Funding Theme 1. Dealing with peoples and communities' needs
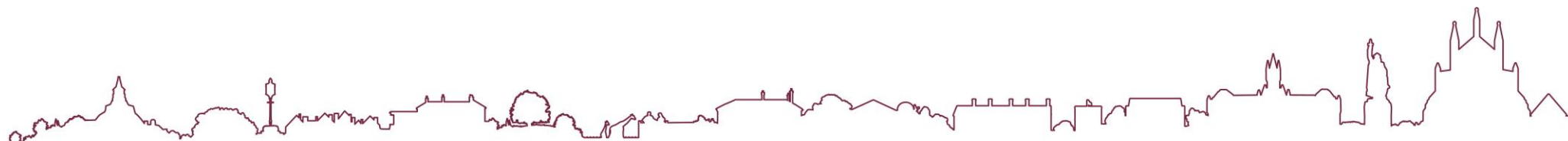
Winchester City Council Plan 2020-2025

Homes for all: Providing support for our homeless and most vulnerable people by working directly and in partnership with the voluntary sector

Living well: Focusing our activities on the most disadvantaged areas, communities and groups, supporting a greater diversity of resident

We are looking for services and projects that:
• support the most disadvantaged areas, communities and groups
• develop people's ability to prevent reaching crisis point, enabling people to progress
• develop support networks within the local community
• encourage clubs and activities that engage young people
• build community cohesion, participation and resilience
• empower and enable communities to identify and deliver services and projects in line with Winchester Vision

FUNDING PRIORITY	EXAMPLE OUTCOMES
ISOLATION	• Improved access to services; creating new activities and providing greater opportunities to participate in community life. • Build local services and join up local support to better reach individuals, increasing signposting and referrals between organisations and services. • Created greater awareness and understanding about an individual's needs to develop appropriate responses. • Increased activities and support for over 65's, this may include intergenerational approaches. • Increased activities and support for communities and residents at risk from isolation due to lack of physical proximity to amenities and services.

FUNDING PRIORITY	EXAMPLE OUTCOMES
LOW INCOME	- Increased access to advice services on finances, debt and financial planning. - Increased access to financial information to ensure help is gained where poverty exists. Increased support services and financial advice for families with young children struggling financially. - Link to the Council's anti Loan Shark campaign. - Increased support services and financial advice for older people struggling financially.
HOMELESSNESS	- Support & advice is always available to those during a time of crisis. - Accessible out of hours outreach services; seven days a week, day and evenings and at weekends. - Reduction in individuals sleeping rough through improved access to the services they need including advice and support that deals with health, Universal Credit, employment and training. - Increased numbers of individuals prevented from becoming homeless - Increased number of individuals supported to sustain accommodation for a period of 6 months or more.
MENTAL HEALTH	- Increased education and support for mental health and se-lf help / coping strategies in order to improve self-management. - Increased availability of inclusive activities for young people which raise aspirations, promote life skills and leisure and recreational activities, and targeted to young people needing specific or additional support. - Increased awareness of mental health and general wellbeing – improving social interactions.
PHYSICAL INACTIVITY	- Increased opportunities for those to make healthy lifestyle choices and become regularly active in order to reduce loneliness, reduce falls and reduce GP and hospital visits. - Increased access to subsidised activity clubs/ sessions - Increased opportunities for women and girls to take part in sport and/ or physical activity within the Winchester District - Increased opportunities for both children and adults with a range of disabilities to take part in sport and/ or physical activity. - Widen the access to physical activity opportunities for people who are vulnerable, inactive or disabled. E.g. Buddy schemes, one to one lessons, specific group sessions, accessible transport links - Support/ develop physical activity projects that enable individuals with, or at risk of developing a long-term health condition i.e. diabetes, obesity, Chronic Obstructive Pulmonary Disease (COPD).
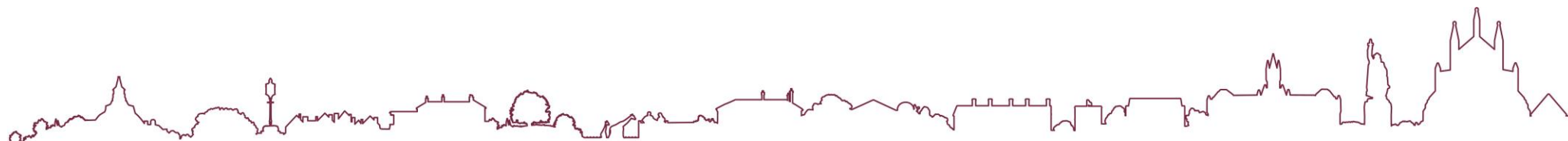
Winchester City Council Plan 2020-2025

Vibrant local economy:
- Supporting business in meeting the challenge of carbon neutrality and encouraging 'green growth'
- Working in partnership to strengthen the appeal of the Winchester district by promoting and developing our unique cultural, heritage and natural environment assets
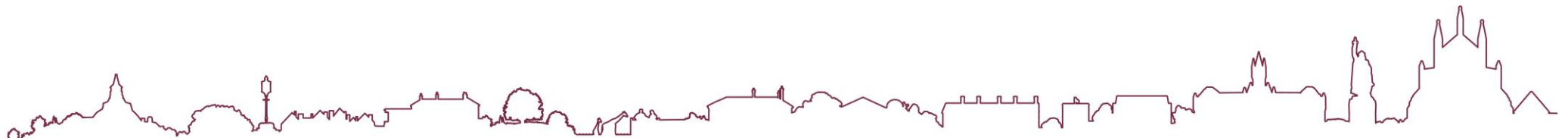
Living well:
- Supporting communities to extend the range of sports and cultural facilities across the district

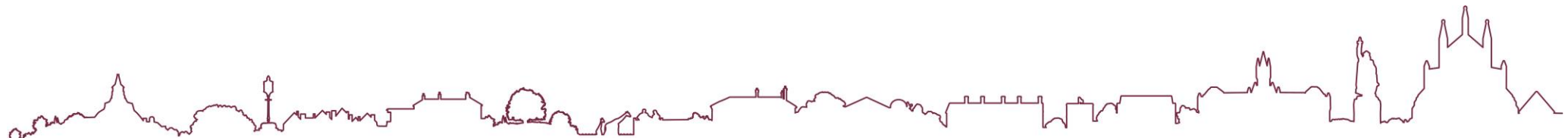**Tackling the climate emergency and creating a greener district:**
- Working with and enabling businesses, organisations and residents to deliver the Carbon Neutrality Action Plan throughout the district
- Delivering the actions in our Biodiversity Action Plan

We are looking for services and projects that:
- Exploit new technologies to drive productivity, economic benefits, and improve the experience of employees, customers, suppliers, partners and stakeholders.
- Encourage carbon neutrality and green growth
- Make Winchester a safe and pleasant place to live, work and visit.
- Provide artistic and cultural experiences that enrich people's lives.
- Provide employment and help businesses grow and develop and strengthen networks and collaborations.

FUNDING PRIORITY	EXAMPLE OUTCOMES
DIGITAL APPLICATION, SERVICES AND PRODUCTS	• Increased take up of technology / applications within businesses. • Increased digital literacy of staff / suppliers / customers etc. • Increased access to services by customers / suppliers etc. by the use of online / digital solutions. • Improved training and support for residents /communities to access and benefit from new technologies, digital devices and online services. • Utilise data more effectively to better engage with and support users / customers' needs. • Use of data and analytics to plan and predict to enhance user / customer experience. • Develop / implement solutions, systems and infrastructure that connect residents and visitors in a more joined up way. • Create networks and collaborations. • Digital enhanced services in rural areas.
SUSTAINABILITY, ENVIRONMENTAL QUALITY, GREEN TECHNOLOGIES	• Delivery of schemes that will demonstrably reduce the District's carbon footprint. • Develop and adopt green travel plans to encourage healthy and sustainable travel options. • Install and maintain green technologies, including energy generation, storage and distribution. • Facilities and building management systems that reduce consumption and waste • Support private landowners and community groups undertaking practical works which benefit both non-designated sites and Sites of Importance for Nature Conservation • Increased protection and enjoyment of priority species as identified within the Winchester Biodiversity Action Plan • Support for infrastructure, events, activities, training or engagement which encourage people to gain a greater understanding of their local wildlife and places. • Supporting infrastructure, events, activities, training or engagement which encourages people to take part in active play.

FUNDING PRIORITY	EXAMPLE OUTCOMES
CREATIVE AND INNOVATIVE	• Increase public engagement and participation in the arts with people across our district regardless of age, gender, social class and disability, creating social cohesion. • Increase reach with people who have never taken part or experienced art and cultural events and projects. • Use events and activities that incorporate innovative technologies to promote culture, increase access and participation to wider markets and audiences. • Greater opportunities for links between culture and other elements of civic and business life. • Increase the length of time visitors stay in the district. • Develop campaigns and activities to attract new visitors / users / audiences. • Introduce new, creative and novel content to increase engagement. • Adapt to meet changing needs whilst maintaining quality. Create more opportunities for collaboration between events. • Create projects to inspire more students and interns to develop their practice and develop untapped potential. • Bring more high-profile artists and cultural producers into the area to inspire local creators. • Take work beyond Winchester, nationally and internationally – build awareness of 'Made in Winchester'. • Increased support for local artists to develop skills and confidence and enable growth from within the sector.
BUSINESS GROWTH	• Develop / implement new business processes, services, products that improve business performance, generate incomes, new customers etc. • Encourage entrepreneurship and develop management and leadership skills in owners / managers. • Initiatives to promote small independent businesses in the city, market towns, and rural areas. • Projects that help the expansion of existing businesses resulting in the creation of new jobs. • New processes and services that respond to changing needs, demands, markets etc. • Greater links between schools, colleges, universities and businesses, creating an environment for knowledge exchange, innovation and collaboration. • Build on existing clusters, or stimulate new ones and strengthen networks and partnerships.