Wallacetown: A Place-Based Approach SCOTTISH VIOLENCE REDUCTION UNIT

June 2024

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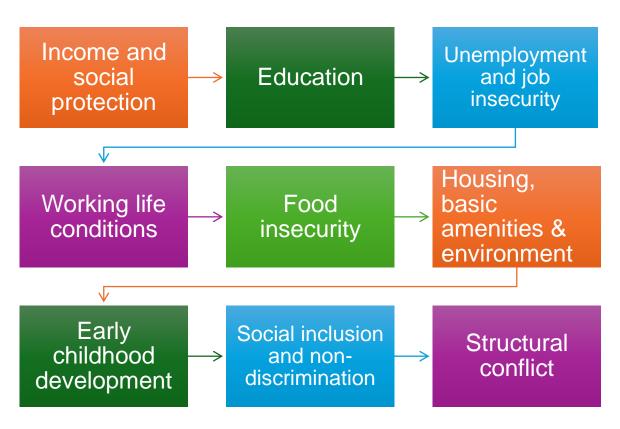
Main Takeaway

Taking Forward our Learning: Priorities and Recommendations

<u>Background</u>

- In 2021, a Scottish Violence Reduction Unit (SVRU) project manager based in Ayrshire aimed to identify opportunities with partners to implement a place-based approach (PBA) within a community.
- Wallacetown in South Ayrshire was signified as experiencing high levels of deprivation and wider social challenges – risk factors for violence to exist. Therefore, the aim was to deliver on residents' concerns through improving service collaboration, as well as addressing health, crime and inequality problems in the area.
- These slides draw on findings from the Wallacetown project, assessing the key learnings and identifying areas of development.

Social Determinants of Health, World Health Organization (2018)



The SVRU is committed to addressing the factors which make people and communities more vulnerable to violence. By using best evidence and innovative approaches we will identify what works and demonstrate how this can be adapted and expanded across Scotland.

Source: World Health Organization (2018) Social Determinants of Health.

Available: Social determinants of health (who.int).

Key Findings - part one

- The Wallacetown Community Survey (2021) was key to allowing project leads to listen and understand resident concerns, ensuring the PBA was community-led. Future approaches should develop an action plan based on resident concerns to consistently feedback progress to the community.
- Broad findings from an unpublished partnership survey showed 100% believed services had improved since January 2021. 64% of respondents agreed and 18% strongly agreed residents had been listened to and actions put in place to make improvements based on community needs. 82% felt that as a result of partnership work undertaken, the environment in Wallacetown had improved.
- There is evidence to suggest repairing and restoring the physical environment within Wallacetown contributed to higher levels of community involvement and increased resident trust.

Key Findings – part two

- Having easier access to community police officers and service providers builds trust with residents which may have improved co-operation with services and the police.
- The community hub facilitated easier access to the Wallacetown services, particularly the police and the fire service, for community residents and increased collaboration between services. Further consideration should centre on increasing the number of services in a co-located space to fully establish a 'No Wrong Door' policy towards accessing services.
- In future PBAs, Photovoice research should be utilised as a method by service providers to better understand the issues faced by residents who live and work in the community they are serving.

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What is a Placed-Based Approach (PBA)?

PBAs were prompted by The Christie Commission with one of the four key objectives promoting that, "public service organisations work together effectively to achieve outcomes" (Christie Commission 2011, page 23). Full report accessible online: Commission on the Future Delivery of Public Services (www.gov.scot).

The general outline of a PBA consists of a bottom-up, community-led approach, utilising the community's assets to reduce inequalities through improvements in service collaboration and delivery (Munro 2015).

The Scottish Government has adopted the 'Place Principle', created in partnership with COSLA, to promote service collaboration and involve community members in decisions.

"Place is where people, location and resources combine to create a sense of identity and purpose, and is at the heart of addressing the needs and realising the full potential of communities. Places are shaped by the way resources, services and assets are directed and used by the people who live in and invest in them" (Scottish Government 2019).

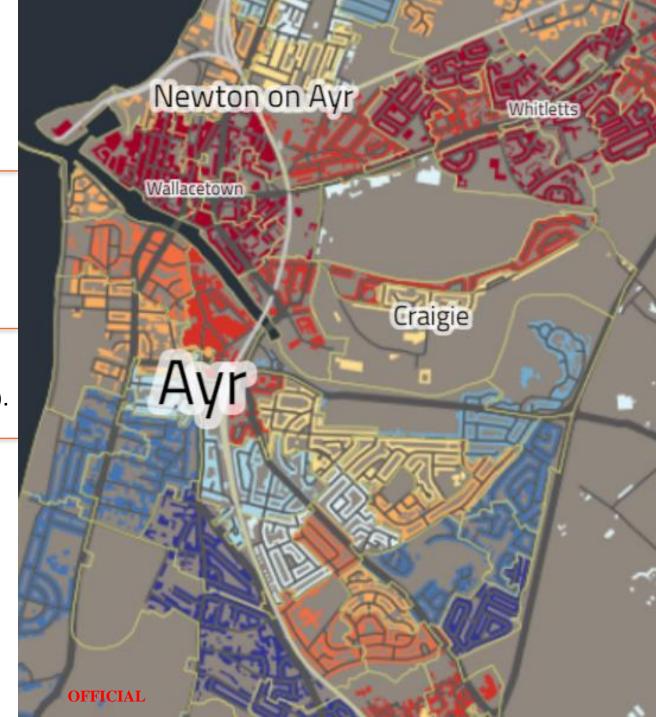
Wallacetown, South Ayrshire

Analysis from the 2020 Scottish Index of Multiple Deprivation (SIMD) ranks determined that 15 of South Ayrshire's data zones were within the 10% most deprived zones in Scotland, including four out of six of the zones of Ayr North Harbour, Wallacetown and Newton South (Scotland SIMD Data Map 2020).

"Ayr, North Harbour, Wallacetown and Newton South had the highest rate of alcohol related hospital admissions in Ayr (2,301 admissions per 100,000 population in 2020/21).

Life expectancy of a woman born in Ayr North Harbour, Wallacetown & Newton South is 12 years less than her counterpart in Belmont. For men, the life expectancy difference is 12.5 years between Ayr North Harbour, Wallacetown and Newton South and Alloway & Downfoot (2017-2021)."

Source: Public Health Scotland & Improvement Service. Shaping Places for Wellbeing. Project Town – Ayr, Inequalities Data. Page 3. Available: <u>Ayr-Quantitative-Infographic-v3.pdf</u> (improvementservice.org.uk).



Voices of Experience: Wallacetown Community Survey (2021)

Door-to-door consultations over eight weeks, with more than 400 respondents.

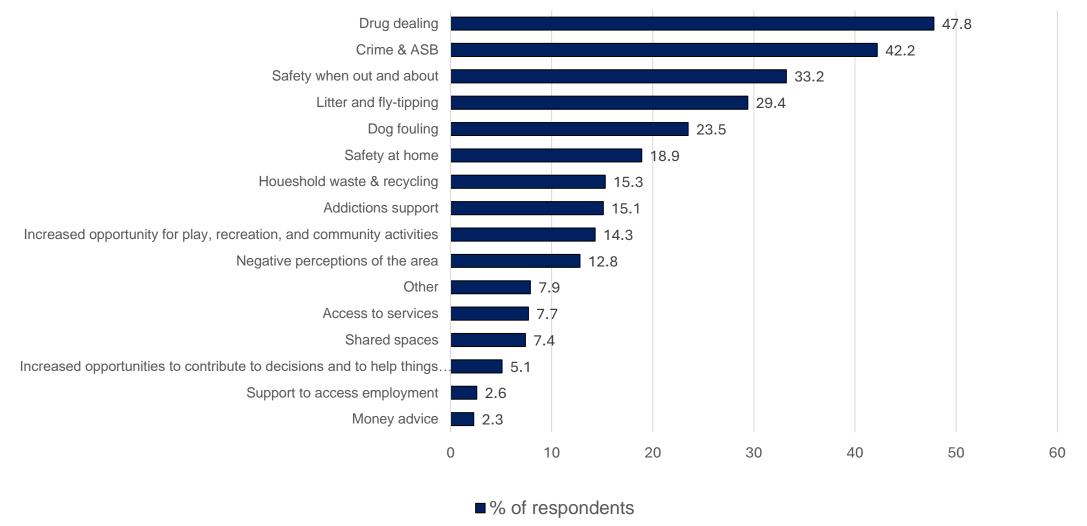


The survey aimed to include the voices of individuals within seldom heard communities, as well as members of Wallacetown services. The term 'seldom heard' encapsulates individuals who may use the services provided within their community but are generally excluded from decision making (IRISS 2011).

Key Results:

- 82% of people believed issues identified were impacting on their quality of life in some form.
- 62% believing that these issues had a moderate or major impact on their quality of life.
- 1 in 3 people did not know who to go to for advice within their community and this was the key blocker of individuals not seeking assistance.

'It's not what is missing. It is about getting people to know about and use the services that are there for them.' (Wallacetown Resident)



Percentage (%) of participants who selected each category when asked to identify their top priorities for Wallacetown. Scottish Violence Reduction Unit (2021) Wallacetown Community Survey. Full results available: Wallacetown-Community-Survey-Key-Findings.pdf (svru.co.uk).

'To be Seen and Heard' Photovoice Project (Williams et al. 2023)

The aim was to assist the police in listening to the voices of those who are generally seldom heard in Wallacetown by giving them an opportunity to express what is important to them through photographing their local area.

Police officers were involved in interviewing the participants about the meanings behind their photographs, reporting that they felt that these type of conversations with residents would likely not have occurred out with the project.

Young people highlighted they did not feel listened to or feel as though they had any influence over the decisions which impacted them in their community, particularly in relation to safety. Research findings were then disseminated to service providers hoping that they would work in collaboration with young people to make the community feel safer.

The photovoice research method was largely successful in capturing what life is like as a young person living in Wallacetown.

16-25 YEARS OLD? WALLACETOWN! THE WAY SERVICE PROVIDERS V WALLACETOWN IN THE FUTURE We want you to show us Wallacetown through your eyes by taking photos of what matters to you and telling us why you took each photo. Cameras will be WANT TO KNOW MORE? provided as part of this Speak to whoever shared this research project. poster with you Come along to the meeting on Tuesday 15th March 2022 at 4-WHY SHOULD I TAKE PART? 6pm, in Newton Primary School We will share your photos and feedback anonymously with service providers to help implement change in your community.

University of St Andrews EXETER VIOLENCE C2 Connecting reduction unit



Main Areas of Focus

The following slides detail actions taken, informed and led by Wallacetown residents. These are followed by key learnings from each area of focus, which will inform our future PBAs.



- Repairing and Regenerating the physical environment
- Service Collaboration Improvement
- Boosting the Community Spirit
- Improving Community-Police relationships





Repairing and Regenerating the Physical Environment

Improving the look of the physical environment was highlighted in the survey as a key priority:

Negative reputation reinforced using 'White City' to refer to Wallacetown; associated with the number of white buildings, however, also reported to be linked with drug use. Local service providers aimed to alter this by beginning to refer to Wallacetown as 'Bright City'.

Notable activities:

- Painting benches in communal spaces
- Establishing a community garden
- Litter-picking
- Repairing walls

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1. Regenerating and repairing the physical environment cannot be done in isolation.

- The Prevention Institute (2016) framework examines how to effectively prevent and heal community trauma. Their recommendations include a key focus on restoring pride in the way the community looks, fixing infrastructure which has deteriorated as well as creating new areas for community engagement. Additionally, linking community members with organisations which can support them as well as facilitating easier access to financial independence (Prevention Institute 2016). Finding ways to tackle community level trauma may therefore have a larger impact than individual interventions in communities.
- Regenerating and adding colour to communities must be completed alongside facilitating employability support and improving the services that people can access. Therefore, project leads ensured that members of South Ayrshire council's employability sector were at the Wallacetown events to provide advice to residents looking to access employment. This assisted in influencing change at each level of the socio-ecological scale and ensured everything was connected.

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- 2. Listening and acting directly upon concerns of community residents, improved trust in the Wallacetown services...but we need to go further.
- The increased presence of Wallacetown service providers in the community eased access to services as well as residents feeling more compelled to voice their concerns about the community directly to project leads. This improves the way in which residents feel about their community as well as restoring trust that their voice has influence towards their community improvement.
- Reflections from Wallacetown suggest creating an action plan which is consistently updated, based on feedback from residents in the survey and verbally is an important aspect in delivering on their priorities. This will allow project leads to feedback to residents on their requests and explain to them the reasoning behind if something cannot be done. In doing so, we will have to consider the most effective and accessible way to feedback to residents as some individuals may not have access to the internet or social media. Therefore, alternatives such as leaflets or project leads re-visiting residents personally, should be carried out more stringently in future PBAs to continue building trust.

3. All actions must be led by the community at every level.

- On one occasion, project leads arranged for a wall in the community to be repaired by the council without consulting the community. Despite this being restored, it was quickly broken again. It transpired that because the wall had remained broken for so long, residents had been using the area surrounding broken wall area as a short cut to avoid dog fouling and the council had now bricked over this. This is what is known as 'Desire Paths', whereby paths are formed because of the way residents instinctively walk (Nichols 2014). Usually, this signifies that the paths already created for residents are not fit for purpose and that residents would favour an alternative usually quicker route implemented (Nichols 2014, p.648).
- The council were able to put in a path in line with where residents had already been walking as well as fixing the wall. Once the path had been implemented, this prevented the wall from being vandalised again.
- Residents may not always directly verbalise to decision makers what the community needs, however reflections identified there are other ways of being led by the community environment itself. Likewise, requiring an understanding of why something hasn't worked not giving up when met with setbacks will provide further context about the community and allow engagement with residents to understand what is required.

Case study: Resident Involvement in Community Garden



A resident voiced to project leads that there was a garden area which had the potential to be improved; this garden area was eventually chosen as the Wallacetown community garden. The resident explained that they felt they could go there as a place to relax, watch the moon and de-stress. Several other residents also suggested that this would benefit them too. The process began by project leaders cleaning the area by removing weeds from the garden as well as litter picking. Members of Police Scotland and the Scottish Fire and Rescue Service were incremental in driving this through engaging with as many residents as possible.

Another resident who was being supported by wider services assisted with the community garden became involved through walking by and engaging in conversation with some of the project leaders. Initially, they were hesitant to get involved in the garden but after conversations with project leads, the individual was fully immersed in improving the look of the community garden. This individual is still involved in volunteering three years after the beginning of the garden regeneration. This is a great example of how engaging with residents to ask them what they would like and providing them with an opportunity to take ownership can fundamentally change how they feel about their communities.

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AREA OF FOCUS

Service Collaboration Improvement

A lack of resident trust in services discovered in community survey responses (2021):

'Lack of trust in services due to encouraging and perpetuating the stigma and discrimination.'



Residents indicated the community services and support needed were, an increased police presence, a community hub, a community clean up and more activities for young people.

The Head teacher at Newton Primary School was pivotal in driving change within Wallacetown. She has since received an MBE for her commitment to reduce the inequality faced by children and young people in the area.

Delivering on resident priorities:

- The creation of Room@Wallacetown hub located in Newton Primary School.
- Members of the police and fire service co-located in this space. Additionally, used for ESOL classes, clothing and food bank and many more groups and events.
- Since then, another community hub, the Working for Wallacetown George Street Shop Front is operating with several events, groups and meetings.
- The timetable includes several support groups including a Women's group, housing support, support to quit smoking, a variety of cost-of-living support and more.

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- 1. Utilising the school as a hub contributed to bringing services and the community together and facilitated access to those who are seldom heard.
- Access to residents was largely facilitated by school staff, as they were able to send out flyers to parents through the existing relationships. Staff were also aware of families who could benefit from being involved in certain activities and would alert the service providers co-located in the primary school to those needing support and vice versa. Likewise, there were significant benefits of using the school building, including the car park for community fun days and ensuring that refreshments were available for residents.
- Police and fire service members were present at the food and clothing banks facilitated by the school to become known in the community and begin to build trust with residents, especially those who are often seldom heard.
- The long-term impact of ensuring young people view their community positively is crucial. It is the hope that early intervention will mean in future the reputation of Wallacetown will be viewed more positively, so young people are not stigmatised based on the community they come from.

KEY LEARNING

- 2. Services collaborating in a co-located space contributed towards an overall improvement to the community. Future focus should aim to increase the number of services in a co-located space to strengthen service collaboration and accessibility.
- Services in Wallacetown, like many other areas, are currently stretched therefore a lack of resources may present staffing challenges for full time members of an organisation to be based in a hub. Ensuring services recognise the outcomes of placed-based work is key to improving service collaboration and community wellbeing overall.
- Learning suggests the police and fire services collaborating in a co-located space was effective as it meant that if a resident entered the hub looking for a particular service, a member of the hub was able to direct them, aiming to establish a 'No Wrong Door' policy. If more services were to be present in the hub this would further increase accessibility and resident trust in the services in the area.
- 'From 2021 [SVRU Project Lead] has created opportunities for various statutory and third sector agencies to work better together within Wallacetown. This has led to more staff being in and around the area visible to residents and people who come into Wallacetown. This has made the area feel more safe and accessible to work in and demonstrates to residents that services are in Wallacetown and available to help.' (Wallacetown Service Provider)

- 3. Positive disruption to alter the way services currently work can improve collaboration and result in better outcomes for communities.
- Although place-based work should be primarily community led, those working alongside project leads may help to shape the overall aims. Part of this approach is engaging in positive disruption. This can involve questioning whether the way services are currently working is producing the best outcomes and if collaborating with other services to improve their operational delivery will create better pathways for community members.
- Plans to change how services are delivered are important, however this should not become the prime focus of a PBA. It was felt because different services often have their own organisational objectives, attempting to steer services into one shared goal was a challenging aspect. This may have been mitigated through a constituted group. Although a constituted group may not be relevant for every PBA, it was highlighted that this could have been beneficial in Wallacetown to affirm wider community aims and objectives. Additionally, there are benefits of having a constituted group in terms of having access to higher amounts of funding.

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AREA OF FOCUS

Boosting the Community Spirit



Many community fun days and community activities were carried out including Bingo Night, Burns Night, Coffee and a Chat, 999 Experience Day, Community Garden and Community Litter-Picking Group.

Prevention First Group: A box for young people to put notes about positive or negative aspects about their community. School staff would review this and hold groups with some of the young people and specific services to try and get to the root of the issues.

Through participatory budgeting the Health and Social Care Partnership were able to set aside funding which the community voted should be put into providing a new swing for the young people. They had previously been making their own swing, but due to safety issues, it could not remain. Through this initiative, young people were able to engage with the council to understand the reasons behind this, whilst also finding a solution.

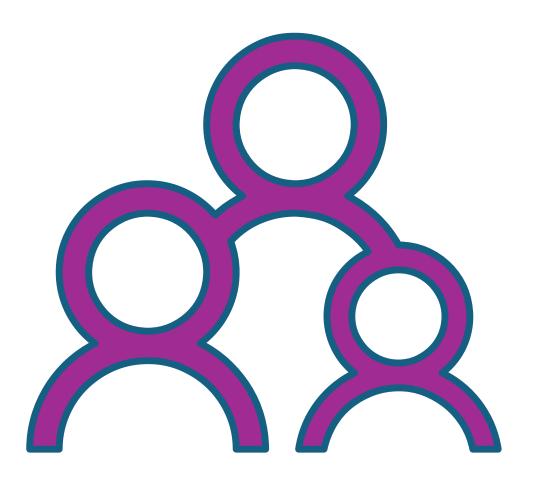
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1. Activities which boost the community spirit positively contributed to community ownership and resident involvement.

- Wallacetown continues to hold Burns Suppers, bingo evenings, and a variety of other events, groups and community meetings - showing the community has taken ownership of boosting community spirit and bringing residents together. However, this would not have happened without input from residents, steering services towards what matters to them towards positive outcomes.
- '[SVRU Project Lead] has organised events and supported activities that have given opportunities for connection for people who are generally very isolated and vulnerable.' (Wallacetown Service Provider)

2. Believing in the power of the community is vital.

• It was evident throughout the PBA that residents may have initially felt disconnected from the community itself despite caring deeply about other Wallacetown residents. Reflecting on the example of the swing for the young people, it was clear a determination existed to improve the community for all residents. Existing community bonds were residents. Existing community bonds were influential assets to build on, highlighting the importance of being community-led. This shows resident voices of experience should have influence over the decisions which affect their community.



AREA OF FOCUS

Improving Community-Police Relationships



Certain areas in Wallacetown were identified as crime hot spots. This refers to a "location where crime is highly concentrated" (Weisburd and Telep 2014, p.201). This included possession and supply of drugs, anti-social behaviour and vandalism. Likewise, hot spot areas were also signified as having increased reports of disorder including noise complaints, disturbance, public nuisance and disputes among residents.

Police began building relationships with members of the community by purposefully placing officers in busy areas, meaning éasier access to speak with individuals who would not necessarily approach the police previously. Project leads became aware of areas where drug dealing was the most prevalent and it was noted how those involved in drug dealing were using a broken wall as a short-cut. Therefore, project leads liaised with the council to have the wall fixed preventing a walkway. This advocates to the community that services are committed to making a difference. Alongside this, the area also had an issue with litter as well as being vandalised, so project leaders ensured that a clean-up was initiated.

- 1. The increased presence of community wellbeing police officers improves resident trust and aids overall community-police relationships.
- Project leads became a consistent presence not only within Wallacetown but at all the community events, helping to alter the perception of the police. Previously, a police presence would suggest they were only there to attend a crime. High levels of policing in Wallacetown also contributed to a suggestion that it was an unsafe place to live.
- 'Over the last two and a half years this has changed the perception of a police presence from being something to be concerned about to being an approachable, safe option for people. This has often been achieved by getting alongside community members, taking part in activities like gardening, fun days, litter picking, drop ins etc. Putting police and community members on more of an equal level. This has made it easier for people to report crimes and concerns.' (Service Provider, Wallacetown)

2. Improvements in community-police relationships may reduce crime and disorder long-term.

- It was reported that individuals felt more comfortable speaking to the police because of the positive changes happening within the community. Residents were able to engage with officers about the new groups and activities happening within the area, such as the gardening group or litter picking. The project lead emphasised the benefits of this where individuals who may have never engaged with the police previously were happy to speak to the Wallacetown community officers.
- 'A massive difference in people's attitudes around Wallacetown. A real determination in making positive improvements to their area and reporting things.' (Wallacetown Service Provider)

Main Takeaway

The individual key learning points from each area of work can be categorised under two main components. Listening and understanding community concerns, priorities and trauma. As well as, promoting partnership working to act upon resident priorities whilst engaging and building trust with community members.



1. Listening and Understanding

2. Acting and Engagement



Taking Forward our Learning: Priorities & Recommendations











It is the hope that those undertaking PBAs in the future can refer to these slides to reflect upon the key learning. However, it is important to note that the learning stems from a project tailored to the specific needs of Wallacetown. PBAs must be community led and support the individual needs of a specified community.

- 1. Take forward our learning to other communities, identifying resident priorities through a community needs assessment, using innovative strategies to focus on addressing and preventing the risk factors and drivers of serious violence.
- 2. Future PBAs should consider using the Photovoice research method as a tool to gain insight into what it is like living and working in the community they are assisting.
- 3. Prioritise improving resident trust in support services and the police service, specifically amongst those who are often seldom heard by involving community members in decisions which impact them and facilitating easier access to support through co-location.
- 4. Ensure there is a clear evaluation process in place which can monitor changes in the local area. This may take the form of an interim evaluation which focuses on gathering qualitative responses from residents as well as tracking improvements in local data. This will fulfil the intention of capturing whether long and short-term goals are on track to be achieved.

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THANK YOU svru.co.uk

Working for Wallacetown

An update provided by the Working for Wallacetown team on the progress made in Wallacetown, following the SVRU's departure from the area.





Working For Wallacetown



Working For Wallacetown Our Approach



- Engaging directly with residents building trusting, meaningful relationships
- Pro-Actively responding to the needs of residents, connecting people to appropriate services
- Supporting residents to feel safe at home
- Improving outcomes and doing the utmost to minimise the impact of poverty on the community, families, and especially children
- Tackling health inequalities

Working For Wallacetown Days of Action





- Improving the safety and wellbeing of people, places and the community within Wallacetown.
- Community Planning Partners working together to engaging directly with residents to improve outcomes for individuals and families.



- Identifying addresses causing most concern and working in partnership to find solutions to these issues.
- Supporting those impacted by the behaviour and connecting residents to appropriate services such as;

Cost of living assistance, access to health care, social inclusion, plus opportunities in employment and further education.















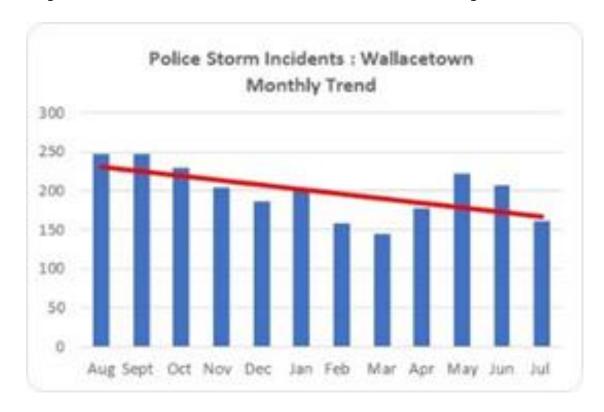
Day of Action – Example

- Engagement with 7 residents (3 no answer)
- Connected with resident who was causing concern positive engagement, referrals agreed to relevant services.
- Police Wellbeing and Anti-Social Behaviour reassured residents they were aware of issues in the block and working collectively to find solutions.
- All residents expressed being in poverty signposted to locations in Wallacetown for help with cost of living.
- 4 Residents referred to Info and Advice Hub Income Maximisation
- 3 Referrals to Home Energy Scotland
- 3 Referrals to Room Sixty
- 3 TC Community Learning and Development
- 2 Fire Safety Visit arranged
- 2 Referrals to Wallacetown Women's Group
- 2 Residents referred to TC Employability
- 2 Referrals to RCT Community Navigator
- 1 referral to Victim Support
- 1 Referral to Three Sixty
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Wallacetown Days of Action Impact

Calls to Police
Wallacetown
August 2023 to
July 2024







Wallacetown

Cases and Referrals

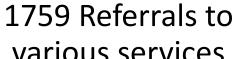
July 2023 to August 2024

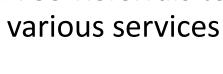














Cases opened 1538



Total financial gain £322,095.22 Average Gain Per Case £430.03

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Wallacetown Resident Feedback





- 88% residents say they have benefited financially from connecting with the Working For Wallacetown Team
- 79% residents reporting they feel safer at home having linked in with the team.
- 90% of residents reporting that they feel part of the community having connected with the team.

"You can come here and talk to people about anything. They helped me feel safe"

"I like the fact that the people take time to help out others"

"Provided me with great opportunities and helped out with finances"

"Wallacetown's services have made me feel safe here. Thanks to everyone who helps us"

"It's like a security blanket for me"

New Tenants & Referral Routes 1st December 2023 to 12th August 2024

- 162 new tenancies created in Wallacetown
- 97 SST/SSST/Ukraine





- 65 Temporary furnished accommodation
- The team has connected with 98 new tenants
- Referral routes increasing and a strong partnership developing with Social Work Front Door Service





Room@Wallacetown Newton Primary School, Ayr

Monday	Tuesday	Wednesday	Thursday	Friday
10am to 12pm Vics in The Community Mindful Mondays	130pm to 230pm	930am to 2pm Parent Wellbeing Course	9am to 11am Breakfast Club Chatty Space	130pm to 230pm
	Food and Clothing Bank	1pm to 3pm Wallacetown Gardening Club	Free for all residents Hot roll and coffee/tea	Food and Clothing Bank
3pm to 5pm Ayr United Football Academy	Wide range of services available each week	3pm to 5pm Ayr United Football Academy	Plus Bingo with fantastic prizes!	Wide range of services available each week

Newton Food and Clothing Bank You can connect with a wide range of support, information and advice from services including; Education, ADP, Thriving Communities (TC) Community Safety, Police Scotland, Scottish Fire and Rescue Service, Wallacetown Co-Ordinator, Riverside Community Trust, Ayr Housing Aid, Seascape, Quarriers, NHS START Team, NHS Oral Health Improvement, NHS Quit Your Way, Social Security Scotland, TC Employability, Housing, Information and Advice Hub.

If you would like further information on any of the above services please contact Gavin Kennedy, Wallacetown Co-Ordinator;

Workingforwallacetown@south-ayrshire.gov.uk

Working For Wallacetown Hub - 37 George Street, Ayr

Monday	Tuesday	Wednesday	Thursday	Friday
Health and Wellbeing	Health and Wellbeing	Groups and Activities	Housing, Benefits, Money Advice	Employment
930am to 4pm NHS South Ayrshire Treatment and Recovery Team (START)	10am to 4pm Ukraine Support Team 12pm to 2pm Quarriers Housing Support	10am to 12pm Wallacetown Women's Group	12pm to 2pm Seascape Housing Support	930am to 4pm Employability Team SALUS
START is a treatment and recovery service and is available to anyone aged 16 years and over.	1pm to 3pm NHS Staying Ahead of the Curve Occupational Therapy	1230pm to 2pm Wallacetown Residents Café (September 2024)	Ipm to 4pm Information and Advice Hub (fortnightly) Ukraine Support Team	930am to 12pm Skills Development Scotland Partners For Inclusion (monthly)
6pm to 730pm English For Speakers of Other Languages The W	1pm to 4pm NHS Quit Your Way /orking For Wallacetown Hu ALL residents of South Ayo	•	2pm to 4pm Social Security Scotland SAC Rent Team (monthly) Ayr Housing Aid Centre (fortnightly)	930am to 130pm Quarriers Housing Support 12pm to 2pm VASA and Dementia Volunteering (1st Friday of month)

Wallacetown - Other focused work includes;

Wallacetown
Residents Meetings –
Tenants and Residents
on the horizon

Wallacetown Newsletter and Leaflet Drop

Ayr North Locality Planning Partnership

Tackling Health Inequalities

Safety at Home – Ring Doorbell Camera Initiative Wallacetown
Community Arts
Festival

Scottish Mental Health Arts Festival Wallacetown Annual Family Fun Day

Improving Green
Spaces in
Wallacetown

Reducing Drug Taking and Drug Related Litter

Ageing Well Champions

Wallacetown
Environmental Audit
(every 2 months)



Wallacetown Hub Garden

Cut and Connect

Wallacetown Energy
Project – Net Zero
Village

