

Hwb Cymunedol Cei Newydd



New Quay Community Hub

**Year 1 Report**  
**November 2024**  
**By Sharon Evans**

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## 1. Introduction

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New Quay Memorial Hall was built in 1925 in memory of those fallen in the First World War. Since its construction, it has provided a vital space for community activity. In 2019 a CIO was established to initially renovate and then to develop the vital community resource into a community hub.

Hwb Cymunedol Cei Newydd/New Quay Community Hub aims to 'rejuvenate New Quay Memorial Hall and keep it open as a useful community space' and objectives 'to secure funding and to repair and improve the facilities so that it remained a viable and self-sustaining asset for the entire community'.

In November 2023 the Hall Committee were awarded £144,000 from The National Lottery Rural Futures Community Fund. This money supports a full-time Development Officer whose task is to develop and enhance activities in the Hall and to develop the resource as a Community Hub.

This report highlights the main events and achievements made by Hwb Cymunedol Cei Newydd in its first year of funding from The National Lottery Rural Futures Community Fund. It includes case studies illustrating the range of activity and support that has been provided.

The CIO is very grateful to the Fund for giving them the opportunity to address some significant issues in the local community.



## **2. The Story of Our Project So Far**

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The primary purpose of the Lottery funding was to recruit a full-time Development Officer with the aim of creating a Community Hub, building on the foundation of activities already offered by New Quay Memorial Hall. The intention is to increase the range of support to the Cei Newydd / New Quay and the surrounding rural community.

The project began in November 2023 with the appointment of a Development Officer. This appointment did not work out and, after 3 months in post, the officer resigned. With the agreement of the Lottery and following a recruitment process that attracted no applicants, Sharon Evans, a trustee of the Hall took on the post. Tis appointment has brought focus, drive and stability to the project.



The Development Officer role has meant that the doors of the Memorial Hall are open more often and for longer. This has proved invaluable in supporting the range of activities already operating in the Hall as well as the development of new services and activities.

As awareness of the Hub has increased, the Hub has witnessed an increase of “walk-in” queries ranging from how to complete a bus pass application and how to use a computer to enquiries about services available for care needs at home. The Hub has provided a point of contact for other public services including a request to facilitate a residents meeting with the local councilor to discuss local bus services.

The project is focused around 4 key themes:

**Money Matters – helping with the cost-of-living crisis.**

**Health Matters – helping individuals avoid social isolation.**

**Education Matters – sharing skills and knowledge to benefit all.**

**Community Matters – raising awareness of the Hub as a place for all.**

New initiatives have been taken forward under each theme and Development Officer time has enabled some existing initiatives to expand or be put on a firmer footing. This has only been possible because of the resources the Development Officer brings.

### **Project Themes**

Set out below are some examples of activity that has been undertaken under each theme. Case studies and quotes are used throughout the report to illustrate the beneficial impact the project has already had.

## **Money Matters – helping with the cost-of-living crisis**

Financial and personal advice delivered by Citizens Advice. Quarterly sessions offering guidance are held at the Hub.



New business support from Antur Cymru

8 people benefited from an outreach Business Surgery in April. They were given advice and guidance to help them with their entrepreneurial endeavours.

The Hub has provided services that help people to save money. Examples include community clothes rails and a children's toy box/ book stall. Case studies on these projects are written up below.

## CASE STUDY: CLOTHES RAILS



The clothes rails offer 'pre-loved', clothes in excellent condition, which are donated then passed on at 'give what you can afford' prices. This approach helps the Hub to reach out to those who may feel uncomfortable about receiving charity.



The initiative originally focused on children's clothes, school uniforms and adults' coats. As the popularity grew, donations of all clothes were accepted. The main clothes rails are available normally during Friday markets, but during winter months, free warm coats are made available Monday- Friday 9-4pm in the foyer of the Hall to support those most in need. It is estimated 25 people benefited directly from this winter giveaway of coats, jumpers, hats and gloves.

Other developments include the provision of sanitary products and soap available for FREE and a Bra Bank Against Breast Cancer, placed on top of the rails.

The Development Officer has helped this initiative develop and the next stage is to 'recruit' a Clothes Rail Champion. This role will help to extend availability and set up a Gift Aid Scheme to maximise income. The aim is to increase the amount of clothes being recycled and possibly offer a repair service.

The project has learnt that people don't like to come into the main hall where the clothes rail is, possibly because they don't want people to see that they are having them for nothing or buying items off the clothes rail.

All clothes are checked by the Development Officer. Many items received have still got tags on them.

Unwanted clothes are donated to a local school, which receives money through a clothes recycling scheme. 86 bags have been diverted from landfill using this scheme and raised much needed funds for the school and 15 bags have been diverted from landfill using this scheme and raised much needed funds for Bro Sion Cwilt Rowing Club.

The project aims to get more clothes onto the rails in the second year so that more people can benefit.

### **CASE STUDY: THE TOY BOX / CHILDREN'S BOOK STALL**

The toy box/children's book stall is available at the Friday market. Items are available for a small donation or for free. Children love to browse the items on offer.



In the last few months, children's DVDs have been added to the stall. This has been very popular, as many families don't have Netflix or other subscription television. DVDs are sold for £1 and any leftover are placed in the foyer to be taken away for free.

During October, bags of soft toys were given to the DPJ Foundation, a local charity supporting mental health in the farming community.

Another new initiative for young children has been the setting up of a new Beaver colony.

### **CASE STUDY: BEAVERS**



**Beavers is for children aged 6-8yrs of age. A local colony started at The Hall just before the summer holidays as a taster session and has gone from strength to strength.**

**They meet on a weekly basis at The Hub and have already had a sleepover at the hall, done local activities, and gained various badges.**

**The colony needs new volunteers to take a role so that New Quay Beaver session can carry on.**

**One of the leaders said:**

***“New Quay hub has been very supportive for New Quay Beaver colony, a satellite section from Aberaeron and New Quay Sea Scout Group. We have been invited to join in with different activities throughout the Summer, and to help with the Garden project. Very friendly and inclusive.”***

## Health Matters – helping individuals avoid social isolation

Isolation is a serious issue for people living in rural areas. This is especially the case for older people. The following strands of The Hub's work help towards overcoming isolation.

### CASE STUDY: TUESDAY LUNCHEON CLUB

**TUESDAY LUNCH club £8**  
Starting  
8th October @ 12.30 pm  
Menu  
Sausage & Mash  
Cheescake  
Tea, Coffee or Cold Drink  
Pre-booking required, please scan QR or contact Sharon 07949 426 609

**CLWB CINIO DYDD Mawrth £8**  
5ed o Dachwedd @ 12.30yp  
Bwydlen  
Shepherd's Pie  
Crumble afal a cwstard  
Te, Coffi neu diod oer  
Angen archebu lle, sganlhwch y cod QR neu cysylltwch a Sharon 07949 426 609



The first Tuesday Luncheon Club was held on Tuesday 8<sup>th</sup> October. 6 people attended. All guests were happy with their meals. The next session will take place on Tuesday 5<sup>th</sup> November. 6 six people have already booked.

A Warm Hub was established November 2023. It is open weekdays throughout the winter, offering the community (of all ages) a warm space, with free teas and coffees and a friendly welcome to chat and meet friends, old and new. Around 12-15 people come on a regular basis, making new friends, chatting and playing games - many of whom don't have family for help or support. Since coming to the warm hub, many have now joined other activities at the Hub.

25 free warm packs consisting of a hot water bottle, insulated mug, thermal clothing and blanket/throw, were given to vulnerable members of the community to help keep warm during the colder period. Recipients were delighted with the items and commented on the fact they were free and would certainly help them stay warm at home. The plan is to get more warm packs and offer them to vulnerable members of our community.

Exercise and keeping fit is an important part of a healthy lifestyle. A case study on Short Mat Bowls is written up below.

The Rowing Club hold indoor sessions at The Hub. The sessions bring together the sea rowing members who would normally not be able to exercise as a group during the winter months. Sessions are open to non-club members, encouraging those new to this form of exercise to join a friendly and supportive group.

The impact the activities have is outlined in the quote below.

*"I have just started taking part in the activities and have been very welcome. I suffer from severe mental health problems and having the opportunity to participate in a place where I can feel safe and comfortable is a huge help. Thank you very much."*

Hub User

## CASE STUDY: FRIENDSHIP GROUP



The Friendship Group meets weekly to offer a warm friendly environment, for chatting, crafting, coffee and cake! It has been a great way to encourage intergenerational activity,



The adults have included the children in their games and drawing. All have thoroughly enjoyed themselves. The friendships have continued outside the group, and the Development Officer has been impressed by how the children have gained confidence and are happy to chat to the older members of the group. Both adults and children have learned new crafts which will help the children as they get older.

The Development Officer said,

*“I asked the organiser of the Friendship Group, whether the children could attend their sessions during the school holidays. The children adapted well to the needs of some of the adults, including those with dementia, wheelchairs and a specialised working dog.*

*The children have learned that when the dog is wearing its working jacket, they can't play with him.”*

**Education Matters – sharing skills and knowledge to benefit all**

The following are examples of some of the educational activities that have developed at The Hub.

Dysgu Bro – Digital Skills, is a series of weekly sessions to help people use devices like a computer, tablet or mobile phone for simple, personal and work tasks.



People learn how to find and use information on the internet, understand how to be safe and responsible online, communicate socially and professionally using email, messaging and social media.

The Hub has hosted a few courses open to all including:

- First Aid Courses - with 13 people attending.
- Safeguarding course Level 1 & 2 – 5 volunteers are undertaking this training and have commented that they feel more confident volunteering at different sessions as a result.
- Age Cymru Dyfed attend the Friday Market and bring a display of booklets and information, engaging with the stall holders and visitors. A bilingual Age Friendly Directory has recently been published which includes a range of information on transport, housing, social inclusion, as well as information on community support and health services and guidance about what if something happens to me?

*“Really enjoyed the workshop and was made to feel very welcome by everyone. It was great to take something home as well. Will definitely attend future workshops.”*

Hub User

A case study later in this report outlines how The Hub is working with the Ceredigion Youth Service to support its outreach work. Support for young people also comes in the form of creating opportunities for volunteering, to gain new skills.

### **CASE STUDY: VOLUNTEERING FOR YOUNG PEOPLE**

The connection to young people has proved beneficial for the Hub. An A Level Student from Ysgol Glantaf, Cardiff returned to The Hub to do 15 hours volunteering. They were given the responsibility for various tasks such as arranging our noticeboards, sorting books, and welcoming members of the public to Friday Market.



A new 18-25 volunteer, who is in his second year of catering college helped with serving the food and refreshments at a celebration Afternoon Tea at The Hub when the Lottery funding was secured.



The Hub also supports educational activity for young children as the Amser Stori / Storytime case study below demonstrates.

## CASE STUDY: STORYTIME - AMSER STORI



Stori Amser is aimed at pre-school children and runs for one session a month and in school holidays. Adults stay with the children throughout Storytime, but the session is run by volunteers.



Once a date is set, story tellers get together to decide which stories they read. It might be on a particular theme or choice of volunteers. An English and Welsh story is read and, after reading both books, they chat with children about the books and children ask questions to the volunteer. Children do an activity relating to the book that has been read. After finishing the activity another story is read before they leave, and they take their activity and stickers home.

Before the summer holidays, children who attended Storytime regularly were rewarded with a new story book relevant to their ages. They were so excited when they had a parcel that was wrapped up.

The initiative is proving to be a very popular activity. One volunteer said:

*“Storytime is an essential part of preschool curriculum. It’s a time when young children gather to listen to stories, learn new words and develop their imagination. It plays a crucial role in a child’s overall development in diversity and inclusion. The children love to look at the pictures and we engage with the children, especially when there’s a lot going on the pages”*

In Year 2 The Hub will carry on with Storytime and associated activities on a once a month basis.



## Community Matters – raising awareness of the Hub as a place for all

The Hub provides a mix of signposting and direct support through projects. The wide variety of requests are useful indicators of community need and gaps that new projects could fill.

Renewed connections have been made with the local nursery and three local schools (Ysgol Feithrin Cei Newydd, Ysgol Bro Sion Cwilt and Ysgol Cei Newydd). They have participated in several events and celebrations at The Hub. In extending invitations to the schools, families' awareness of The Hub has in turn been raised.

In March the Hub celebrated St David's Day and involved Ysgol Feithrin and Ysgol Cei Newydd. Ysgol Cei Newydd did a Parade around the village which finished at the Hall. The children held a short concert, followed by drinks and snacks before returning to school. The children were dressed in their Welsh costumes and wore a leek/daffodil.

Traditional Welsh food was served, including cawl, bread and cheese, bara brith and Welsh cakes. The cawl was made by one of the new volunteers.



Sharon Evans the Development Officer said:

*"The highlight for me, since being appointed was St David's Day – 1<sup>st</sup> March 2024. This is a very important date in the calendar for Welsh people and it is important to me and the community that we keep this important Welsh tradition."*

The Hub has hosted many other celebrations and events which have been well attended and supported by all members of the community, be they school children, parents, business owners, voluntary organisations, dignitaries and of course our New Quay residents.

Continued support for the Friday Market has been an important element of The Hub's work as the following case study shows.

## CASE STUDY: FRIDAY MARKET



The Friday Market is an important place for people to meet up and chat. It has come to be an important and very popular event at The Hub. People meet up with their friends over a cup of tea, bacon roll or cake. There are 20 stallholders and a waiting list for spaces.

The Market was established in 2018 and provides a low-cost outlet for locally grown seasonal fruit and vegetables, homemade cakes and savouries and artisan products. The market appeals to local people and visitors alike. The market has been a launchpad for other initiatives through the conversations that happen as people meet each other.



A loyalty card scheme has been developed. To date 105 cards have been distributed to regular customers of the Friday Market. It has also been distributed to the Bingo customers. A stamp is given for each hot drink purchased, with the 10<sup>th</sup> drink being free. A limited offering of very reasonably priced hot food is also available, with offers available for combining food and drink purchases.

The Hub has worked hard to put on sessions that bring people together. The Lego Club is an example of an activity that, initially aimed at children, is now attracting adults as well.

### **CASE STUDY: LEGO CLUB**



**The Lego club began as a fun activity for children which had the added benefits of stimulating imagination. The sessions have been well attended, with evidence from the Hub's Facebook page showing that people from as far as seven miles away are travelling to attend.**



**A theme is set at the beginning of the session and the children left to use their imagination. The Hub also found that parents were enjoying the activities and in Year 2 the Hub would like to introduce sessions for adults as well as increasing the number of sessions generally.**

**Sincere thanks must go to the community who have donated the majority of the Lego to the Hub. Without their help the Lego club wouldn't of started so soon.**

**Families involved in the Lego sessions have been keen to support the Hub with its new projects such as the community garden. The children will make a direct contribution to the design, implementation and ultimately success of new projects.**

### 3. Community Involvement

From the outset, The Hub has worked closely with a large cross section of local organisations, businesses, schools and the wider community in general as the case studies and examples in this report show.

The success of the Lottery bid was celebrated with an afternoon party. The Hub welcomed lots of school children and locals. It was an opportunity to thank everyone who had worked so hard on the bid. Two long standing volunteers at the Hall were presented with certificates by CAVO and were invited to officially open the Hall's new kitchen. Each had given 25 years of service. The event provided an opportunity for members of the community to write ideas on a "wish tree" to give The Hub a steer on what the community would like to see offered.



The community are regularly engaged to seek their feedback on the services offered by the Hub. This has been through by ad-hoc verbal comments, feedback sheets from session participants, or activities put on by other organisations using the Hall.

Feedback forms have been a useful way of getting ideas of what the community wants and needs The Hub to provide. Ideas from Feedback Forms are set out in Appendix 1.

Feedback is sought from partner organisations. This is an email received from “Feelz on Wheels”, (see case study below).

***Dear Sharon Evans,***

***I hope this message finds you well. On behalf of the "Feelz on Wheelz" team at Dyfodol Ni, I want to extend our sincere gratitude for your generous support in allowing us to park our van at New Quay Memorial Hall and providing us with access to Wi-Fi and electricity.***

***Your efforts to secure National Lottery funding are truly commendable, and I believe the hall's potential as a community asset is immense. It already plays a crucial role in supporting local initiatives, and we are grateful to be part of that mission.***

***As we work with young people aged 13-25, the upcoming winter poses significant challenges for us. Having the support of New Quay Memorial Hall is vital for maintaining our services, and we deeply appreciate your partnership.***

***Thank you once again for your kindness and commitment to the community. We look forward to continuing our collaboration and contributing to the vibrant community spirit that New Quay Memorial Hall embodies.***

Development Officer reflections are a useful tool in gauging feedback. The Development Officer said about Amser Stori/ Storytime:

*“One of the things that’s made me happy is when we’ve done pre-school story time, at the end of session we give each child a sticker, their smiley faces say it all.”*

Closer ties have been formed with CAVO, who have been supporting the Trustees during the recruitment process and readily offer their help with queries. CAVO highlights further grant opportunities and sign-posts new services to the wider community through their regular communications.

CAVO have established an ‘Anchor Group’ which the Development Officer attends. This group consists of members of CAVO, Ray Ceredigion, Pennant Community Centre, Borth Community Hub and Aberporth Community Hub. It has been a great way of joining up with other community groups to share ideas, acting as a sounding board for issues and hearing about new opportunities.

The connections that were made during the Lottery application process have also continued, including Rural Futures, Cwmpas and The Hub's HR adviser.

A list of organisations and individuals that The Hub has worked with is included in Appendix 2.

Community feedback has been good, as the quotes below demonstrate.

*"I just want to take this opportunity to thank Sharon and all the people that have turned the Memorial Hall into such a lovely community friendly place. The work they put in goes above and beyond, and they have brought back New Quay's community. With so many holiday homes, New Quay's community had dwindled, and since the hub and all the other wonderful things the Hall does, the community has grown stronger and stronger. Thank you, Sharon!"*

*"The hall is a welcoming space with an extremely hard-working committee who want people to use the hall and create a warm, friendly community environment. They provide a fantastic service to the community and should be commended."*

The case study below demonstrates how a community activity, in this case Bingo sessions, was suggested directly by the community and has led to the setting up of an enjoyable community activity open to all.

## CASE STUDY: BINGO



After a few months in post the Development Officer identified through chatting to people at the Friday Market a need for a regular activity that would bring the community together,

The idea of bringing bingo back to the community was mooted. It had folded at another venue due to stairs making it inaccessible to older people. The idea has gone from strength to strength with 4-7 volunteers helping out each week. People bring a raffle and raise money for the fundraising group of the Hub. People travel as far as 16 miles on a weekly basis to participate. In the second year the Hub will be running bingo over the winter on a weekly/fortnightly basis and hopefully more people will come and join.

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## 4. Outcomes

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There were 4 project outcomes set out in the application form. The project aims to result in:

- Widened the help available for those members of our community struggling to meet their basic needs.
- Widened the help available for those members of our community accessing public services.
- Created a sense of belonging and being part of a year-round community.
- Increased the resilience of individuals and, in so doing, the community as a whole.

The report has already outlined many ways in which these outcomes are being achieved. These are summarised and more examples given in this section.

### *Help to meet basic needs*

Many strands of activity at The Hub help to meet basic needs of the people of New Quay / Cei Newydd and surrounding area. Many of the case studies described above illustrate this fact. They include:

- The clothes rails.
- The toy box and children's bookshelf.
- Free winter coats, sanitary items and soap.

The Hub is an important resource to overcome isolation by providing activities involving all sections of the population.

Advice and support is available from a wide range of organisations. The Hub has become an important place for people to access support from a range of organisations. In addition to the money financial advice from Citizens Advice described above, other advice sessions have been provided by other Third Sector organisations including:

**The Community Connector** team make a monthly visit. They give help and assistance with any aspect of wellbeing. They spend the time helping individuals, their families or friends with accessing services (e.g. blue badge applications) or activities to support a healthy and happy life.



**Ceredigion Carers** attend on a quarterly basis. Advice, Information and support are given to carers including how to connect with others, get a break/respite or how to get a young carer ID card.

The following is an example of support being sourced from **Age Cymru**.

“I was approached to enquire about getting support for a local lady. I was aware of Age Cymru Dyfed, as we had arranged for them to have a display at our Friday Market. On behalf the person I made contact made with the relevant team at Age Cymru and made the introduction to establish what support the person needed in her home.”

Development Officer



**PAPYRUS**, (Prevention of Young Suicide) have made leaflet available covering topics such Suicide Safety Plans, Coping with Exams, Bereavement, Anxiety, Self-Harm, Supporting Your Child, Being Yourself During Change. The Hub hopes that representative of the charity will attend the Friday market or ideally host a session at the Hub.



**X-PERT** is a 6-week Diabetes Programme that started in June 2024. The aim of the programme is to provide information on managing the condition and improving (in some cases reversing) diabetes. These workshops were run by Hywel Dda Health Board and patients were referred to these sessions.



The following are some of the quotes received about the service from community members.

*“Very enthusiastic and work hard to meet the needs of local community.”*

*“Very friendly to deal with and always happy to go the extra mile for what we need.”*

*“Thank you for all the hard work all the people have put in to make lots of people happy young and old it’s a place for All.”*

## **Access to services**

Access to services is often difficult in rural areas, therefore innovative solutions need to be developed. The Hub has become an anchor for services, including the youth outreach project described below.

## CASE STUDY: FEELZ ON WHEELZ MOBILE YOUTH CAFÉ



Feelz On Wheelz is a mobile youth café aimed at young people between the ages of 13 and 25 years.

It extends youth provision to rurally isolated areas in Ceredigion, providing bespoke programmes and flexible provision to engage with young people, particularly those who are disadvantaged, vulnerable and require extensive support.

Activities such as workshops, taster sessions, information drop-ins and competitions are used to engage interest and support young people to develop their interpersonal skills and promote educational outcomes.

The project focusses on early intervention and getting services and activities to areas where young people need it. Young people pop over to the van whenever the van is at the Hub.

**Sense of belonging and being part of a year-round community**

The Community Garden has been a good example of the community coming together to work on a project for community benefit.

**CASE STUDY: COMMUNITY GARDEN**



**Work began on the community garden in June 2024 with the intention to repurpose some wasteland and unused ground next to the Hall. The work involved schools and residents coming together to create an attractive space which has been called the Carnedd Llewelyn Garden.**

**Community and local businesses have been exceptional by donating their time and donating items to make the garden as good it is today.**

**The project has been a great way for the community to come together and it has been a joy to see the children plant their own flowers and members of the community sitting on the bench. Each child from Ysgol Feithrin Cei Newydd and a few from Bro Sion Cwilt Primary School, chose their own coloured flowerpots. They chose their own flowers to plant, and each pot had the name of the child. The children have visited the garden regularly to help with the watering. All the flowers in the garden were donated by a local business and community.**

**A coloured lighthouse was donated to the garden as well as a slate plaque in memory of a husband and wife who were members of a local Rotarian club and had connections in New Quay.**

**In the summer the Hall won 1<sup>st</sup> prize in the Cross Inn Area in Bloom competition.**

**As we approach our second year, we will be planting bulbs for the spring and more plants and shrubs, involving the community.**

The following comments have been received about the Community Garden.

*“Always approachable and friendly, and always include our Meithrin in relevant activities. Sharon goes above and beyond to support our Meithrin, including us in Amser Stori and the new garden where she kindly offered the children to plant their own flowers.”*

*“The new garden is beautiful and a such a welcomed addition. It makes it extra special that local businesses were involved. And even children helping with the plants.”*

*“My 2-year-old like sitting and watching the windmills in the new garden.”*

*“I often sit in their new communal garden as it brings back memories of my husband as he was a keen gardener.”*

There have been some positive spin offs from activity at The Hub including trips out to local historic sites as the case study below shows.

### **CASE STUDY: NATURE WALK**



**A group from the Hub visited a local National Trust property ( Llanerchaeron, Aberaeron ) for a nature walk. One of the Hub’s volunteers was able to act as a guide.**

**The Friendship Group at the Hub has bought a yearly pass so that members can visit any National Trust places in Wales.**

***Increased resilience of individuals and the community as a whole***

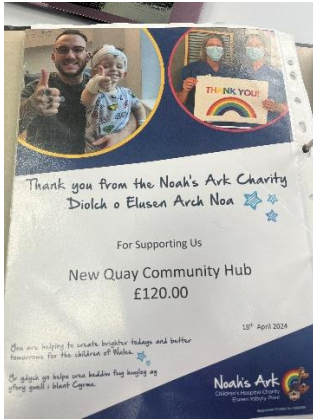
Being in such a rural area of Ceredigion means that access to medical facilities is not easy. It is therefore important for the community to raise money for various charities. Quite a few members of the community have needed their support.

An Easter event was held to support Blood Bikers Wales.

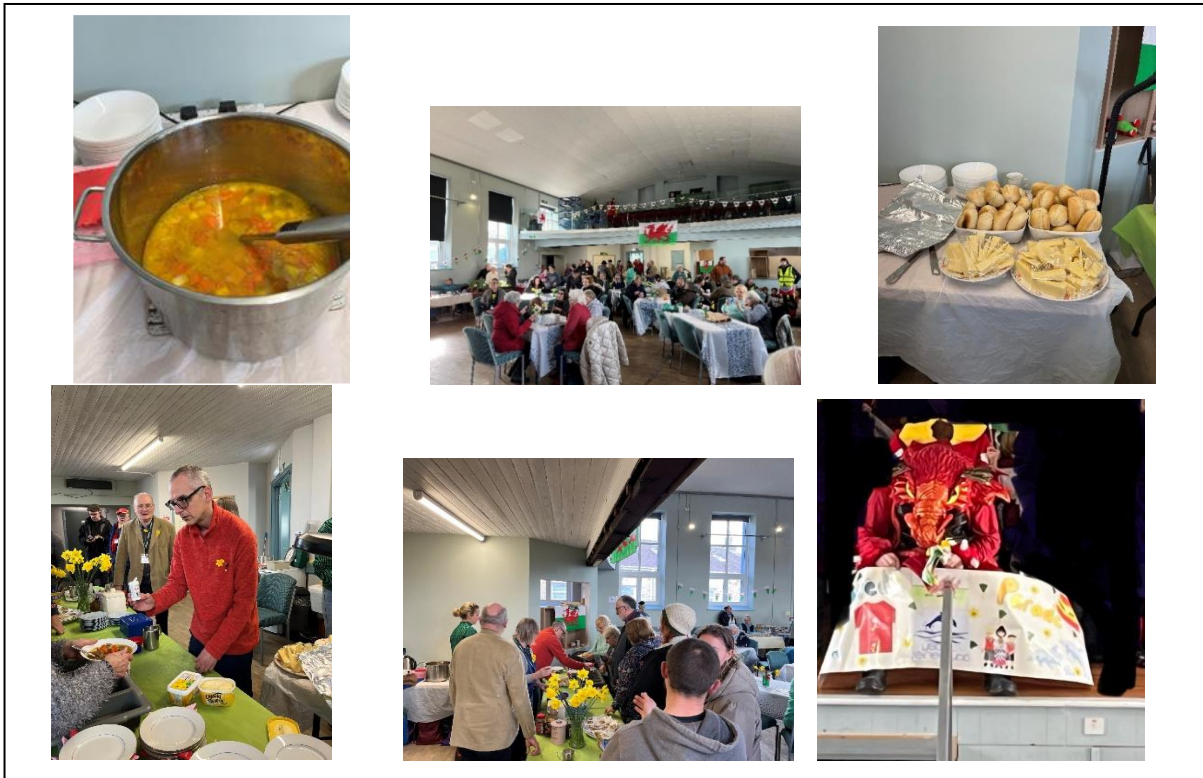


The primary schools took part in naming a 7-foot knitted Dragon (GOBAITH – FAITH), that was donated as a raffle prize. A total of £100 was raised at a well-attended event. With the support of local businesses donating other raffle prizes, a total of £750 was collected and presented to the Carmarthen & Aberystwyth bikers.

Coffee mornings have been held for cancer charities and Noah's Ark.



### St David's Day Celebrations



## 5. Progress Against Project Targets

The headline targets over the life of the project (3 years) are:

- Footfall of beneficiaries into the Hub will be in excess of 10,000.
- 17 new services, currently inaccessible within New Quay, will be provided.
- These 17 new services together with the Hall's existing and the new Hub project activities will amount to a total offering of 1500 activity sessions.
- The Clothing Rail will prevent 450 bags of clothing from being sent to landfill, encouraging recirculation/reuse within the community, further reducing consumerism and cost.
- 1 full-time equivalent post will be created for a Development Officer for the duration of the project. Further funding will be sought to continue this post/work beyond the life of the project.

<b>Target Name</b>	<b>Target Number</b>	<b>Progress Year 1</b>
Footfall	10,000+ people	11,553
New services	17 services	14
Activity sessions from new services	1500 sessions	420 sessions
Prevention items from landfill	450 bags	504
Development Officer	1 Full Time Equivalent	Development Officer in post

## **6. Finance**

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See Charities Commission for Finance report

[NEW QUAY MEMORIAL HALL - 1179995](#)

## 7. Advertising and Promotion



Activities taking place at the Hub have been advertised widely throughout the community, including articles in the Cambrian News and Y Gambo, a monthly Welsh language paper.



Scaling up the promotion of the Hub has benefitted the Hub by increasing participation across a wide area.

Communication has been vital to ensure the community knows 'what's on' at The Hub. Each week an electronic advert of the activities planned for the week ahead is posted on Facebook and for those who don't use social media, a poster is displayed on the noticeboards both inside and outside the Hub.

Flyers for new activities and community events are printed and displayed in local businesses and prime sites across the area. This is a key strength in promoting the Hub to a broader group of people outside of New Quay.

Local businesses have been engaged in some of the projects, through donation of goods and services, promotion of events, or practical help such as volunteering or offering professional advice and guidance for free.

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## 8. Learning

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The Hub is an ambitious and multi-layered initiative. The Trustees have learnt a lot in a short space of time both about the needs of the community and how to set up and develop the project.

Key learning was gained around understanding the skills needed from a Development Officer to run a successful project like The Hub in the early phases of the project.

The feedback forms have been invaluable to make sure that The Hub is operating effectively and meeting local needs. The tables below include feedback from the forms from the community.

The following boxes summarise the feedback on what The Hub does well and what can be reflected upon.

### **What The Hub Does Well**

Comments about what The Hub does well focussed on the fact there are lots of activities / things going on for all ages, for local and non-locals.

People specifically mentioned the markets, workshops and beautiful garden.

#### **Key words and phrases to describe the management and services at The Hub were:**

- *Accommodating, helpful, welcoming, friendly, inclusive, knowledgeable, easy to communicate with, and fun.*

#### **The building itself was described as being:**

- *Safe, clean, tidy, comfortable and well-maintained.*

People liked the fact that The Hub was active on social media, was in a central location and that booking was easy.

The Hub was referred to as being:

“A vital meeting place for the community.”

“Somewhere that brings the community together.”

### **What The Hub Could Do Differently**

A great number of responses to this question simply said, “nothing” or “carry on and” more of the same”.

Suggestions included:

- Improved parking, especially disabled parking.
- Offer refreshments.
- Online booking.
- Improved advertisement.
- Classes in the evening.
- Cinema evenings.

One person said that the Hall could be warmer in winter.

There were tips on how to post on social media and calls to use other platforms in addition to Facebook.

The Development Officer’s office door is always open. People already pop in with enquires which The Hub always attempts to answer. The Friday market is a key occasion when a lot of people come to talk to the Development Officer wanting information or suggesting things to happen at the Hub.

The Hub is committed to ongoing learning through:

- An increased willingness to meet and discuss issues and to make changes for the positive.
- Attending different sessions at the Hub and listening to the group and their suggestions for improvements.
- Building on comments from the feedback forms and identifying how to implement those suggestions to benefit the Hub and its users.

## **9. Plans for Year 2 and Beyond**

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The Hub will continue to meet the needs of local people. Poverty has affected the area greatly and there will be new challenges to meet. With The Hub's strong community connections, it feels confident that it is well placed to either respond to needs itself or nurture links with other organisations.

The priorities for Year 2 are to:

- Strengthen existing commitments at the Hub and to follow through the targets that the Trustees set out in their lottery application.
- Increase the number of volunteers working together.
- Increase the number of activities and sessions.
- Broadening the age range of users of The Hub. This will include looking at the possibility starting something for secondary age children in future.

## **APPENDIX 1: Ideas from Feedback Forms**

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Workshops for children and their families together. Bring older and younger people together around projects.

More disabled parking.

Day time social groups

Keep fit for disabled people.

Activity /fitness classes during the day.

Lending Library of Things.

Chatty Café where isolated people could go to have someone to talk to.

More stuff for older teens.

Liaise with medical treatment. Parkinson's for example.

More awareness of hiring details and availability.

Use of Minibus and driver for those with mobility issues.

Classes for new mums.

Bereavement meetings.

Mental health groups.

Target the elderly and isolated.

Film nights.

Wellbeing events e.g. complementary therapies, walking group.

Open up activities to families on holiday to support local groups.

## APPENDIX 2: Organisations and Key Individuals

During the first year The Hub has forged links with the following organisations and key individuals:

Age Cymru Dyfed,	Hywel Dda Health Board,
Antur Cymru Enterprise,	Lansker, Cwmpas,
Asbri Planning Ltd,	Mudiad Meithrin,
Ben Lake MP,	New Quay Camera Club,
Bro Sion Cwilt Rowing Club,	New Quay Community Council,
Cardigan Bay Marine Wildlife Centre,	New Quay Community Library,
Cardigan Bay Regatta,	New Quay Primary School,
Cardigan Bay Watersports,	New Quay RNLI,
Carers and Community Support,	New Quay Seaside WI,
CAVO Anchor Group,	New Quay Ysgol Feithrin,
CAVO,	Planed,
Cered – Menter Iaith Ceredigion,	Ray Ceredigion,
Ceredigion Careers Officer,	Repair Café Wales,
Ceredigion Community Youth Work and Prevention,	Rogers Jones co Auctioneers,
Ceredigion County Council: - Ageing Well Development Officer,	Rural Futures,
Ceredigion Tourism and Marketing Officer,	Team Manager - Post 16 Learning Skills,
Ceredigion Urdd,	Wales National EXERCISE Referral Scheme,
Citizen Advice Bureau,	Wales Tidy,
Danielle Lewis; - Filmed at hall for a music recording,	Warm Wales,
Dysgu Bro,	Welsh Blood,
Eden Project Communities,	Working4NewQuay,
Elin Jones MS,	Ysgol Bro Sion Cwilt,
FeelzOnWheelz; - Area 43,	