

'Celebrate! 70 years of The Redbricks!' Final Report



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Introduction



The Bentley House estate, located in Hulme, Manchester, was built in 1947. To celebrate its 70th anniversary, a group of residents sought funding and organised 'Celebrate!', a one-year long project with a wide range of activities and events. Its aim was not only to celebrate the estate's history and resident communities, but also to further develop the strength and resilience of neighbours on the estate, and respond to some key needs of the local population.

This estate, known locally as The Redbricks, has a significant level of deprivations, as well as community strength, with a history of residents creating community in difficult circumstances with few resources and much idealism, aiming to improve the area's social inclusion, and strive for social justice, through collective action and local empowerment.¹

The aim of this report is to provide the background that gave rise to 'Celebrate!', capture information from different stages of the project, evaluate its impact, reflect on its achievements, and offer potential ways forward and further opportunities for Community Development on The Redbricks. This report was commissioned by the Tenants and Residents Association (TARA) in January 2018.

Context

Hulme and the Redbricks housing estate

Hulme is a largely residential neighbourhood just south of Manchester city centre. The Bentley House housing estate (known locally as 'the Redbricks' estate) is a small area of Hulme, consisting of three parallel streets, with three-storey red brick street-length blocks of flats built in the 1940s.

In 1913 Hulme was the "poorest and most neglected district of the city".² In the 1960s the biggest slum clearance programme in Europe took place in Hulme. With the exception of the Redbricks almost the whole area was bulldozed, and strong local communities were scattered.

In the 1970s system-built high-density blocks of flats were built for some 12,000 people, few of whom

¹ Abacus Access, *Community-led urban regeneration on the Redbricks Estate, Hulme, Manchester*. Sostenga Case Study. Available at: <https://www.redbricks.org/files/2010/07/Case-Study-5-Redbricks.pdf>

² Russell, Charles E. B. (1913) *Social Problems of the North*. London: A. R. Mowbray

had lived in Hulme before. The new flats were poorly constructed and their design faults showed quickly.

By the 1980s, families were being replaced by large numbers of single people. Vacant flats and lack of maintenance by Manchester City Council strongly affected the neighbourhood. Large numbers of people with illegal drug and alcohol addictions were moved in by the Council. The police virtually abandoned the area, and social tensions increased.

Over time the neglect by the Council allowed the buildings, the environment and the social diversity of the area to deteriorate, until by the 1990s Hulme was seen as an unpleasant and a dangerous area to live and homes in the Redbricks became difficult to let. The empty flats created a space which enabled an alternative scene to develop in the area and Hulme became an important part of Manchester's developing music and artistic scene. Using community organising and self help approaches many initiatives nourished such as community newsletters, radio, neighbourhood festivals, performances and campaigns.

The wholesale clearance and redevelopment of Hulme took place throughout the 1990s, leaving the Redbricks as an island of council housing surrounded by a mix of private rented, private owned and social housing. In 2008 most of Manchester City Council's housing stock was sold, much of it to new not-for-profit social landlords. Since then the Redbricks has been owned and managed by the Registered Social Landlord now called One Manchester.³

The housing trust has invested in the estate's physical fabric and environment, and their rehousing policies have meant that a more diverse range of people now lives on the estate. Meanwhile residents have determinedly organised to meet their needs and improve the estate.⁴

Economic and social characteristics of the area

Hulme is currently undergoing a significant regeneration, with the notable recent addition of a university campus and student housing. The change in housing has changed the social profile of Hulme, with more affluent people moving there to be close to the city or the universities, while those poorer people who have not been 'dispersed' to outlying areas continue to live in what are referred to as 'pockets of deprivation'. In this sense, there is a diverse population with students and residents reflecting many years of immigration including Irish, Afro-Caribbean, Somalian, Eastern European, Afghan and Iraqi patients at the local GP practices.

The level of deprivation of Hulme can be seen in the UK government's Indices of Multiple Deprivation (IMD) for England. Deprivation rates range from the highest levels of deprivation at level one to the lowest at level ten. Within that range, Hulme is at level two.⁵ Moreover, the overall IMD ranking for Hulme got worse between 2010-15.⁶

³ <https://www.onemanchester.co.uk/>

⁴ <http://redbricks.org/history/>

⁵ Combrook Medical Practice. Quality Report. Care Quality Commission, 2016. Available at: https://www.cqc.org.uk/sites/default/files/new_reports/AAAF0162.pdf

⁶ Information sourced in Table 1i included in: Manchester City Council, Manchester Population Health Plan Compendium of Population Health Statistics. June 2018. Available at: http://www.manchester.gov.uk/download/downloads/id/26092/compendium_of_population_health_statistics.pdf

This level of deprivation in Hulme is illustrated by, for example, the life expectancy, which is below the average for England - the England average is 79 years for males and 83 years for females, life expectancy in Hulme is 74 years and 80 years respectively.⁷ Moreover, 57.1% of the Hulme population are in receipt of out-of-work benefits with a mental health disorder, a percentage that is significantly higher than the central Manchester average.⁸ There is a high proportion of the population that require a 'very high' level of support, more than double the Manchester percentage⁹. Likewise, the proportion of life spent in good health is of 29% for males and 27.4% for females, compared to 49.7% and 46.1% respectively for England.¹⁰

Further information about the Redbricks in particular needs to be found in a variety of data sources, such as the Manchester City Council, Public Health England, Mosaic profile, One Manchester and the census, given that none of the sources is able to provide comprehensive socio-economical information about the entire area of The Redbricks only.

At the LSOA level, the health data shows high levels of ill-health in The Redbricks.¹¹ Diagram 1 below shows The Redbricks, included in the area highlighted with a blue border, under the category of bad health or very bad health. Fair health, which also classifies as 'not good', is also significantly worse than surrounding areas¹² and compared to Hulme overall¹³. Furthermore, it has been reported that 34.34% of tenants have an impairment, disability or vulnerability¹⁴.

⁷ See footnote 1

⁸ Information sourced in Table 5b included in: Manchester City Council, Manchester Population Health Plan Compendium of Population Health Statistics. June 2018. Available at: http://www.manchester.gov.uk/download/downloads/id/26092/compendium_of_population_health_statistics.pdf

⁹ Hulme, Moss Side and Rusholme Mosaic Profile, a combination of socio-demographic factors. Available at: http://www.manchester.gov.uk/download/downloads/id/24337/mosaic_profile.pdf

¹⁰ Information sourced in Table 6d included in: Manchester City Council, Manchester Population Health Plan Compendium of Population Health Statistics. June 2018. Available at: http://www.manchester.gov.uk/download/downloads/id/26092/compendium_of_population_health_statistics.pdf

¹¹ The Redbricks is included in two different Lower Super Output Areas (LSOA): one is the part of Hulme that is the E01005213, which comprises two-thirds of The Redbricks (Humberstone & Hunmanby Avenues, Clarendon (Redbricks-side only) and Hulme Streets, and also other parts of Hulme, across to and including St. George's; the other third (Rockdove Avenue) is part of E00026386. For the purpose of this report and on the basis of local knowledge, it's been assumed that the LSOA E01005213 is able to represent the Redbricks better than E01005212 in terms of socio-economic factors, housing type, education, and economic activity.

¹² This data provides 2011 estimates that classify usual residents by the state of their general health (self-assessment of a person's general state of health). The estimates are as at census day. Note: ward data based on best-fit of Output Areas to wards.

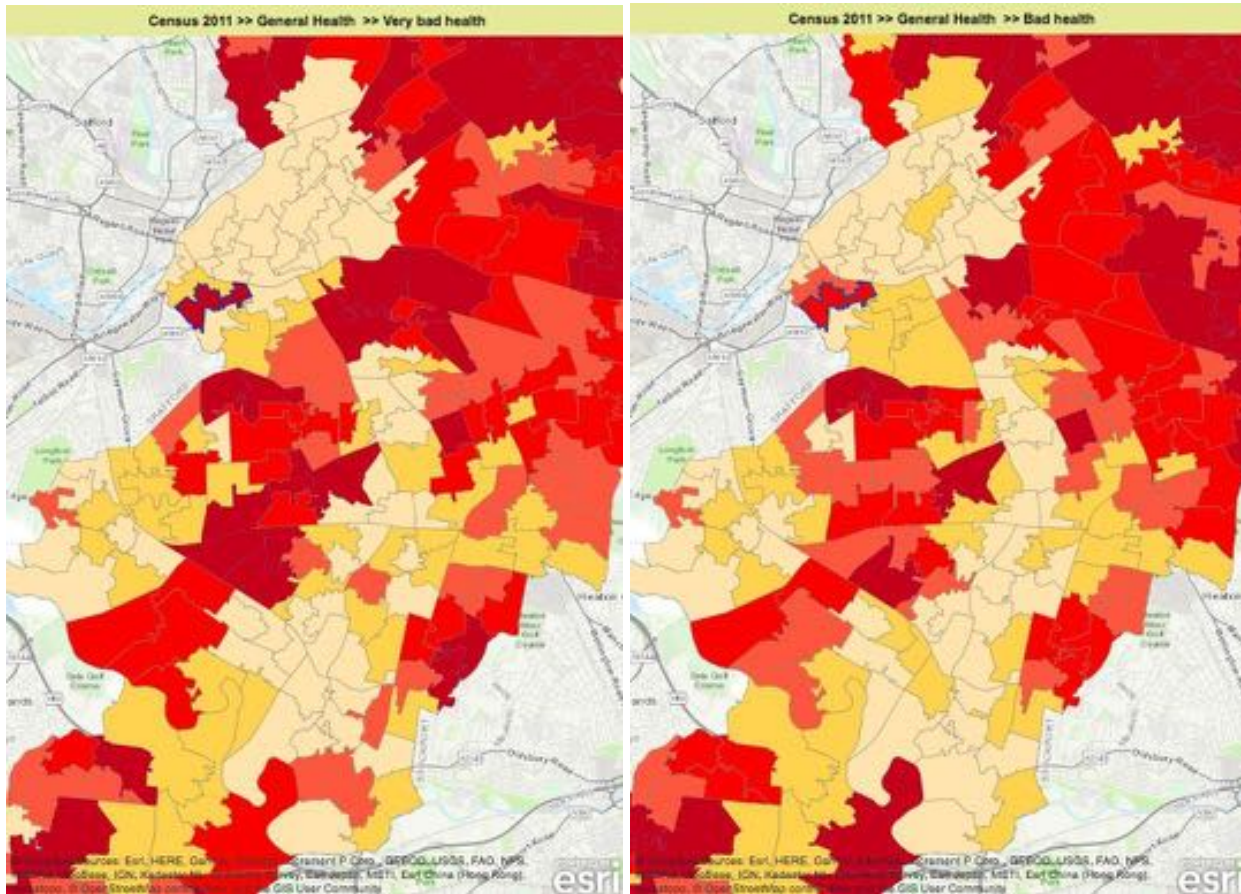
¹³ Intelligence Hub (Manchester Statistics). Available at:

<https://dashboards.instantatlas.com/viewer/report?appid=055055d192bd4dd5856e3238d481769d>

¹⁴ Source: unpublished One Manchester data, 2016. Note: the percentages are for their tenants only, rather than leaseholders, i.e. 60% of the households on The Redbricks.

Diagram 1: Level of bad and very bad health on The Redbricks

Source: Manchester City Council, Intelligence Hub (Manchester Statistics)¹⁵



It is known by residents, and supported by available data (from One Manchester, Public Health England, GP surgery reports, census 2011; see footnotes for sources) that the Redbricks has above-average levels of mental health problems and substance abuse (alcohol and various illegal drugs, from soft drugs such as cannabis, to hard drugs such as heroin), compared to most of the rest of Hulme and wider surrounding areas. The impact of living next to two major roads, as sources of noise and air pollution, is also significant¹⁶.

Diagrams 2 and 3 below shows the mix of different residents in terms of employment status. Whilst the Redbricks has a higher proportion of economically active residents in comparison to Hulme, presumably newly arrived residents attracted by the location near the city centre or the universities, there is double the percentage of long-term sick or disabled.^{17 18} However, it's noteworthy that a higher proportion of residents in the One Manchester data identified as 'not seeking work' than in the ONS data.

¹⁵ See footnote 12.

¹⁶ See footnote 1

¹⁷ Output Area E00026379. Available at: <https://www.nomisweb.co.uk/reports/localarea?compare=1254122448>

¹⁸ Census Hulme Ward. Available at: <https://www.nomisweb.co.uk/reports/localarea?compare=1237320369>

Diagram 2: Socio-economic characteristics of The Redbricks compared to the wider ward of Hulme

Source: data from Office of National Statistics (see footnotes 16 & 17), Abacus Access graphic

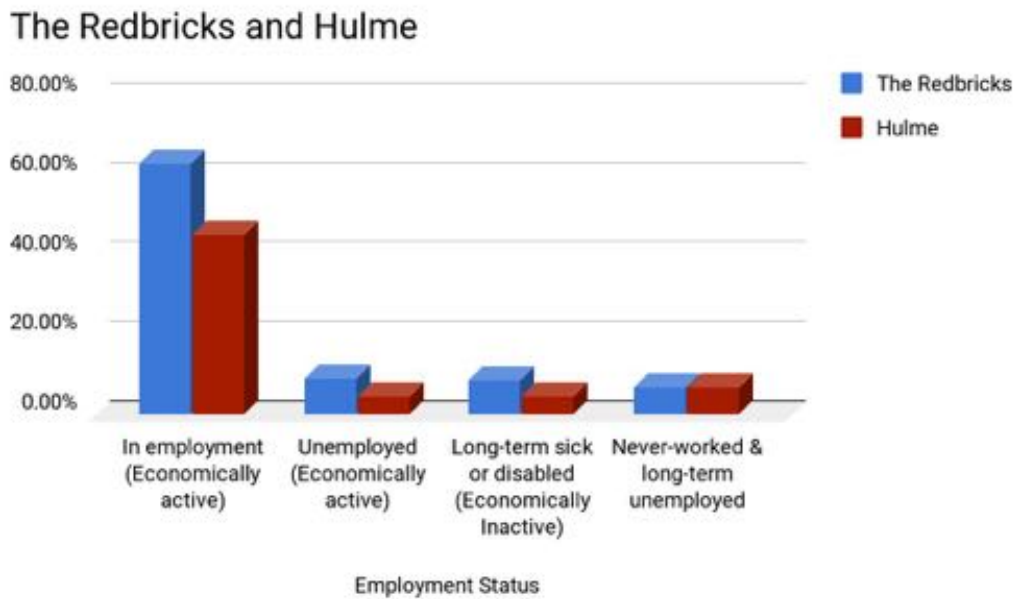
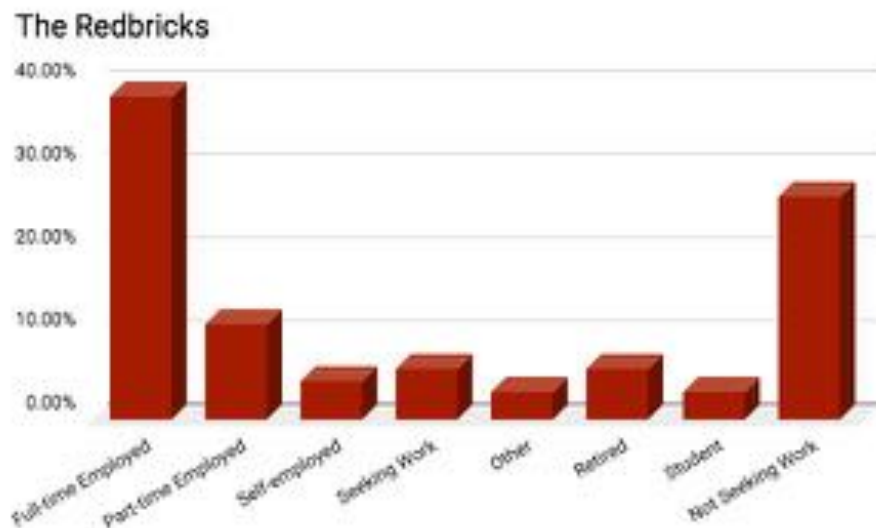


Diagram 3: Socio-economic characteristics of The Redbricks

Source: unpublished One Manchester data (see footnote 13), Abacus Access graphic



The Redbricks is a diverse estate linguistically and ethnically. Diagrams 4 and 5 illustrate this social reality, with an overview of the different languages spoken in the area, broadly similar to surrounding LSOAs. Despite English being the main dominant language, there are over 21 different languages spoken, though only two households were identified where the main language is not English.¹⁹ This is a factor to be taken into account for communication activities in the neighbourhood.

Diagram 4: Detail of specific languages at LSOA level.

Source: Manchester City Council, Intelligence Hub (Manchester Statistics²⁰)

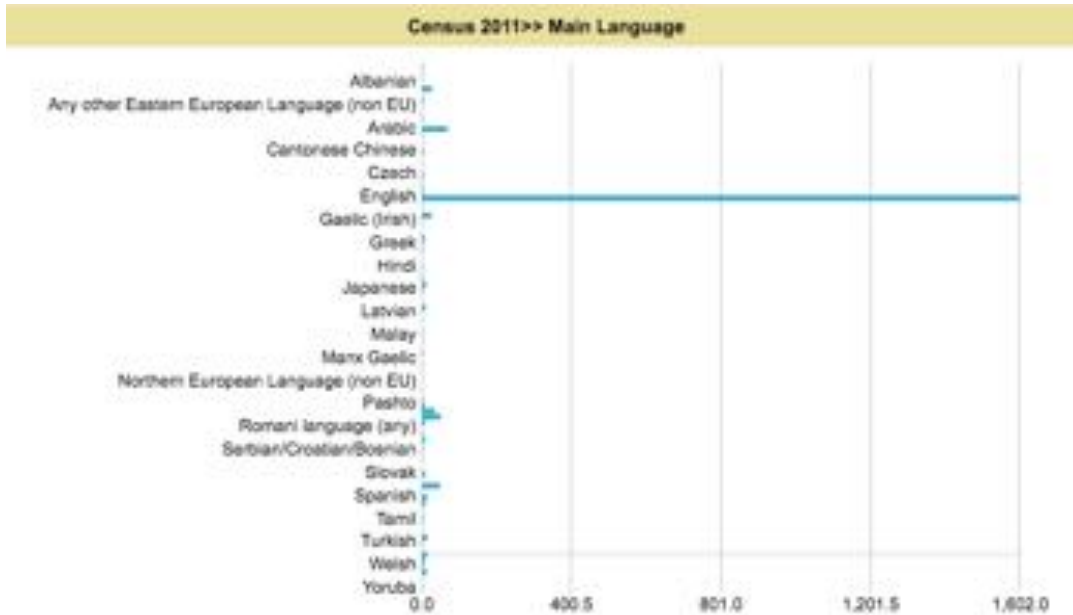
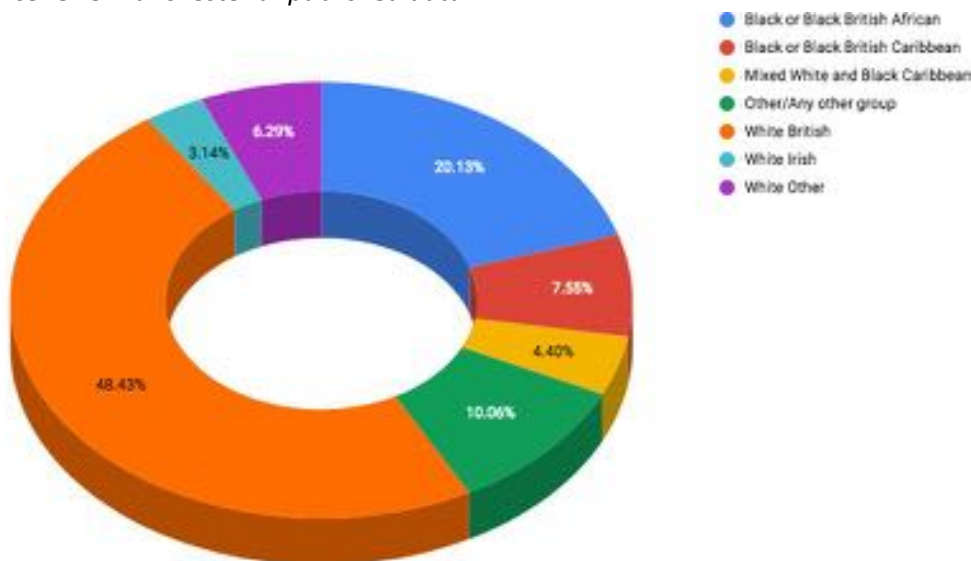


Diagram 5: Ethnicity for tenants of The Redbricks

Source: One Manchester unpublished data



¹⁹ Data from One Manchester, provided in private email correspondence

²⁰ See footnote 12

The level of internet access for Hulme is poor, with “27.2% unlikely to have access”.²¹ Despite there has been a pioneering community intranet²² since 1998 on The Redbricks, local knowledge suggests that there are significant inequalities in digital inclusion²³, which has a noteworthy impact on already marginalised communities.

In conclusion, the Redbricks largely resembles the socio-economic profile of the rest of Hulme but it also shows some specific characteristics, namely a significantly higher level of deprivation in terms of mental and physical health, substance abuse and socio-economic profile. These are very relevant characteristics that need to be taken into account when designing any social intervention and engagement in the neighbourhood for it to be effective and successful.



At the Celebrate! Launch event, residents wrote ‘Welcome to the Redbricks’ in their mother tongue

²¹ 27.2% of the population are unlikely to have internet access. (ACORN Classification data, 2013. Copyright CACI). Available at: <https://www.manchester.gov.uk/download/downloads/id/22230/hulme>

²² <https://redbricksnetwork.wordpress.com/>

²³ <https://redbricksnetwork.wordpress.com/history/>

Project Development Process

Step 1 - Needs assessment

As explained above, The Redbricks has become much more culturally and linguistically diverse with new housing policies since the 2008 transfer of the estate from council ownership to a social landlord. While the estate has seen more affluent residents moving in as well, socio-economic and health issues still are significant issues for most residents.

For the purpose of Celebrate!, active residents linked to the Tenants and Residents Association carried out a needs assessment of the population-level needs of residents on the estate. This built from a previous needs assessment carried out on a large-scale in 2009 for the Green Zone project,²⁴ and was further developed at community events and through conversations throughout the calendar year. Groups and organisations that had previously run or offered activities on the estate were approached for evaluative feedback, to inform the proposed programme of activities and events, and to identify other unmet needs of the local population.

The main issues identified were: social isolation, loneliness, mental health, substance abuse, digital exclusion, Islamophobia, lack of connection to neighbours and place, poverty, exposure to noise and air pollution, long-term illness, unhealthy eating, damp housing, and fuel poverty. Moreover, it was recognised that some communities on the estate are marginalised and under-represented in community activities.

Furthermore, it was recognised that given that there is a persistent link between social inequalities and health, addressing social needs would be effective from a health care and wellbeing perspective.²⁵ On that basis, the project would have to focus on tackling the social determinants of health, the factors that impact residents' resilience and ability to meet their needs, deal with challenges and change, and thus focus on health and wellbeing outcomes.

Step 2 - Identification of Aims and Objectives

The aims of the project became clear through identifying population-level needs both from public data sources and from anecdotal evidence from residents,²⁶ in addition to examining the history of health and wellbeing interventions over the last 20 or so years.

The main aims were:

- To celebrate the rich history of diversity, solidarity and bridge-building across generations and cultures that have made The Redbricks a unique neighbourhood.
- To reach out to disengaged residents with collective activities in The Redbricks and encourage their participation in community activities, building community spirit and connections between neighbours.

²⁴ <https://greenzonetoolkit.co.uk/ways-of-organisingparticipatory-evaluation/>

²⁵ From the 2010 Marmot review and studies, available at: <https://fingertips.phe.org.uk/profile/wider-determinants>

²⁶ <https://www.redbricks.org/files/2010/07/Case-Study-5-Redbricks.pdf>

- To address population-level needs through a variety of interventions as part of the programme and through the organisational model of the project itself.

The main objectives of the project were:

- Objective 1: Develop and deliver a one-year long calendar of activities including large events, workshops, and small-format events to celebrate the history and resident communities of The Redbricks.
- Objective 2: Increase the number of active residents on the estate, especially amongst newer neighbours.
- Objective 3: Increase the level of health and wellbeing of residents on the estate.

On this basis, Celebrate! had a strong focus on addressing social, physical and environmental conditions on the estate, and activities reflected these aims and objectives.

Step 3 - Project Design

The public design process began with a presentation of ideas to celebrate the 70th anniversary of the Redbricks at the well-attended Tenants and Residents Association (TARA) AGM in April 2016. Local residents suggested ideas for activities, taking into account local needs and challenges. A small team of organisers volunteered to work further on the proposals, including fundraising.

Moreover, several ideas were tested informally at various events throughout the year, including community meals and gardening days, as well as at the TARA committee monthly meetings. Key partners, many with an existing level of trust built with communities on The Redbricks, were contacted to refine the proposals and assess their ability to deliver activities and events from a Community Development perspective and in line with the aims of the project. In late 2016 the organisers finalised the overall project design and funding bid.

The project was designed with a strong Community Development (CD) approach, in order to maximise the participation and empowerment of residents throughout the delivery of the project. In this sense, it was agreed that all the preparatory activities would be facilitated from the basis of CD values and that many activities would be resident-led: the decor for the celebratory events would be designed and made by workshop participants, the Redbricks' 'coat of arms' flags created by residents, the street-theatre performance would be developed by participants, and the gardening activities and events based on an existing resident-designed plan. Furthermore, people involved through the year of celebrations would be celebrated for their activism in their community, through their achievements being highlighted - thus creating a greater sense of ownership - and also through a team-building session for those who volunteer frequently.

In terms of evaluation, the project calendar included various internal coordination meetings where activity leaders would report back evaluation from attendees and their own feedback. Moreover, various indicators of success were identified in advance by the organising committee:

Project Delivery

The calendar of activities for Celebrate! was a very comprehensive compilation of workshops, events and activities designed to meet the aims of the project. It was organised in two seasons: March to July and September to December 2017. Each season consisted of one main large event, small-format community events, and workshops of different kinds.

Season 1 (February to July):

Workshops: 70th anniversary decor-making (x3), Redbricks flag-making (x3), fancy dress making, street theatre (x2), basic computer skills (x3), gardening (raised bed building), gardening (sowing and planting), gardening (maintaining and feeding x2), gardening (autumn planning), film-making, bat-walk.

Small-format community events: Celebrate! launch event, outdoor cinema and pizza oven evening, Spring Party, including street theatre performances, circus activities and egg-hunt

Big event: Big Summer 70th birthday Celebration

Season 2 (September to December):

Workshops: Upcycling (x4), Halloween craft weekend with costume making, Basic Computer Skills (x2), Skills to help you find a job

Small-format community events: World Meal, Halloween (Spooky Walkabout and Meal), Spirit of Hulme film and discussion night

Big event: Finale Celebration

Co-ordination was done by a small core team of volunteers that took care of publicity, outreach and other functions, with individual events and activities led by residents and external organisations. Feedback from event and workshops organisers and the participants was fed back to the co-ordinators, who gave updates at the monthly Tenants and Residents Association meetings, ensuring additional accountability.

The venues chosen had different capacities appropriate to the activities. Most of the workshops took place in a community space on the estate with limited room and equipment, while the street theatre and film-making workshops took place in bigger rooms at the nearby university campus. The bat walks were outdoors, as was the first film screening. All the other events took place at the Procter's Centre except the film screening & discussion which took place at the Yard Theatre.

Publicity and outreach was predominantly done by season and individual event posters put up in each block (of six flats), outside around the estate and on the redbricks.org website, [social media](#) and internal forums and lists. Many of the second season workshop and events flyers were additionally delivered door-to-door. The big events relied on existing social structures to engage residents in the delivery and encourage participation; the World Meal notably involved talking to (known and) unknown neighbours and inviting them to cook. The main publicity was translated in languages chosen based on local community knowledge and census data.

Encouraging participation in community activities was also supported by the participatory nature of the events themselves and the responsiveness of the facilitators - the decor for the celebratory events was decided and designed by workshop participants, and the 'coat of arms' flags for each street followed a visit to a collection of banners to inspire ideas and an estate-wide consultation. Similarly the

performances were designed and delivered by participants in spring and summer, and the finale involved ex-residents in both the music, procession and fireworks, as did the filming of events. The gardening activities were based on an existing resident-designed plan.



Half-way through the programme there was a meeting to review the first season, focussed on the aims of the project and how the outcomes could be improved and built upon. In particular, there was a reflection on whether the Community Development approach had been successful in tackling social isolation, boosting community spirit and bringing generations together. It was already noted that the capacity of the organizing committee was overstretched and that the limited human resources should be devoted to reinforce the capacity for outreach.

*Left picture: Sewing workshop
Below: Egg Hunting Street Theatre*



Impact and results

Following the indicators of success, the results and impact were assessed by the organising committee at the final evaluation meeting which took place in December 2017.

Indicator: number of events, diversity of events and appropriateness to celebrate the history and communities of the estate.

In total, there were 25 workshops, 6 small-format community events and two bigger ‘open to everyone’ events, covering different styles and a wide range of needs. At the evaluation meeting, co-ordinators and event leaders appraised that the calendar of events had been appropriate to cater to different interests of residents and that participants had given very positive feedback about the range and number.

Still, some workshops were better attended than others, sometimes appropriate for the activity, aim or venue, and at other times they’d failed to engage (see Diagram 7 for further specifics on participation). Many activities were also ones that were developed from existing ideas, many of which had been run previously, delivered by people already engaged; as such, the reach to currently marginalised communities was likely to be limited. Amongst the most successful activities, the World Meal stand out with a higher degree of diversity, as it attracted at least 25 new residents from different backgrounds to participate and bring a typical meal from their country of origin or their class or regional background, thus increasing understanding between communities and cultures.

In terms of satisfaction of residents with the activities, the results of the final evaluation (in Diagram 6 below) conducted in December 2017 shows that there was a high level of enjoyment for most activities and events, with the most mixed responses being for the Summer party, Easter and Halloween, though without any qualitative data on why people felt that. It should also be noted that there are more evaluation dots for some activities than took part in that activity, hence the dartboard should be taken as indicative, with a subsequent margin of error. Of the large and small-scale events, the World Meal and Finale have the highest proportion of ‘much enjoyment’, with similar proportions for smaller workshops such as sewing, flag-making and gardening.

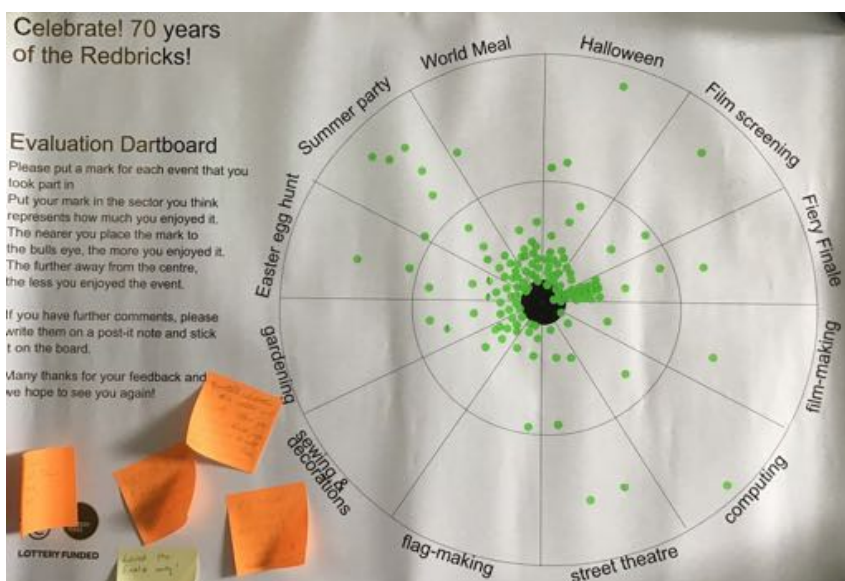


Diagram 6: final evaluation of activities and events by participants
Source: *Celebrate! project*

Indicator: number of participants and attendees at events and workshops.

Diagram 7 below shows the number of participants in the different workshops as reported by each workshop lead. The most successful workshop was the Bat Walk with 40 participants (subsequently re-run in August with 15 new participants), followed by Halloween costume-making (8), sewing (7) and fancy dress making (6). Gardening, street theatre, basic computer skills and work skills were poorly attended and the film-making workshops had no participants which with a lack of direct recruitment also meant there were no residents helping film events and learning skills throughout the year.

Diagram 7: Number of Participants in Workshops and Activities in Celebrate!

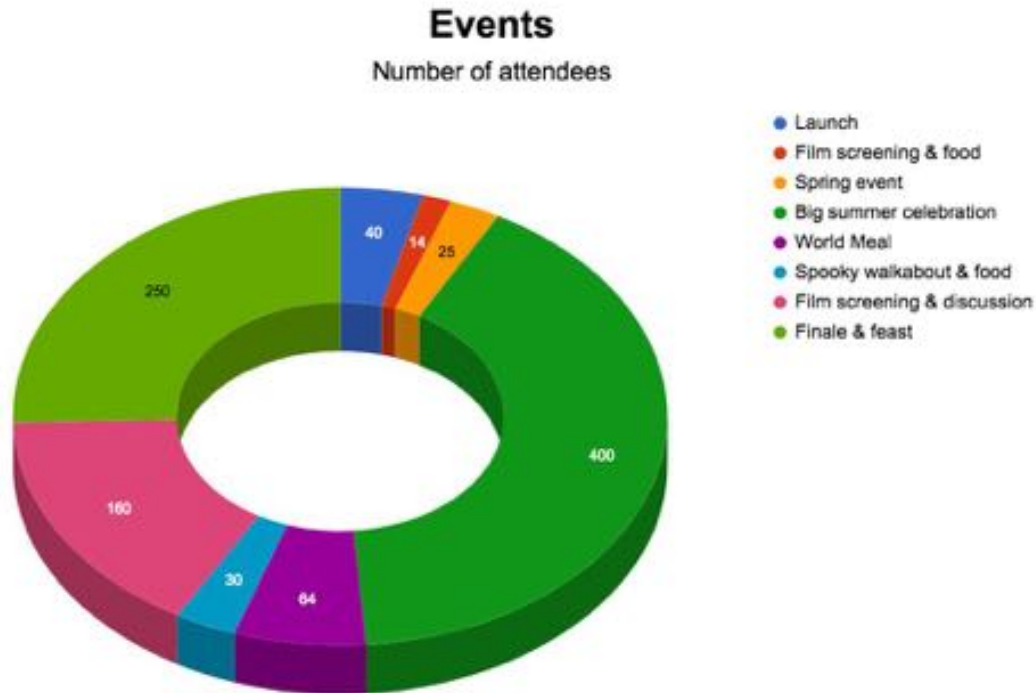
Source: data from Celebrate! organisers, Abacus Access graphic



In terms of the level of participation in events, numbers were much higher than in workshops. The Big Summer celebration was a great success with 400 people and many residents performing, organising family activities and food, and running other aspects of the event. The Finale was attended by 250 people again with active participation by many in the lantern and torch-lit parade, or the provision of refreshments. Amongst the small-format community events, the film screening and discussion was a great success with 160 participants, followed by the World Meal, which saw 64 participants.

Diagram 8: Number of Participants in Events in Celebrate!

Source: data from Celebrate! organisers, Abacus Access graphic



Indicator: increased number of people taking on organising roles, engaging with the estate’s community life, starting up new groups or projects, especially looking for 'new faces' (i.e. increased diversity of people involved, better reflecting estate profile).

Since Celebrate!, some new people have stepped forwards to take on community initiatives. Four initiatives are outlined here to illustrate this point: firstly, a group of neighbours came together to organise The Redbricks’ first ever participation as a community group in the Manchester Day Parade, in June 2018; secondly, new residents that were not previously active have taken on responsibility for social media and the website for the estate, and the TARA committee has had new people join; thirdly, a new group who met at the sewing workshops is pursuing funding to set up a sewing club; and fourthly, a new resident, previously dis-engaged, made a film about the finale.

In conclusion, Celebrate! motivated new residents to step in and participate in community life, and some of those took on active roles; however, despite a higher than average level of participation, those active currently still remain a sub-set within the total number and diversity of residents on the estate.

Indicator: increased level of participation in group activities, increased personal resilience and social connections, taking part in activities beneficial for mental or physical health, improved self-assessed levels of wellbeing, increased organising and problem-solving skills, and skills to save money or access to cheap or free food and goods.



Participation levels in group activities did increase through the extensive programme. Anecdotal information was fed back by event leaders though not in a systematic or consistent way. Participants in workshops enjoyed meeting neighbours and demonstrated increased levels of skills that if continued would meet such indicators. The Bentley Exchange²⁷ - sharing free items - was promoted throughout.

World Meal event at Celebrate!

The assessment of the organising group is that Celebrate! significantly increased the level of relationships on the estate and thus reduced isolation, which was one of the critical needs identified. This happened through the co-ordinating process between a dozen or so residents, and also provided many spaces where residents interacted and new meaningful relationships were formed. Celebrate! connected residents to the organisations that provided workshops or events such as Hulme Community Garden Centre, the Zion Community Resource Centre, Stitched Up, Reel Manchester, Rockdove Rising Housing Co-op, and Age-Friendly Moss Side and Hulme, amongst others, many of which provide services and support that could meet these indicators on an ongoing basis.

In general, Celebrate demonstrated the organising capacity of residents on the estate, and provided a new sense of possibility to continue organising and celebrating the Redbricks estate and all its communities.

²⁷ <https://www.redbricks.org/2017/02/03/bentley-exchange-your-monthly-zero-waste-austerity-busting-bring-and-take-stall/>

Conclusion and recommendations

Celebrate! was a major organising milestone in the history of The Redbricks. It's been one of the most ambitious projects in the last 20 years and it's given some of the best results.

Celebrate! honored the history of the Redbricks and managed to engage a significant number of people participating in and being excited by a wide range of activities, as was the legacy, skills and 'community capital' built over the course of the two seasons. Overall, it was a very ambitious programme that was successful to different degrees in all three objectives.

Still, important lessons need to be taken into account for future projects.

Attempts to engage newer and more diverse residents were commendable but not as successful as hoped, through failings in the design of publicity and descriptions translated. The whole season poster was ambitious in scope. This first attempt to engage different communities resident on the estate through translating outreach materials can be built upon in future, both through similar means and taking into account the data in this report on language, but most importantly through direct face-to-face contact. The World Meal was a notable success in this respect and could be used as a model.

In terms of internal coordination, the advance design of the organising process is very important, and the commitment of co-ordinators is absolutely key. There need to be mechanisms in place in case core volunteers drop out or are too busy to commit adequate time to their project role, which can be challenging when the project is organised on a volunteer basis and there is inadequate community accountability. The monthly TARA committee open meetings and AGM are a great foundation that can be developed further to build engagement and effectiveness, with more thought needed around aims, methods of sharing information and meeting agenda-building. An audit of training needs would aid this process.

In terms of project design, activities need to be carefully determined according to the capacity required and the likely outcomes, with contingency planning built in. More engagement and testing is needed with a wider range of residents to inform the choice, design and framing of future activities to ensure the most effective outcomes for the wellbeing of all on The Redbricks.

Furthermore, this report advises a general approach based on a Community Development approach and an asset-based approach focussed on wellness and what makes residents healthy, with the following specific recommendations to build into a project plan and timescale:

- Action at the TARA level to ensure participation into the decision-making process.
 - TARA committee made to feel more approachable, through poster and newsletter with photos of members, key work and successes, and invitation to contact for advice and help.
 - Offer training to TARA committee members and other active community volunteers in Community Development, outreach and project management skills, as well as other skills identified through a skills audit.
 - Create a new strategic plan for Community Development targets on The Redbricks, following an open event to gather needs and ideas.

- Action at the community level to increase well-being level on the estate and reduce isolation.
 - Regular community meals, with cheaper prices for children to address children living in poverty (as per [Greater Manchester Population Health Plan](#)). Starting separate People's Kitchen meetings.
 - Build on World Meal success by holding at least annually based on the same model.
 - Continue to support older residents, to avoid falls (as per GMPHP), isolation and aid their ability to care for themselves with support at home, as part of the community, in partnership with Age-Friendly Moss Side and Hulme and other organisations.
 - Activities to improve residents' cardiovascular & respiratory issues (as per GMPHP), as well as obesity, including physical activities such as gardening and access to green space for walking.
 - Outdoor recreation: promote use of existing green spaces and 'keep fit' features of the redesigned Hulme Street, and advocate for 'green gym trail' in Hulme Park.
 - Support Bentley Bike Club to restart, with offered help from Cycling UK, to support affordable and sustainable transportation and sharing of skills, and other beginners' cycling activities, using the data in the [Propensity to Cycle tool](#).
 - Support bike repair club and other initiatives to encourage physical activity for mental and physical health, and self-reliance, in line with Public Health England's [Everybody Active, Every Day](#) framework.
 - Continue working to decrease social isolation, through neighbourhood events of different scales.
 - Promote digital inclusion through the Redbricks Intranet Collective, increasing coverage and organising events to bring service users together.
 - More kid-focussed activities that are culturally accessible for Muslim residents and other faiths that would not feel comfortable to go to events billed as, for example, Easter, Christmas or Halloween.
 - Address additional needs identified through Celebrate! but not reflected in programme, such as: damp homes and fuel poverty.
 - Explore feasibility of ideas for the future already identified, i.e. Mancunian Way sound barriers and a community space potentially in a shipping container on the allocated Hulme Street location.
 - Build on relationships built with [buzz](#) (Manchester Health & Wellbeing Service) through the course of Celebrate so they can identify needs with a Community Development approach and offer some health interventions, e.g. inviting them along to existing community events or meals to do a creative health audit.
 - Identify services that can do place-based work where there are higher levels of mental health issues and substance abuse, especially if it identifies and trains residents to act as peer advocacy and support. Likewise for other long-term health conditions.
 - Offering and extending needed services and practical skills to residents, around which can meet across difference, e.g. Redbricks Community Intranet, family and young child-focussed regular activities, saving money on your bills and energy efficiency, and a community laundrette or other practical flat space-saving initiatives.
 - Greater weight to practical services-focus and for example, tours of the estate for new residents or a chance to meet the TARA committee, rather than activities that in the first instance expect commitment or volunteering. The expectation on participants can act as a barrier to turning up and can feel like it outweighs the benefits.

