lot of activity ceased at the start of the first lockdown in March 2020 but during the year new activities were developed and existing ones adapted to address not only the community needs that were emerging due to the pandemic but also respond to the restrictions in place at the time.

The partnership has produced a very good summary report of their 'Activity during COVID-19 which forms Annex 1 of this report as it not only shows resilience in the face of adversity but provides the context for this Measuring Change report.

Due to the restrictions, certain developments have not happened in the timescales originally planned, such as the re-development of the community hub which was supposed to have a new roof in early 2020 but the work was not carried out until much later. This has impacted some of the Measuring Change work and means that this report draws a bit more on documentary evidence rather than new data collected, more of the research work was undertaken by R4C than was originally envisaged and the timeline for the work was extended by 12 months.

## METHODOLOGY

In this section, we provide a summary of the Evaluation Methodology

## MEASURING CHANGE SUPPORT

The 'Activity During Covid' report mentioned above is a good illustration of the fact that PBBL has been evaluating their achievements and reporting the change that they have been making very effectively. They clearly understand the process of evaluation and have not only used it themselves to reflect upon what they have achieved but have also required some of the organisations that they have funded to provide evaluation reports.

Discussions with the partnership at the outset of the Measuring Change support suggested that what they really wanted from the support package was help in understanding and articulating why this change had come about, what was it about their approach that was leading to successful change. The support provided and this report reflect this requirement.

The approach adopted centred around the identification, through a workshop process with the partnership, of a series of 'Key Evaluation Topics', things that PBBL wanted to know more about in respect to achieving change. The topics agreed with the partnership are as follows:

## KEY EVALUATION TOPICS

- What is the effectiveness and impact of our ‘Investment’ way of working?
- What is the longer-term impact of our community grants?
- What is the impact of our building ‘Cornubia’ and Par Bay Community Trust on the community?
- Ways of working – understanding what has worked well and what could have been done better.
- Why does community-led activity work well around here?
- Aspirations for the future. Want to know how real these are considering the PBBL experience to date.

## METHOD

### PLANNING WORKSHOP

A Measuring Change planning workshop was held with the partnership in December 2019. During this session, partnership members collaborated to create a ‘Change line’, showing how PBBL developed and changed over time and the way partnership members felt about this (high points and low points). This was then used to inform a discussion about the key evaluation topics. Once key topics had been agreed workshop participants then helped identify how each evaluation topic was to be addressed. From this, the following method table was produced.

### METHOD TABLE

Key Evaluation topic	Informed by	Action undertaken
<b>What is the effectiveness and impact of our ‘Investment’ way of working?</b>	Review of PBBL plans/ reports/ reviews and other relevant material  Key informant interviews	Supplied by PBBL, reviewed by R4C  Interviewees identified by PBBL, interviews were undertaken by R4C
<b>What is the longer-term impact of our community grants?</b>	Review of PBBL plans/ reports/ reviews and other relevant material  An online survey of grant recipients	Survey co-produced, hosted on R4C Survey Monkey account
<b>What is the impact of our building ‘Cornubia’ and the Par Bay Community Trust on the community?</b>	Review of PBBL plans/ reports/ reviews and other relevant material  Key informant interviews	
<b>Ways of working – understanding what has worked well and what could have been done better.</b>	Evaluation Planning workshop  Review of PBBL plans/ reports/ reviews and other relevant material	Workshop organised by PBBL, facilitated by R4C

	Key informant interviews	Workshop organised by PBBL, facilitated by R4C
	Future Aspirations workshop	
<b>Why does community-led activity work well around here?</b>	Key informant interviews	
	Reflections & future aspirations workshop	
<b>Aspirations for the future. Want to know how real these are in light of the PBBL experience.</b>	Reflections & future aspirations workshop	

## REFLECTIONS & FUTURE ASPIRATIONS WORKSHOP

At the end of the research, a further workshop was held, this time to reflect upon the findings and to use these to inform a discussion among partnership members about their aspirations for the future of PBBL and the way of working it has developed. This workshop was held on 15<sup>th</sup> March 2021

## FINDINGS

In this section, we set out the findings from implementing the methodology described in section 2

### PAR BAY BIG LOCAL TIMELINE

Measuring Change planning workshop developed a timeline to show how Par Bay Big Local has developed over time, the key changes that have occurred to the way the programme has been delivered, and the high & low points the partners experienced through the process. This provides us with a good summary of the context for change.

High Points:	Reference points	Low Points/ Challenges
Steering Group formed to establish how best to go forward	<b>2010</b> "Big Local" Lottery funding was announced for initial 50 areas, including St Blazey, Par, and Tywardreath – the only area in Cornwall.	
"Meet the Funders" and "Big Green Bus" consultations to find out what residents felt was needed in their area.	<b>2011</b>	
Participatory Budgeting events held. Eden Project appointed "Local Trusted Organisation".	<b>2012</b> Par Bay Big Local (PBBL) Partnership established and endorsed. Vision & Plan developed	

	and approved.	
Start to recognise that the partnership members did not have to do everything themselves. A local worker employed p/t for 2 years	<b>2013</b> Focus on “cornerstone” projects: Community Hub and Community Growing.	
“Big Ideas PL24” shared shop opened that enabled people to meet. Larger “Big Step Up” and “Big Leap Forward” awards were introduced.	<b>2014</b> Par Bay Community Trust (PBCT) established Former Bonhams building purchased to home future Community & Business Hub (“Cornubia”)	Hiatus when Cornubia purchased. Electrics condemned – had to close until 2018. Planning of how Cornubia was to work took too long. Attempting to be fair and equitable across all areas
Architects appointed for Cornubia premises and Open Days held to obtain feedback from the local community. Use of Glencliffe Gardens granted as the first phase of Community Growing project	<b>2015</b> Vision & Plan refreshed and accepted by Local Trust. PBCT gained charitable status.	Some local Councillors thought they should have been in charge of the spending.
Focussing on different aspects annually Move to investments rather than grants.	<b>2016</b> <b>Focus on: Jobs and Employment.</b> Planning application approved for Community & Business Hub	PBCT chair of the Trust thought that he had control over the PBBL committee. A couple of bad grants were given out.
A film made by young people about the realities of living on a local estate. Active Kids, youth consultation, young advisors PBBL’s largest award to date: £40K contribution towards a Pump Track including a Skate Park – Par Track	<b>2017</b> <b>Focus on: Young People &amp; Families</b> Start of a 3-year collaboration with UnLtd to increase employment opportunities and provide enhanced support for social entrepreneurship.	Drawn into unpleasant dispute around one grant
Collaboration between other organisations and PBBL blossoming. Youth worked funded to run Kernow Youth Café plus holiday activities. Working with Locality re future of Localism	2018 <b>Focus on: Health &amp; Wellbeing</b> End of year celebratory event hosted at Cornubia, ahead of the official launch.	
Establishing PBCT has allowed us to secure more external funding. Weekly drop-in evenings – changed to youth outreach work in the Par Bay	<b>2019</b> <b>Focus on: Environment, Recreation &amp; Culture (+ Creativity &amp; Heritage)</b>	Working with some CCC creative people is a challenge

<p>area.  PBBL was shortlisted for a community engagement award.  Strong links with Eden Project – receiving good advice.  Trust accounts become too complicated for a volunteer to run – a Finance Officer started.</p>	<p>One of 14 successful areas, PBCT was awarded Creative Civic Change development funding for proposals which were accepted for work over three years; £200K awarded to work, with residents and artists, on three key themes: Creative hub(s), a heritage programme and live community events (Par Bay Dream Big!)  Commissioned Measuring Change evaluation – funded by Big Local</p>	
<p>Reviewed Par Bay’s support in line with COVID – sustained liaison with other agencies, volunteers, etc and provided displays of useful information at Cornubia.  Some grants awarded to provide immediate community benefit, e.g., St Blazey ReUse CIC (food, etc)  Some changes to priorities, e.g., focus on Health &amp; Wellbeing, post COVID recovery; new groups being established, eg Men’s Group  Zoom adopted to continue meetings safely – bi-monthly meetings with Trust.  Moved closer to legacy - initial discussion of changing LTO.  Continued use of Community Garden even during lockdown – Swap &amp; Share, music practice, crafts, Grow boxes for children, plants, vegetables, talking-to relieve stress.</p>	<p><b>2020</b>  Covid-19 Struck.  Focus on Health and Wellbeing and how PBBL could support the community with most of the panel shielding.</p>	
<p>Further renovations continued at Cornubia during the lockdown, ready for swift re-opening.  Proposal submitted to change Locally Trusted Organisation, from Eden Project to Par Bay Community Trust.  Work continues on Par Bay’s “Legacy Statement” for Local Trust  Glencliffe Community Garden adopted as a “local green space” by Par &amp; Tywardreath Parish Council’s</p>	<p><b>2021</b>  Covid-19 continues.  Persevered with the Local Trust Measuring Change support offer and seeing it to a successful conclusion.</p>	

Neighbourhood Plan		
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SUMMARY OF CHANGE ACHIEVED

Par Bay Big Local has set out to address local needs as identified in the extensive consultation processes that have taken place periodically throughout the programme. These needs fall into 6 themes which have provided a focus for the partnership’s activities at different times as set out in the timeline. Below we provide a flavour of what has been achieved with each theme. This is not a comprehensive picture but is meant to illustrate the type of change that PBBL is achieving. Whilst examples of change are placed under one or other of the themes it should be recognised that many of the activities described address multiple needs.

ENVIRONMENT

Funding was made available to commission a local **Green Space Audit** which will be used to inform areas of related activity and focus.

**Community Garden.** In 2015 PBBL was able to lease a rather overgrown garden in the centre of Par. Since then, it has been turned into a vibrant community garden which gives great pleasure to many local people – and visitors – on many levels. It hosts many additional events and activities, such as **Swap & Share** sessions where people donate time in return for vegetables and plants, and a **Gardening Club** where members participate in the upkeep of the garden and derive opportunities to enhance their wellbeing.

Par Bay Community Garden has been particularly valuable to the community during the Covid-19 lockdowns. It has provided a great spot to talk during lockdown for residents out for their daily exercise, a place to unload anxieties, pick up a few plants to take home, and grow. Innovative approaches have been developed to reach out from the garden to vulnerable people. PBBL was approached by a social worker looking for a way to encourage youngsters to follow the stay-at-home rule and came up with Grow Boxes containing easy-to-grow vegetables and fun flowers - everything edible. They have proved very popular and there have been many requests for extra boxes.

**Friends of St Andrew’s Wetland Reserve:** PBBL have helped with the provision of Interpretation at the reserve which is an area popular with residents of all ages and is also one of the routes adopted by PBBL’s weekly Walking for Health walking group.

JOBS & EMPLOYMENT

**Reed in Partnership.** For a period PBBL became an established strategic partner with Reed, hosting accessible weekly sessions at Cornubia for the local community, with a growing number of referrals to work routes and a wide range of support and outreach services available (mentoring, cv preparation, online applications, accredited training, etc) helping engagement with employment opportunities and reducing social isolation. Residents were able to avoid having to travel to access such services/facilities in St Austell or elsewhere, thereby saving a significant amount in bus fares/fuel costs.

This Partnership ceased in 2019, however, free access to computers and the internet at Cornubia continues to be available to anyone seeking to use these services, alongside support and guidance. from other related providers such as Active Plus / Positive People which continues to be promoted as widely as possible.

**MPower Kernow CIC** (formerly Roundhouse Cornwall Ltd): Collaborative work for this heritage and education project has been undertaken with Shared Assets, thanks to the match funding arrangement with Local Trust; an MoU was prepared, and positive meetings were held with key stakeholders, focusing on STEM training, hands-on engineering experience, and exploration of additional funding streams; because of the feasibility and other work with Shared Assets, the project leaders have changed their name to MPower Kernow CIC and are now focusing their attention on the training and learning aspects of their project and related discussions, rather than the heritage building.

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## YOUNG PEOPLE & FAMILIES

**Kernow Youth:** Weekly drop-in advice sessions for local teenagers, funded by PBBL in response to recognised local needs commenced in autumn 2018 and have been well attended by those seeking advice, guidance, and support on a variety of issues.

*“I enjoyed coming to the drop-in sessions last term because I needed help with my mental health. I was self-harming, had major anxiety, and had suicidal thoughts. I had no support or friends. Now I know the youth workers are there to support me when I need a chat or help “*

**Young Advisors** group comprising over ten boys and girls, aged between 13 and 21, who attend weekly and are keen to develop their ideas for ways to engage and help their peers and ensure that young people have a voice in the community.

Support from PBBL has been instrumental in the continuation of youth services in the area at a time when local government financial cuts were resulting in the loss of youth provision in many areas.

**PL24Reboot** is a pandemic-inspired project, supported by PBBL, providing free refurbished laptops for home learning in the PL24 area (Par, in South Cornwall) and nearby. There are lots of children in home-learning in the area with inadequate access to a suitable device. Equally, there are lots of unused laptops tucked away in cupboards. The project takes in unwanted computers, refurbishes them for home-schooling, and distributes them, via Academy Trusts, to families who need them.

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## HEALTH & WELLBEING

**A defibrillator** (part funded by PBBL) was installed outside Cornubia in the autumn of 2018 and the training was arranged for members of Par Bay and local businesses.

**Weekly health walks** have been running since 2018; walkers enjoy gentle exercise and fresh air, whilst appreciating the beautiful scenery and nature to be found in the area.

**Food Poverty / Holiday Hunger / Surplus food** – projects related to these topics have been undertaken for several years but have become particularly important during the COVID-19 lockdowns. During this period PBBL has formed a partnership with the Community Larder, looking to set up several larders in the PBBL and surrounding area. These community larders are **open to everyone**, taking surplus food collected from supermarkets and allowing people a chance to use it.

**Working with vulnerable & isolated residents** through the provision of varied activities available at Cornubia, e.g. knitting, sewing, pottery painting, yoga, keep fit, helping them make friends, building contacts and networks they feel comfortable and confident with

*“I am eternally grateful to Carolyn, Sonia, Sally, and the rest of the Cornubia Team for taking me on and giving me the opportunities, I needed to become the confident, productive and hardworking person, I am today.”*

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## RECREATION & CULTURE

**Par Track**, a Pump Track providing opportunities for cyclists, skateboarders, and others was part-funded by PBBL. It is a well-used facility, that has finally come about after years of hard work by the local community. Par Track was praised by the Department of Housing, Communities & Local Government as an example of best practice for building stronger communities, following the long-term transfer of assets to the community.

*“Brilliant time down the pump track this morning, got there early before the crowds for my little boy to have a go. Absolutely loved it, track works really well, even for a four-year-old”*

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## CREATIVITY & HERITAGE

**Tex – Textiles with Benefits** - (“Inspiration, Inclusion, Facilitation, Connections”): Free textile-based engagement workshops and events connected with a wide cross-section of the PL24 community whilst working towards future sustainability and saving a huge amount of clothing and other fabrics from going to landfill.

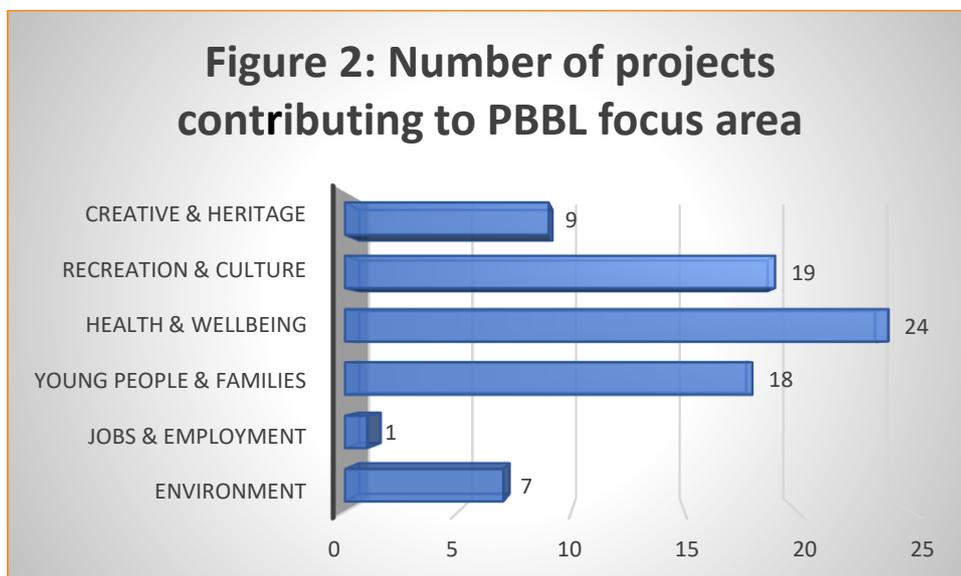
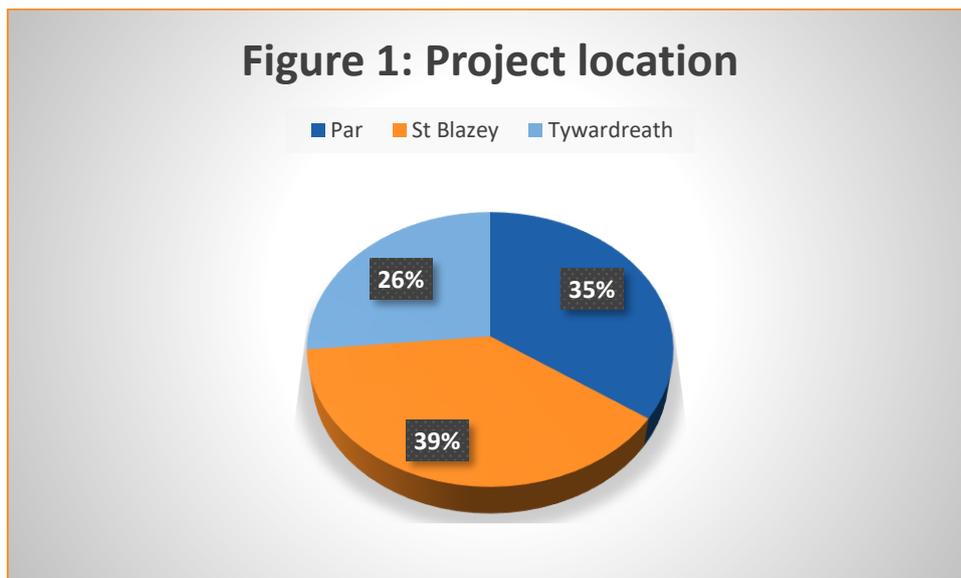
The funding provided by PBBL enabled Tex to run the first **Swish** event in Cornwall and to secure funding from Lush to run more in the future. The first Swish was held in Cornubia where 107 people turned up, bringing 480 kg of clothing that was potentially diverted from landfill; a repair service was also available on the day.

### **Art Box – an art gallery in an old unused phone box**

This exhibition is hosting local talents from ceramics to fine needlework, from photography to oil painting!

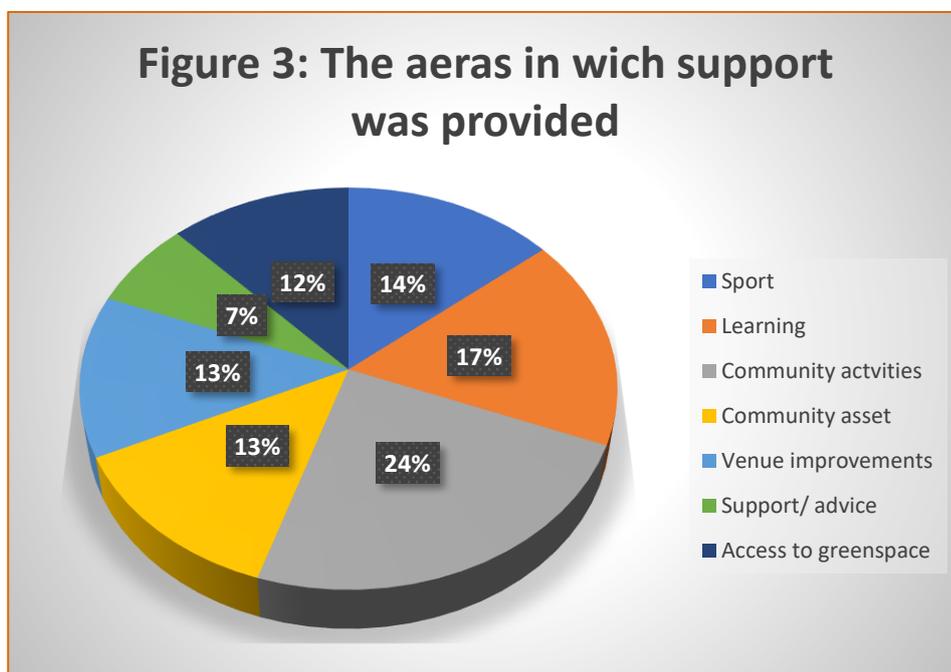
WHAT IS THE LONGER-TERM IMPACT OF OUR COMMUNITY GRANTS?

This evaluation topic has been largely informed by the online survey of groups who receive grants. Thirty-two groups responded to the survey. Figure 1 shows how these projects were located across the Par Bay area and Figure 2 shows the extent to which funded projects contributed to PBBL focus areas.



Groups were asked to estimate the number of people that their project had helped. This ranged from projects that had provided targeted, intense support to between 10 and 20 people to projects that had engaged with and helped more than 2000 people. The total figure of people helped and supported through this element of PBBL’s programme is more than 10,000.

Figure 3 shows the proportion of people helped and supported through what type of activity, with community activities where the greatest amount of engagement was achieved, followed by learning activities and sport.



## IMPACTS

Participants in the survey were asked to think about the impact of their funded project; for the people involved, the community as a whole, and on them as project leaders and organisers. The impacts can be characterised in the following ways:

### For the people benefiting from the funded project

The impact for these people falls into 4 categories:

**Increased opportunity** - to experiences and facilities that provide personal development and enhance quality of life;

*“The opportunity to try activities that they (young people) would not normally get to do. Access to the outdoors and areas that they would not normally get access to”.*

*“Young people from all three areas able to voice their opinions. Mobile skate park arranged for event, with displays and possible plans of the proposed Park for comment and feedback.”*

**Improved Health & Wellbeing** – largely through bringing people together and sharing and learning from each other;

*“The Group met in St Blazey and allowed locals and those from surrounding areas to meet and share interests and problems, reducing isolation and improving mental health.”*

*“Parents of children with dyslexia learned a lot about the condition and acquired the tools to understand how best to help them.”*

**Learning** – providing equipment and facilities to enhance learning opportunities;

*“The garden shelter has allowed the children and staff to have better access to outdoor play and learning in all weathers.”*

*“The students benefit from the use of the equipment to practice their techniques. Using the equipment is most of the students’ favourite part of the lesson!”*

**Social support** – bring sections of the community, who perhaps would not normally interact, together;

*“Intergenerational community involvement, cultural and artistic growth for individuals and community”*

*“Active Tots definitely helped children to get used to playing with other children. It gave mums an opportunity to talk things over. It was an opportunity to get out of the house with the children and they really looked forward to coming.”*

### **For the community**

Impact for the community falls into 3 categories:

**Increased community safety** – through equipment and attitudinal changes;

*“The development of young people to be more considerate to other people and the wider community.”*

*“Access to life-saving defibrillators across the whole of PL24. Installation gave the village peace of mind that if anyone had a stroke there is help close at hand”.*

**More and better community facilities;**

*“The parents of our pre-schoolers value that their children will have shelter from the sun or rain every day.”*

*“Not many people know we exist sometimes, so it's helped tell people where we are, given the local community the chance to try out cricket and we've opened up the ground more to the local community supporting the carnival and local football with AFC St Blazey Youth. We are keen to expand our relationship further with the local community.”*

**Enhanced Community capacity** – providing people with resources they can use to enhance their relationship with and role in the community;

*“A really useful quarterly magazine is now a part of the community information along with other media forms. Particularly useful for those without the internet”*

*“We continue and hope to share our knowledge and equipment with new members who join us in the future. The group wishes to be able to support Cornish charities via their bi-annual exhibitions, promoting the group and art of patchwork. Hope to share images with local press.”*

### **For the project leaders/ organisers**

Again, the types of impact can be characterised in 3 ways:

**Making a difference** – often achieving long-held ambitions;

*“The opportunity to see young people grow and develop.”*

*“Providing the community access to life-saving defibrillators.”*

**Access to resources;**

*“Bunting replaced. The previous bunting had been vandalised beyond repair whilst on loan.”*

*“Having a base to work from in our various projects and events”.*

**Personal Development;**

*“I’ve managed to get kids involved in cricket and following me getting involved in youth training I became child welfare officer and took my cricket coaching qualification.”*

*“Experience in managing a large project”.*

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### **LONG-TERM**

Project sustainability was an important component of the Community Grants and therefore it is good to report that 76% of the projects funded are still operating.



For those projects that are still running the average time they have been in existence is 6.8 years. For those that are not still running the reasons are:

- The project was designed to be time-limited.
- Parent body changed strategic direction.
- Lack of funds
- The key worker moved away.
- COVID-19 caused the closure, not likely to reopen.

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#### WHAT IS THE EFFECTIVENESS AND IMPACT OF OUR 'INVESTMENT' WAY OF WORKING?

In 2016 PBBL decided to change its approach to supporting local organisations and projects from one of 'grants' to 'investments'. This was to be less focussed on the process of application and reporting and more on achieving impact, the return on investment. The Par Bay Community Garden was the first project to receive investment.

The evaluation, through a series of interviews with organisations who had received funding in this manner, sought to understand both the effectiveness and the impact of this way of working.

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#### EFFECTIVENESS OF APPROACH

The number of investments made.	49 different organisations have received Par Bay funding (some more than once) + investment in Cornubia, Community Growing, Young Advisors + various commissions
The total value of PBBL investments made	A total of over £920K has been invested as above (the majority being used for premises and associated costs including refurbishments)
The average amount invested in each project.	Excluding property / PBCT expenditure, average = £3078 per individual project, with some £1K or below and others higher

The application process was viewed as being straightforward and responsive with, as one recipient said, '*No long-words or confusing terminology*'. Recipients felt that there was ample opportunity to discuss their application and because of this felt supported through the process. These views also applied to the reporting process.

Beyond the funding they received which, in itself was of huge benefit, recipients felt that the way PBBL worked with them added considerable value to their endeavours, and highlighted the following as being of real value:

- Helped raise the profile, by association, of the project and what it was trying to achieve.
- Feeling that the project had the support and backing of the community.
- Linked the project to other resources in terms of expertise, match funding, and other like-minded people and organisations. Helped people feel that they were part of something bigger.

In terms of weaknesses or areas for improvement, there was generally a high level of satisfaction with the investment approach.

One recipient felt the fact that they were still on an annual funding cycle was not helpful, resulting in high levels of uncertainty and most recipients felt it would be good to bring the 'invested' projects together to share experiences and ideas.

Overall, there was a lot of support for the Investment approach as it was seen as a 'catalyst for change', supporting the ideas of the community but encouraging those that came forward with the ideas to pursue them with the confidence that they had the support of PBBL and through them the community. People like the idea of investment as they felt that it matched their investment of time and saw them as equals rather than recipients of grant aid. One person described it as a '*Catalyst for self-improvement*'.

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## IMPACT OF THE INVESTMENT

There has been an impact both on the recipients of the investment and in terms of what they have been able to achieve. Summarised below are the key points about Impact from the interviewees in their own words:

### Impacts for the recipients

- Enabled us to fund the things others would not, addressing local priorities such as food poverty.
- Create more financial security for the organisation.
- Provide a better service, can now support more young people on a one-to-one basis.
- Learnt a lot – about community/ social enterprise/ new skills/ Leadership/ management and about myself. A lot of these skills are transferable to work e.g. developing a business case.
- Additional resources secured due to investment.
  - Local community now providing resources/ help/ support e.g. Major support for food banks from the churches. The funding from PBBL has acted as a catalyst. Got things started, now others are engaging.
  - Match funding and additional resources brought into the area (UnLtd & Share Assets)

### Lasting impacts for the community

- Difficult to gauge what the impact will be on young people because they often leave the area (Jobs/ education etc) before the real impact materialises.
- Community-wise – the impact will be that young people are more valued.
- Created a commercial opportunity, providing the right support for the right people. The initial focus will be on NEETs to get them into employment. Give young people basic skills and they can continue training whilst being productive e.g. making wooden toys.
- Develop commercial income streams such as using old railway carriages for camping pods.
- Targeting 300 – 400 youngsters over 10 years
- Looking to create a STEM hub for the whole of Cornwall – connected to the train network and thereby reaching three-quarters of the young people in the county.

### Project sustainability

- The investment model provides a catalyst.
- Will try and find the funding. Now have a track record and evidence that will help.
- Created a CIC which will provide a vehicle for project continuation and investment.
- Developing a business plan to identify funding needs and opportunities.

- Employing consultants to help with big applications.
- Training days to pass on skills so the garden becomes self-sufficient.
- Need to broaden engagement – need different people to run events.

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## THE RETURN ON INVESTMENT

The interviewees considered that there were ‘direct’ benefits for the recipients of the activities or services being funded, such as a programme of activities for young people.

*“Has given young people activities that they can access. Also changed their thinking, from ‘there is nothing around here for us’ to ‘there is something for us’”.*

There were also ‘indirect’ benefits for the whole area or community. Taking the example of an activity programme for young people, this meant they spent less time on the street and the instances of antisocial behaviour dropped which was a change valued by the local community.

*“Young people are not on the street causing problems for the community. Dispelling the fear of young people to a certain extent”*

In this example of investment in young people, the return was seen as **young people and the community starting to work better together**. It is probably too early to ascertain the real impact of this but in time it could lead to greater community cohesion, improved community safety, and greater local opportunities for young people.

Another perspective was that the Investment approach embraced risk whereas the small grant approach tended to be risk-averse.

*“Allowed us to do the groundwork – really like R&D funding. PBBL has been willing to take the risk.”*

In this instance the return on investment was all about the confidence it gave the project, which in their view has helped create a successful and sustainable project.

*“Given us confidence because people view it as a beneficial and realistic project. It helped define the project and create serious interest at a high level – MPs etc”*

The return on investment was also seen as the additional resources; money, materials, expertise, community support that could be drawn into the projects as other people chose to invest in that project which would lead to self-sustaining community action.

## WHAT IS THE IMPACT OF OUR BUILDING 'CORNUBIA' AND THE PAR BAY COMMUNITY TRUST ON THE COMMUNITY?

### THE IMPACT OF CORNUBIA

The participants at the Reflections & the Future Aspirations workshop were asked to reflect upon the impact that their building 'Cornubia' had already had on the community and to think of three words that best described that impact. The following Word cloud resulted (Figure 5).

Figure 5.

## Three words that describe the impact of Cornubia on the community



The discussion that followed, prompted by these words identified the following key themes, shown in figure 6 below, and developed further in the bullet point summary for the workshop discussions that follow.

Figure 6: The Impact of Cornubia



### **Delivering core aims**

- Running a lot of PBBL activities from the centre as well as hosting the activities of others. This provides a very good service for the community.
- Through grants and other funding streams, it is possible to put on activities and events at little cost to residents which ensures that it is accessible to the whole community.  
*“Because we have Cornubia we are actually desperately doing what we wanted to do and what the community wanted us to do as well.”*
- Really important because it means that the Big Local area becomes a destination. People are visiting Par Bay from outside the area because of what is going on at Cornubia.
- It’s a hub, it provides a focus for community activities and has created a sense of pride in the area which has a knock-on effect on people's wellbeing; if they feel good about the place they live in.

### **Quality space & an accessible, safe & welcoming**

- It was a very rundown place, but it's become something that looks smart and inviting and that has had an impact on the area, it's given it an uplift
- The quality of the restoration and repair work has been excellent, creating quality and accessible internal space.  
*“I speak to someone who's been a musician and worked in drama, and I've had a lifetime of rehearsing in damp, cold grotty spaces, and the fact that you've got this clean and modern space with Wi-Fi access is just really remarkable for our community.”*
- It caters for people with special needs. The group who uses it love it as they feel safe. the comment from the tutor was. “She’s never been in such a welcoming space it was so perfect for them”.

### **Created a space for the whole community.**

- At the outset of PBBL, a lot of organisations didn't know each other existed, so it was about bringing people together into a space that they could collaborate in.
- People made it happen, a lot of hard work has been undertaken by partnership members to make this a success.
- Huge spread of people who use the building and a wide range of activities; Ballet to karate

### **Space for potential**

- Cornubia has a growing range of facilities; community room, kitchen, conference space, etc and there is still more to be done.
- People and organisations from outside the area are starting to use the place and this aspect is likely to grow, providing an important income source.
- The space is not only linking the community together but also the community to the wider world.

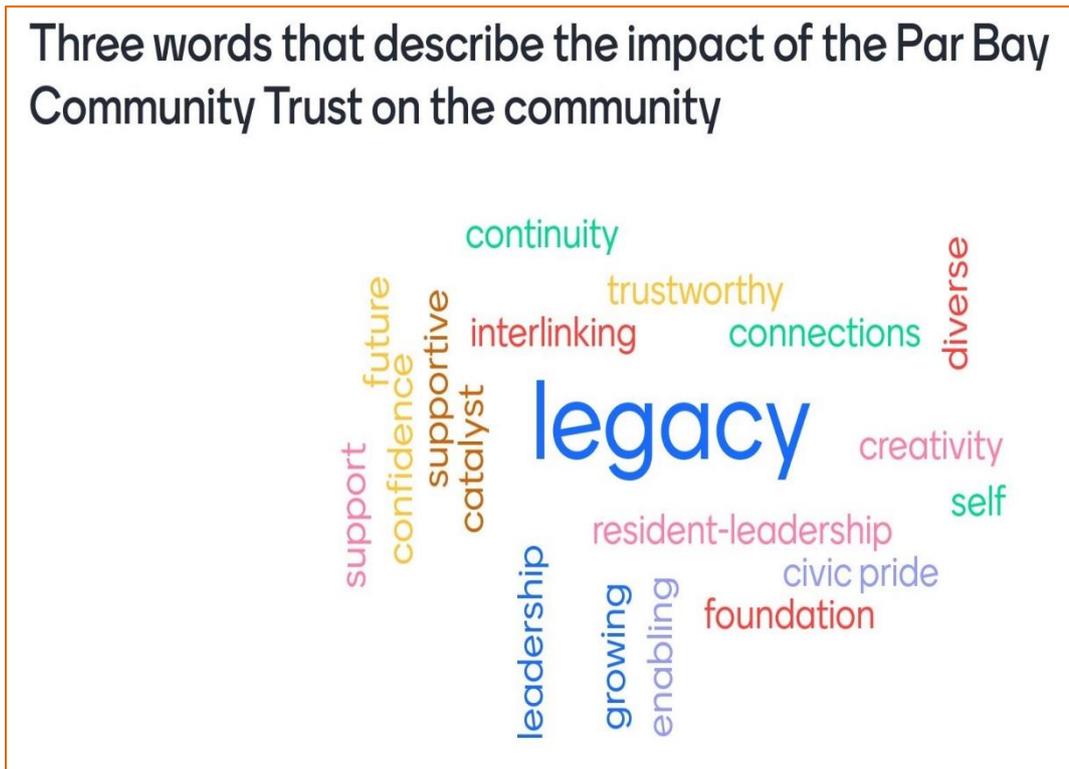
### **An Asset for the future**

- Cornubia is a key legacy for PBBL not only as a structure and facility but also as a way of generating income that will help keep other PBBL activities going into the future.
- It has become a key community centre and will increasingly become the place where the community finds help, support, and celebration.

## THE IMPACT OF THE PAR BAY COMMUNITY TRUST

The participants at the Reflections & the Future Aspirations workshop were asked to reflect upon the impact that the establishment of the Par Bay Community Trust had already had on the community and to think of three words that best described that impact. The following Word cloud resulted (Figure 7).

Figure 7.



The discussion that followed, prompted by these words identified the following key themes, shown in figure 8 below, and developed further in the bullet point summary for the workshop discussions that follow.

Figure 8: Impact of the Par Bay Community Trust

Figure 8: PBCT



### **Links & External Support**

- PBCT has connections with so many different groups and individuals which enable them to know what is going on and how best to support the work of others
- PBCT is connected all over Cornwall to other trusts and similar organisations which ensures that the Par Bay community is well connected.
- This has been particularly important with respect to external funding. The Trust has been a vehicle for bringing in grants and funding to give support to local initiatives

### **Leadership**

- PBCT is the embodiment of the resident-led approach and through this, the resident leadership philosophy of the Big Local programme will continue in the area
- PBCT not only provides community leadership it is also well led and well run itself. It has recently reviewed its structures and is putting in place new roles and responsibilities that will strengthen this further.
- This is recognised by external bodies that feel that PBCT is a trustworthy body to receive funds and other forms of support. As a charity, it is also needed to operate with the regulatory framework of the Charity Commission
- It is good at making decisions quickly which has been critically important when dealing with the Covid-19 situation as so many plans had to be modified and new ones put in place in quick time.

### **Legacy**

- It will ensure the continuation of the PBBL plans and ambitions in this area and will provide continuity of activity and support when the Big Local programme comes to an end
- There should not be a loss of community capacity and most importantly community memory as many of the people involved in PBBL are also involved in PBCT. They will continue to know how to get things down around here.
- PBCT has a lot of local support and respect as it has adopted many of the tried and tested working practices of PBBL to the extent that local people may not notice much change.

*“It’s the living legacy of the Big Local programme in Par Bay”.*

### **Self-confidence.**

- Essentially, it was shown that the PBCT team is now in a position to take over and continue the work initiated by PBBL.

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## **WAYS OF WORKING – UNDERSTANDING WHAT HAS WORKED WELL AND WHAT COULD HAVE BEEN DONE BETTER.**

This key topic was largely informed by the workshops and interviews.

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### **THE MOST IMPORTANT CHANGES BROUGHT ABOUT BY PBBL.**

The following list is of the changes that the people who participated in the Measuring Change research felt were particularly important:

- Increased community cohesion particularly in helping to break down the historic divides across the geography of the area.

- Provided a focus for the Par Bay area. Physical focus, in the building and garden and a social focus through social interaction
- Created community hub, Community garden, Cornubia. These have provided a focus for community activity and a very visual representation of things changing. There is a need for this to build community confidence.
- Breaking down barriers, particularly between the adult community and young people. This means that the adult community, particularly older residents feel safer, and the young people feel included and appreciated.
- Bridging gaps in provisions and through this helping to address local issues. Consistency of support to the community is seen as vitally important and has not always been possible in the past. PBBL has enabled a more consistent approach, particularly in the support provided for young people.
- There has been a wider impact beyond Par e.g. Par Track, a facility for this part of Cornwall which has raised the profile of the area and helped to develop more local pride.
- The Big Local funding is improving the community.

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### PBBL WAYS OF WORKING THAT HELPED TO BRING THIS CHANGE ABOUT

The following were positive attributes of the PBBL way of working:

- Community-led project.
  - Most of the members are from the community themselves and are therefore very community-minded. This was a critical component of the community-led approach, as there was a good understanding of how things worked and how to get things done right from the outset.
  - Realising that communities develop organically. What the community decides always evolves in response to what the community needs; by tapping into this, PBBL have created a wider sense of community ownership of the Big Local process and the changes it has brought about
  - Involving the community in local decisions
- An engaging approach and attitude to working with partners, most importantly;
  - very inclusive,
  - good listeners,
  - flexible in approach,
  - open to challenge and change.
- Provided support for local organisations – not trying to do everything from scratch themselves. Linking many of these organisations together and getting them working with each other is seen as a key legacy of PBBL.
- Been happy to work with diversity, this was not a project that worked with a particular group or section of the community. It was community-wide and open to everyone.
- Happy to signpost to other people/ resources which meant that additional help and resources were bought into the community, thereby increasing the impact beyond that which could be achieved with Big Local funding alone.
- Been willing to invest in ideas and back people who want to pursue these ideas. PBBL has become a catalyst for positive change in the community.

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### LESS GOOD WAYS OF WORKING

The following were seen as less positive attributes of the PBBL way of working:

- There has been an awful lot of consultation which has taken up a lot of time and effort and led to some cynicism in the community. Did PBBL get the balance right?
- Communication is always a challenge –communication with the wider community could be improved, with more emphasis on reaching out to the whole community, especially across the age groups.

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## WHY DOES COMMUNITY LED ACTIVITY WORK WELL AROUND HERE.

This Measuring Change Evaluation has shown that PBBL has been successful, it has achieved a lot and done so with the support and respect of the community. The Partnership, at the first evaluation workshop, identified that the conditions seemed to be conducive to the community-led approach adopted by the Big Local Programme. They were keen to understand what it was about those conditions that led to this being the case. This was explored through the interview process and discussed in more detail at the second evaluation workshop and several themes emerged.

**Culture.** Cornwall has always had a good community spirit and has a tradition of community-led events. They prefer to do things "their way" rather than the "national" way as they consider that Cornwall is often forgotten about. People feel a strong connection to 'place'.

**History.** Historically the Par Bay area had been very industrial, with the surrounding area dominated by China Clay extraction and the waterfront being the location of engineering works. Like in many mining areas the China clay company looked after their own, providing housing, rudimentary welfare, and social facilities. This produced a strong sense of community with leadership coming from within rather than from outside and this tradition has been maintained to some degree to the present day. This history also means that there is a strong pride in the local area and its heritage and more of a willingness to get involved in looking after it.

**A resident Population.** The area has not become dominated by second homeowners like in other parts of Cornwall and because of this people report that it feels like an authentic community, where there is a good local knowledge among community leaders about what the community needs, and respect is shown for those leading activities and events. Many families have lived in the area for generations and although young people leave for education and work reasons, many return later in life and provide continuity within the community, and through this, there is a strong sense of belonging. There is a strong community spirit in the locality where people from across generations can contribute whilst being trusted and respected to deliver for the community.

**Connected community.** Historically a well-connected community, strong church links, tradition of volunteering in the community, Scouts and guides, annual carnival, local businesses help with community events, carnival, galas. The community is small enough for close connections to work but large enough to have some capacity for change.

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## ASPIRATIONS FOR THE FUTURE OF THE PBBL APPROACH IN PAR BAY

The participants at the Reflection & Aspiration workshop were asked to share an aspiration statement, their hopes for the way the PBBL approach will continue, and the future impact it might have. These statements are set out below.

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### ASPIRATIONS STATEMENTS

"Cornubia becomes self-sustaining.  
Wider collaborations and involvement in other community matters (a strong voice).  
Wider recognition - perhaps as an exemplar, offering advice, hosting visits etc"

"To enable a creative hub within the community where young people in particular are able to achieve their potential."

"Stronger links with local associations to keep a "finger on the pulse of local needs"  
Community power to change or move forward.  
Community support and collaboration for all ages"

"Continued resident leadership in the post Big Local funding era - a living legacy and exemplar of this through Par Bay Community Trust - Par Bay remaining as a destination for learning visits by others interested in these and related topics."

"For the trust to still be the "catalyst" for a community whose wants and needs will surely change, as happened re Covid-19. For residents to be happy in joining / running activities that are relevant for the evolving community"

"The development of opportunities for the next generation of Cornish women and men to thrive in a sustainable manner in an uncertain future without leaving the area. This is about providing the education and opportunities that they need."

The discussion that followed focussed on the importance of two elements of PBBL legacy

The group felt that the structures and personnel were in place to sustain the PBBL work into the future but there was a real need to develop the **community leaders** of the future if PBBL's impact was to be long-term. These new community leaders need to be drawn from a younger generation and it was felt that this will be best realised through more intergenerational initiatives and a real commitment to investing in young people. Helping **young people** achieve their potential and to develop pride in where they live was seen as being key to securing the PBBL's legacy.

The continuation of a '**catalyst**' role was also seen as important in reaching most if not all of the aspirations identified. A body that brings people together, facilitates but does not necessarily lead action, and continues to respond to local needs and ambitions. It is felt that Par Bay Community Trust is the body to fulfil that role.

Finally, the participants were asked to describe their aspirations for the communities that they had been working with if their aspirations for the future of the PBBL approach are realised. These are set out in figure 9.

Figure 9

Three words to describe your aspirations for the future of the communities that PBBL has been working with.



## CONCLUSIONS – HOW AND WHY CHANGES HAS COME ABOUT

### WHAT IS THE LONGER-TERM IMPACT OF OUR COMMUNITY GRANTS?

Up to 2016 PBBL ran a community grants programme that was designed to provide local organisations with financial support in the key areas of community need or focus areas. Health & Wellbeing projects closely followed by Recreation & Culture and Young People & Families were the focus areas that received the greatest level of support.

The grants programme helped and supported more than 10,000 people and the positive impact on their lives falls into 4 categories;

- Increased opportunity
- Improved Health & Wellbeing
- Learning
- Social Support

By helping individuals, the grant programme also brought benefits to the wider community in the areas of:

- Increased community safety
- More & better community facilities
- Enhanced community capacity

These impacts taken together represent considerable success for the Community Grants programme and the fact that 76% of the projects are still running, some having been operating for close to 10 years suggest that these impacts are sustainable and have brought long-term benefit to the community.

In 2016 the grants programme was redesigned as a programme of community investment, the success of which is explored in the next section.

## WHAT IS THE EFFECTIVENESS AND IMPACT OF OUR 'INVESTMENT' WAY OF WORKING?

In 2016 the Partnership changed the way it distributed money to third parties, moving from 'grants to enable good things to happen' to 'investments to enable new projects and ideas to be developed'. This change has been seen as a positive one by all those involved in this evaluation and has led to the development of some innovative projects, such as MPower.

Mpower Kernow C.I.C. (MPKC) is a new social enterprise established to create a unique technical training centre for STEM/STEAM, Enviro-Tech, and Construction Skills. It will shine a light on the world of engineering and construction, opening young people's eyes to the practical world of making things, planning, problem-solving, building, and working together. It will also harness the incredible stories of historic Cornish engineers and innovators to inspire this interest and explain many technical principles using a hands-on, practical approach to learning.<sup>1</sup>

This approach has achieved real change such as providing improved services for young people, giving them things to do, and thereby improving aspects of community safety in the area. This success has occurred because the investment approach embraced risk, was flexible in the way it was managed, was open to challenge and change, and encouraged a process of collaborative working between the funder (PBBL) and the recipient of the investment.

The return on investment was also seen as the additional resources; money, materials, expertise, community support that could be drawn into the projects as other people chose to invest in that project which would lead to self-sustaining community action.

People and organisations who were 'invested in' felt that most importantly this approach had given them the confidence to pursue their aspirations. In essence, because PBBL is seen as an integral part of the community it felt like the community was supportive of the project and the people running it.

Language appears to be important here. 'Investment' is seen as positive, business-like, and forward-looking, while 'grants' are perhaps seen as a way to solve problems and help those who cannot help themselves, linked to old-fashioned ideas of 'charity'. In many instances, the funder is trying to achieve the same outcome but the way funding is provided and the language used around it does, certainly in the Par Bay situation, seem to be important.

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<sup>1</sup> Reference, <https://www.parbay.org.uk/mpower-kernow>

These two sections have shown that both the grants programme and the investment way of working have been successful and perhaps cater for different needs and organisations. It was out of the scope of this evaluation to explore if this was the case but the success of both does suggest that a dual approach might produce the biggest impact. This could be an area of future research.

## WHAT IS THE IMPACT OF OUR BUILDING 'CORNUBIA' AND THE PAR BAY COMMUNITY TRUST ON THE COMMUNITY?

Both Cornubia and Par Bay Community Trust (PBCT) are assets that have been created during the life of PBBL which will continue once the Big Local Funding has finished.

**Cornubia** provides a physical focus for the work of PBBL and is the location through which many of PBBL's core aims are increasingly being delivered as well as, literally providing a shop window to promote activities and services.

It is providing quality, accessible and welcoming space for the whole community, ideally situated in the centre of Par Bay with easy access to public transport, where a wide range of activities now take place from Ballet to karate, catering for a range of needs and interests.

It is increasingly being used by people outside the area and in that sense has created a 'destination', something to bring people into Par Bay and a way of showcasing the work of PBBL to a wider audience.

Perhaps most importantly Cornubia is a 'bricks & mortar' symbol of success. Money has been brought into the area and invested, by local people, in things the community needed. Everyone can see the change that has occurred as a dilapidated building has been given a new lease of life and this helps to create confidence in PBBL and PBCT and pride in the area.

Cornubia is a key legacy for PBBL not only as a structure and facility but also as a way of generating income that will help keep other PBBL activities going into the future.

**PBCT** is another key component of the legacy plan, a local organisation that can carry on the work initiated by PBBL, maintain the asset, such as Cornubia and hopefully provide the community leadership required to continue to enhance the Par Bay area and the quality of life of its residents. The current impact of PBCT can be described as 4 themes;

- External links & support, bring additional resources (money, expertise, influence, etc) into the area
- Leadership, modelling how a well-run community-led organisation should be run
- Confidence – helps the community see that there is life after PBBL!
- Legacy - It will ensure the continuation of the PBBL plans and ambitions in this area, and will provide continuity of activity and support when the Big Local programme comes to an end

PBCT was established about half-way through the PBBL 10-year timeframe. This has meant that both organisations have worked in parallel which should lead to an easy transition from one to the other. It also

means that the community has had time to adjust to a new setup. This early creation of a legacy vehicle is an important element of its impact.

## WAYS OF WORKING

The approaches adopted by PBBL that are seen to have been particularly successful and therefore should be continued as the 'preferred way of working' with the community in Par Bay are as follows;

- Community-led – understanding, through experience, what the community needs, that those needs change over time and involving the community in the decisions in how best to meet those needs.
- Engaging approach – listening, inclusive, flexible, open to challenge and change. Happy to work with diversity, which meant that it felt that it was open to everyone.
- Working through others, not doing everything themselves and happy to signpost people to help and resources from outside the community.
- Willingness to invest in ideas and to back people who want to pursue those ideas.

Taken together this way of working has led PBBL to be described as a *“catalyst for positive change in the community”*.

In taking forward this approach PBCT need to consider addressing two areas of weakness identified

- Getting the consultation balance right. Enough so people feel informed and listened to but not too much that consultation fatigue becomes an issue. There was a feeling that there was a bit too much consultation at times in the PBBL process.
- The challenge of communicating with the wider community, addressing the need to reach out to all parts of the community, especially across age groups.

## WHY DOES COMMUNITY LED ACTIVITY WORK WELL AROUND HERE?

There is a long history in the Par Bay area of successful community activity linked to its location and history. It has industrial heritage and traditions which included community facilities such as social clubs and societies. It has also retained a strong resident population, rather than being a location dominated by second homes which is the case over much of Cornwall. People have a strong feeling of belonging and connection with the community. PBBL has been able to build on this, making use of this self-reliant spirit to deliver a successful Big Local programme.

## ASPIRATIONS FOR THE FUTURE. WANT TO KNOW HOW REAL THESE ARE IN LIGHT OF THE PBBL EXPERIENCE

The aspirations expressed through this evaluation process were about ensuring that the PBBL legacy is not just bricks & mortar or more community activities but is also about the approach, the way of working that has produced such positive results. Key to this is the continuation of a **'catalyst'** role, working in a way that brings people together, facilitates but does not necessarily lead action, and continues to respond to local

needs and ambitions. The Par Bay Community Trust is in place to fulfil this role, so this aspiration is a realistic one.

The future challenge perhaps comes in terms of the medium to long-term, when the current generation of leaders wish to or need to step down. There is a real need to develop the **community leaders** of the future if PBBL's impact is to be long-term. These new community leaders need to be drawn from a younger generation and this will be best realised through more intergenerational initiatives and a real commitment to invest in young people. Helping **young people** achieve their potential and to develop pride in where they live is a key challenge for this community as it is many others.

## RECOMMENDATIONS FOR PBBL

It's been a real pleasure working with PBBL on this Measuring Change programme. I thank you for being so welcoming and proactive in the way you have engaged in the process.

Before Measuring Change PBBL was already undertaking evaluation; you were asking grant and investment recipients for both quantitative and qualitative data and were using this to help inform your decision making and provide feedback to your funders, two key outcomes of evaluation.

You were keen to use Measuring Change to pull together, in one place, the PBBL story. Recognising that this was potentially a vast undertaking (you have achieved so much!) we decided early on to identify Key Evaluation Topics to focus on, questions you had about the approach you had adopted, and the impact it has had.

Despite Covid-19 and frequent changes to our evaluation plan and timetable, we have been able to research, analyse and report against each of these topic's although perhaps not as thoroughly as we might have originally envisaged. Hopefully, this report tells the PBBL story and provides you with insights into the changes you have brought about, and how and why they occurred. All this now needs to influence your plan for the future as you design community support without Big Local Funding.

Part of that future design should be evaluation. To continue to be successful you need to know if you are still having an impact, what is working and what is not, and how external changes might affect what you are trying to achieve.

My recommendation would be to take a 5-year time perspective, review your Key Evaluation Topics, are they going to be relevant moving forward, and then evaluate one or two of those topics a year, depending on capacity. In this way, you will have a rolling evaluation process that allows you to shine a spotlight on different aspects of your work without becoming swamped by data and the evaluation process.

Good luck  
Mike King  
Resources for Change  
March 2021

### STAKEHOLDER INTERVIEWS

#### Measuring Change Evaluation questions

Your project/ organisation has received funding from PBBL. We are interested to explore how effective this process was and what you have achieved with the money.

#### Section 1. Questions to explore the effectiveness and impact of the 'Investment' way of working?

- a. Briefly describe your project/ organisation
- b. Why did you decide to apply for funding from PBBL?
- c. What was the application process like?
- d. What has been good about the way that PBBL has worked with your project/ organisation
- e. What could be improved?
- f. What has the funding achieved?
- g. What has changed for you and your project/organisation as a result of the funding.
- h. Have you been able to bring any additional resources/ support on the back of the funding you received?
- i. Once the funding from PBBL ceases what are your plans for continuing the activities/ services?
- j. What will be the lasting impact of the work funded by PBBL?

#### Section 2. Impact of Bar Bay Big Local. We are interested to hear your more general views about PBBL

- a. What has been particularly good about the way PBBL works?
- b. What could have been done better?
- c. What has changed locally as a result of PBBL work?
- d. In your view what has been most important in bringing this about
- e. Community led work appears to work well in Par Bay, why do you think that is?

f. Please complete the following sentence. The most significant difference that PBBL has made is .....

Thank you for your time.

## ONLINE SURVEY

### PAR BAY BIG LOCAL

We want to tell *everyone* about **PAR BAY BIG LOCAL'S 'STORY'**. As someone who received one of our community grants, we'd welcome and value your input to help us measure just how Big Local has helped bring about positive change across the Par, St Blazey, and Tywardreath areas since funding for the community became available. Please answer the following questions – and add any further comments you'd like to share in the space at the end before returning this form to us

Name of your project

Name of organisations/ groups involved.

1 Please let us know where your project has taken place (please tick all that apply)

PAR  ST BLAZEY  TYWARDREATH

... and which PBBL areas of focus it covers/ed: (please tick all that apply)

ENVIRONMENT	<input type="checkbox"/>
HEALTH & WELLBEING	<input type="checkbox"/>
JOBS & EMPLOYMENT	<input type="checkbox"/>
RECREATION & CULTURE	<input type="checkbox"/>
YOUNG PEOPLE & FAMILIES	<input type="checkbox"/>
CREATIVITY & HERITAGE	<input type="checkbox"/>

2 How many people in total have been reached/helped by your project? \_\_\_\_\_

... and in what way? eg participation in / use of (please tick all that apply)

Sport	<input type="checkbox"/>
Learning,	<input type="checkbox"/>
Community activity	<input type="checkbox"/>
Community asset,	<input type="checkbox"/>
Venue improvements,	<input type="checkbox"/>
Support / advice	<input type="checkbox"/>
Access to greenspaces	<input type="checkbox"/>

3 We'd love to know if your funded project is still running? YES  NO

4 If so, how long has it continued to run from when you started? \_\_\_\_\_  
and have there been any changes in the way that you have run the project? Please detail:

\_\_\_\_\_

5 If not, how long did it run from when you started? \_\_\_\_\_  
and can you let us know why it finished? \_\_\_\_\_

6 What do you feel are the main impacts and successes of your project?

For you, \_\_\_\_\_

for those involved \_\_\_\_\_

for the wider community \_\_\_\_\_

7 Do you have any further updates/background info/unexpected outcomes you would like to share  
which are not covered above?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8 Do you feel your project could or would have gone ahead without PBBL funding? Please explain:

\_\_\_\_\_  
\_\_\_\_\_

Please use the space below for any additional information you'd like to share with us eg links to social media, case studies, reports, quotes, photos, press cuttings, additional funding received, etc – please detail/ share links or a copy of the information c/o Cornubia when convenient:

Thank you for your time!