

Normanton Park Heritage

An analysis of our
progress



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Normanton Park Community Centre

The City of Derby is rich in heritage. From beautiful park areas to historic buildings, the history of the city is steeped in value; an aspect which is extremely apparent in the ward of Normanton. Culturally diverse and community-driven, the ward can celebrate an intriguing and yet, often overlooked heritage, encompassed through the development of Normanton Park and its vibrant assets.

In July 2021, Sporting Communities was successful in acquiring the lease of the Normanton Park Community Centre and Sports Pavilion. With intentions to open up and celebrate community opportunities and initiatives, we engaged with the residents early in the process to understand how they would like their community building to be used and discover what initiatives they would like to see. This led to conversations occurring around the local heritage and the awareness of such; an instigator for our determination to celebrate such a vital aspect within the community.

Upon acquiring the building, we became quickly aware to the diminishing opportunity for young people especially to engage with the community building, in spite of an evident interest to increase their understanding of what the building and the surrounding park areas stand for. With a determination to ensure that the centre becomes a safe and valued community asset, we drove straight into action in planning, renovation and consistent engagement with residents, in aim to remain transparent with residents, the local authority, and external partners and ensure they were involved with the process throughout. The acquisition of the Heritage Lottery funding has been the enabler for lasting conversations to occur regarding how the heritage of the building and park area can be and should be celebrated universally.



Credit:
InDerby.org

Normanton Park: Understanding the Heritage



Credit:
Derby Telegraph

Opened in 1909, the park was celebrated as an opportunity for residents to relieve themselves from the stresses of the heavily populated and industrialised locality. In fact, the date of opening is highlighted on the current clock tower that sits above the community cafe, encompassing the value of a significant progression for the Normanton community (InDerby, n.d.). At the time, residents across the area convened to celebrate this occasion through a garden party; welcoming local bands and a range of notables (Friends of Normanton Park, n.d.)

The World Wars was a significant part of the local heritage whereby soldiers would utilise the park and its assets as a training base to prepare for battle. This also included a presentation of a tank which is considered a memorable occasion in the park's history (Friends of Normanton Park, n.d.).

The post-war years remained significant with the showcase of a German Messerschmidt in the park in the 1940's, the building of a new Bowls Club and Clubhouse in the 1950's as part of the Festival of Britain celebrations, as well as the introduction of the 1960's 3-D Flower Bed events; celebrating folk tales and nursery rhymes (Friends of Normanton Park, n.d.)

To this day, the park remains the beating heart of the local community with sporting facilities, valued greenery and the community cafe in operation. Coupled with our ethical approaches to support the local area, we aim to consolidate and celebrate the history that Normanton Park holds and to ensure awareness and sustainability of this so the valued heritage can be protected.

The Outcomes

As with our intentions to increase the awareness of the wonderful heritage of the Normanton ward, we have operated our developments around significant and carefully deliberated outcomes to ensure the transferability in learning can be achieved throughout the programme.

1. Contribute to Levelling Up
2. Economic regeneration
3. Supporting wider culture & heritage
4. Broaden diversity of workforce & governance
5. Broaden diversity in engagement
6. Increase awareness and value of local heritage

Phase One: Acknowledgement

Community Asset Regeneration

Early July saw Sporting Communities take responsibility for the development, upkeep, and usage of the Community Centre and, our initial actions demonstrated distinct growth. Upon acquiring the keys, we began working on the regeneration of the building and the surrounding areas; removing any dangerous debris, deep cleaning the facility, and adding a lick of paint to brighten up the building. To achieve this, we consulted with a range of community residents and partners as to how they would like their community building to be renovated; ensuring that the facility is fit for its purpose and meet the needs of all community members. The conversations with residents have meant that residents have expressed reassurance in the developments being tailored to meet their needs and thus, generating a connection to the community asset which, in turn, has led to growing interests in how and what the building stands for.

Understanding and drawing Heritage experiences of young people and residents

As demonstrated within the photograph, our aims have been to create an awareness of the distinct heritage within the Normanton community. This has included developing the learning and drawing experiences from young people about what heritage means to them. As depicted, we have brought young people together as part of our Heritage Hub events; utilising such as enablers for conversation between residents and young people to understand the variables of heritage in Normanton. Upon such exercises, culture, diversity and backgrounds of the residents have been considered widely; creating a platform for openness and empathy towards what others value in their own community, in addition to developing a self-awareness to how communities work together to create, celebrate and sustain aspects of heritage.



Phase Two: Opportunity

Outcomes 1, 4 & 5

Training

As part of our intentions to support advocacy in heritage, we have supported residents to take up accessible and relevant training courses to increase the awareness, knowledge, and determination of heritage protection. We have worked closely with a raft of partners and training providers to offer interesting and necessary courses which, after consultation with community residents, have meant an increase in self-determination to inspire an air of heritage awareness in the local area. An example of such stems from the Community Organising training offered to any interested residents of Normanton in the summer of 2021. Supported by Community Organisers and All The Small Things CIC, we welcomed young people, residents, and partners to take part in a shared learning experience, with many of the beneficiaries expressing an increase in confidence and awareness in disseminating their new-found learning into their own groups and initiatives. In addition, we have offered online first aid, safeguarding, and play leadership in a wrap-around service to encourage involvement in current and future heritage advocacy.

Supporting

As an ethical, non-for-profit organisation, our aims remain to ensure accessibility to initiatives that cater for personal need, growth, and development. The HLF funding has been an enabler for positive engagement around grouped community history and need; integral to the success of the Heritage Hub events and the engagement with the local park and assets. We have run our Holiday Activities and Food opportunity at the Community Centre, utilising the open spaces to ensure children and families are fed throughout the difficult summer holiday periods. This enabled discussions to take place regarding the heritage of the local community; bringing residents together from diverse backgrounds to bask in the rich heritage that the area can boast. In addition, we have supported young people and residents to become Heritage volunteers and advocates while offering free annual bus passes to ensure they are able to both access and enjoy the opportunities available. The foundations layed have provided reassurance to residents of the array of initiatives that have begun and will contribute to the future and lasting heritage of the community.

Phase 2 Summary Video: <https://youtu.be/v-ZivAgWBv4>

Phase Three: Celebration

Opening a safe and recognisable space

The last 6 months have seen us plan and renovate the community buildings which, on 27th January 2022, became open to the general public. The tireless consultation and work applied to the building and surrounds had been in the build-up to the final Heritage Hub event; welcoming the local Major, Policing teams, and external partners to join us. We celebrated the accomplishments of the team and the potential to create a new era of heritage, whilst learning, conversing, and admiring about the embedded history. We also encouraged heritage volunteers and local residents to come along and see what had been achieved at the centre and the surrounding areas, whilst also becoming accustomed to the impact that the facility has had to this point as well as the potential for future community opportunities.

Opening the heritage for residents

The impact of the Heritage Hubs have been a clear success throughout this project. Welcoming and encouraging a range of residents from varied and diverse backgrounds to take part has ensured that differing experiences surrounding heritage has been shared. Many who have lived through the developing heritage have had the opportunity to showcase the value of such; encouraging and incentivising the future generation both understand and value what the community assets and park areas stand for. Throughout each of the hub events, we have shared valued learning and awareness of the local heritage through activities and exercises that enable generation to interact and celebrate their local heritage together.



Phase Four: Sustainability

Outcomes **1,2 & 6**

Heritage Advocates

The foundations built in the last 6 months have meant that a focus of around preserving and contributing towards the rich heritage of Normanton park has been achieved. This has led to growing number of residents becoming Heritage Advocates for the local community; an element which our team is best placed to encourage and support in it's development stages. The value of Heritage Advocates have been clear in the past 6 months with many taking up new training opportunities, exploring previously unknown aspects of their local community and having the passion and knowledge to relay such onto the next generation. Over the next few years, we will strive to create a regular pool of advocates; meeting on a regular basis to both spread learning of the local heritage and build positive interventions to protect and celebrate community resources.

Heritage Capital

The development of this project has meant that we are now in prime position to embed a sustainable and valued community asset into working practice to contribute to needs. Our development plan for the Normanton Centre, Sports Pavillion, and the sporting facilities will ensure that a future physical activity and community initiative heritage will be initiated; bringing residents through consultation, planning, and development of such community assets. The capital investment has been a significant part of incentivising residents to become involved, learn more about their local area, and access their park within their domestic and peer groups.

Youth inclusion in decision making

The value of young people adopting self-advocacy approaches to heritage preservation has been a key element of the foundations laid. Our intentions are to provide young people with the incentives, confidence, and resources to become involved with decision-making processes; create a conduit for such young people to engage with influential decision-makers. Our ability to pull together a team of Youth Heritage Activators is encompassed in our ethical approach to bring residents, especially the future generation, together to both value and action upon the heritage of Normanton Park for all generations to view.



Development: Modular Building and Vaccination Centre

The Modular Building

In line with our ongoing commitment to support the Normanton community and its residing residents, we have installed a Modular building which is housed in the adjoining yard to the Normanton Community Centre building. As an effective, warm, and electrically accessible space, the unit can be utilised as an hot-desking office space, a training centre, and a meeting space to ensure that the initiatives offered in the local community of Normanton are planned effective with distinct transparency and detail. Aligning with the opening of the community centre on January 26th, we hope the building will be viewed as a valuable additional resource to the facility and that it will yield effective practices to occur in regard to initiative development in the local community.



Vaccination Centre

Late February 2022 saw the adaption of the Normanton Park Community Centre into a community vaccination centre; encouraging residents to receive their protection against the Covid-19 virus. Sporting Communities recognises the efforts of the local community to protect others from the disease, and opening the centre to become a welcoming and comfortable centre for residents is part of our contribution to the national vaccination programme. Working closely with NHS teams, our staff have been ever-present to ensure safety, accessibility, and confidentiality of residents engaging with the building and the teams to receive their Covid-19 vaccination; encouraging those concerned or with questions to interact with the friendly team members involved.

A Snapshot of the Journey



Planning is the key!

The Sporting Communities team met regular after acquiring the keys to discuss vital areas for development and how the building, as well as the surrounding area, can be best utilised to benefit young people and residents within the ward

JULY

Our new home!

After careful planning and risk assessments, the Sporting Communities team moved in to call Normanton their new home through the set up of operational office spaces. The operations will be focused on developing valued initiatives

JULY



JULY

From the very first day...

Mid-2021 saw us acquire access to the Normanton Park Community Centre building on a community asset transfer from Derby City Council. From this moment, planning and development began to take shape.

JULY

Having a spring clean...

Utilising professional help, we cleaned up the building to remove any potentially dangerous, harmful or obstructing equipment or rubble. Doing so has ensured that the building is a safe, clutter-free and a risk free centre.

AUG

Feeding the families of Normanton!

The centre witnessed our first ever initiative which involved supporting children and families to eat healthily and interact in play together as part of our Holiday Activities and Food program.

A Snapshot of the Journey



Bringing life to the building

We have worked tirelessly to ensure that the centre is not only fit for purpose but a valued community zone. To achieve this, we have sought the assistance of professional decorators and plasterers in Derby to bring the centre to life.

OCT

Open to the local community!

January 27th saw the opening of the centre with celebrations, food, and guest speakers for all the Normanton community to witness and enjoy. We also showcased our Active Youth initiative outcomes with aim of young people to become more active.

JAN



SEPT

Becoming a Centre of Excellence

In line with our ethical approach and experience in play-work practice, the Normanton Park Community Centre has been recognised as a developing National Centre of Excellence for Playwork practice and research.

DEC

Delivering to families in need!

As part of our commitment to families in Normanton and wider-Derby, we utilised the centre as a 'delivery hub' of food and play parcels over the winter period, as part of the Holiday Activities and Food program.

FUTURE

Supporting the Normanton Community!

After renovations and transformation of the building has been completed, we will work hard for the Normanton ward to develop a valued and consistent hub for community support.

Statistical Analysis & Social Return on Investment

Statistics

Statistical analysis of the project provides a clear view of the proposed impact we have had on young people and the wider community we serve. The outcomes and sustainability of the project so far have been succinct and wide-ranging with 4 volunteers committing their time, 4 Heritage Hub Events, 4 training courses as well as a range of supported initiatives which showcase the impact that promotes of heritage can have on community interaction between residents.



Up to 100
volunteer hours
per volunteer

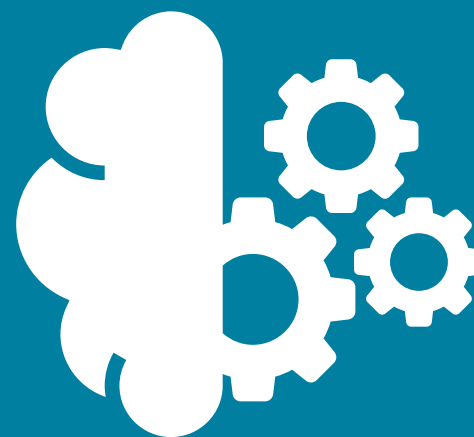


3 Heritage
Advocates
trained



6 initiatives
were
developed
using the area

4 Training
courses offered
at the building



4 Heritage Hub
events ran



Outputs

4 volunteers completing
100 volunteer hours



Projected savings

£6,436.00

4 training courses with 8
participants within each
(equality, diversity and
inclusion)



£9,778.56

3 volunteers taking part in 25
one and a half hour sessions
in the local community (July-
Dec 2021)



£1,810.12

Social Return on Investment (SROI)

National Toms Social Value Portal (NTSVP) (2021)

The wider impact towards our Heritage Lottery fund project is compassed by our ability to contribute to wider-societal considerations; physically, socially, and economically. The social outcomes that we have been able to demonstrate as part of this project provide an economical saving on a variety of wider determinants. Through information provided by National Toms Social Value Portal (NTSVP) (2021), we have had the ability to continuously track the projected outcomes against the highlighted scenarios by NTSVP which, in turn, highlights a social return on the original investment from the Lottery grant. The below SROI analysis is based on the multiplication of the above statistics and the projected economical saving per outcome provided by NTSVP.

Elliot*

Helping to manage the facilitation and opening of the centre

Supporting and contributing to the development of the building, Elliot has been a prominent figure in the assistance of both facilitation of initiatives and helping in renovations. After discovering the local heritage, Elliot has set a passion to contributing to the local community and bringing about positive change; allocating a significant amount of time to promotion, delivery, and support towards residents. This has meant that more and more people have become invested in proposed intentions for the community; stemming from the enthusiasm and commitment that Elliot has portrayed.

Tiffany*

Helping others to become healthy and active in the community space

As a young volunteer, Tiffany has been ever-present at the Normanton building; assisting in the facilitation of the initiatives that have been running at the centre. Her commitment to community projects is clear and stems from an ever-growing understanding of Heritage, not only in Normanton but across Derby City. She has volunteered on a range of initiatives, such as the Holiday Activities and Food programme, social action projects, and youth sport and physical activity sessions; exemplifying enthusiasm and pro-activity in ensuring all who engage with the centre and park areas have a positive, valued experience.

Sonam

Bringing residents together in engaging fitness activities

As a recipient a Derby Youth Award in 2020, Sonam has shown a prominent willingness to encourage more residents to be active. Running a fitness programme for elderly Normanton residents, her engaging and pro-active approach has led to an increase in the awareness of the valued opportunity; providing inclusive and creative social activities to meet the physical and emotional needs of all involved. Sonam's social action project has seen a distinct growth since the first session and will continue to be supported by the Sporting Communities team.

*Names generated to protect identity

