

# The Community Wellbeing Project

## About the Project

The **Community Wellbeing Project** is a prototype project **launching in January 2023**, designed to trial the delivery of a new support and food aid model in the borough. Developed by Sufra NW London in partnership with Brent Council, the prototype aims to **support local residents** through the current Cost of Living Crisis.

Membership will cost **£3.50 a week**, last 3 months, and give members **a host of benefits** including access to shopping, cooked food, welfare advice, social activities and other forms of wraparound support – all in a warm and friendly **community space**.

The prototype will run two rounds (each of 3 months), and have capacity for up to 100 families to register on each round. The project will be monitored and evaluated throughout.

### Community Kitchen

The Community Kitchen will run on two evenings and will be open to the whole community - not just those with a membership. Diners will enjoy a free hot meal freshly prepared on site, and the whole family is welcome.

### Community Shop

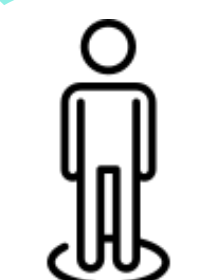
Once a week, members can access the shop and collect goods worth approximately £25, at no further cost. There will be a range of cupboard staples, as well as fresh fruit and vegetables and a selection of toiletries.

### Community Cafe

The Community Cafe will be open during shop opening times, and those with a membership can access refreshments and snacks for free. The Cafe will be open to the wider community at reduced rates.

### Advice and Support

A timetable of specialised support and advice workers will be available on site. Members will be expected to attend an initial in-depth assessment with an advisor to develop a personal development plan. From this, members will be registered for appropriate workshops and follow up appointments.



£3.50



# Location and Opening Times

Upper Mezzanine Floor  
**Bridge Park Leisure Centre**  
Harrow Road  
NW10 0RG

The Community Wellbeing Project will be open on **Mondays** and **Tuesdays**

|         | Community Shop and Café | Community Kitchen |
|---------|-------------------------|-------------------|
| Monday  | 12:00 - 18:00           | 18:00 - 20:00     |
| Tuesday | 12:00 - 18:00           | 18:00 - 20:00     |

## Membership

|           | Membership Length | Start date | End date |
|-----------|-------------------|------------|----------|
| Round One | 3 months          | January    | April    |
| Round Two | 3 months          | April      | July     |

### Eligibility criteria

As The Community Wellbeing Project is a prototype, there is an eligibility criteria for families to become members. All families must:

- be in receipt of Universal Credit
- have 3 or more children
- have one parent/carer in employment
- Resident of Stonebridge/Harlesden

We know that those that meet this criteria are struggling. Often benefit capped, affected by the household limit and restricted in the hours they can work, the added pressure of the Cost of Living crisis is putting these families at risk of falling into poverty.

We want to ensure these families do not spiral into destitution, and rather access support and guidance before they reach crisis point.



# Community Shop Food Offer



Once a week, members will have access to the Community Shop where they can collect goods worth approximately £25, at no further cost.

Customers will be allocated **22 stars** to spend each week, with freedom to select preferred items.

Customers will receive an average of 10 items within the 22 star allocation, plus perishable food which will be in addition to their star allocation:

Example of food offer (list not exhaustive and may vary weekly, dependent on stocks):

| Item              | Stars |
|-------------------|-------|
| Washing detergent | 1     |
| Peas              | 1     |
| Soup              | 1     |
| Noodles           | 1     |
| Baked Beans       | 1     |
| Biscuits          | 1     |
| Carrots           | 1     |
| Juice             | 2     |
| Kidney beans      | 2     |
| Soap              | 2     |
| Chickpeas         | 2     |
| Oil               | 3     |
| Pasta             | 3     |
| Potatoes          | 3     |

|   | Approximate value |
|---|-------------------|
| Cooked meals (fresh/frozen)             | £5                |
| Fruit, vegetables, bread and cakes      | £5                |
| Non-perishables (using star allocation) | £15               |
| <b>Total approximate value:</b>         | <b>£25</b>        |

# Advice and Support



A timetable of advice workers specialised in different areas of support including health and nutrition, debt advice, money management and others will be available on site.

After registration onto the programme, members will be expected to attend an **in-depth appointment** with an advisor to develop a **personal development plan**.

From this, members will be registered for relevant **workshops and follow-up appointments**. Workshop sessions will be mostly hosted at Bridge Park during the Community Shop open hours.

At the end of the 3 month membership, an advisor will **review and evaluate** personal development plans and progress with each member.

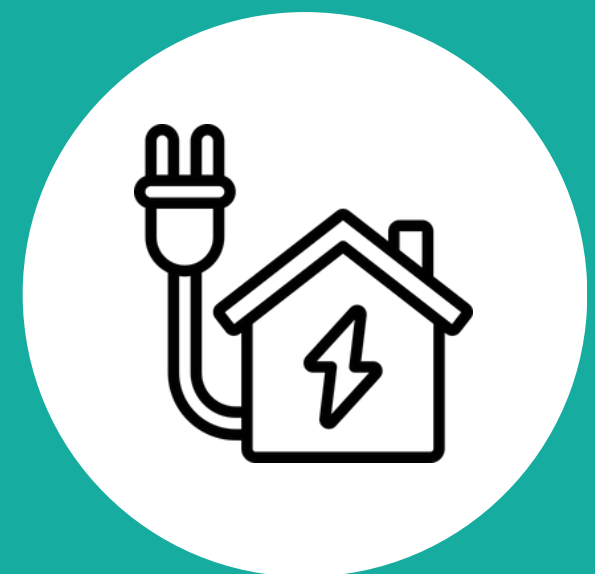
## Advice sessions will cover:



Money management and debt advice



Benefits support



Energy and utilities



Health and wellbeing, including mental health, nutrition



Digital skills



Support for families

# STRUGGLING WITH THE COST OF LIVING? WE CAN HELP!



Join the **COMMUNITY WELLBEING PROJECT** today to save money and get support



**Mondays and Tuesdays** from Jan 30th 2023



**12.00 - 20.00**



**Bridge Park Leisure Centre,**  
Harrow Rd, NW10 0RG

To qualify for 3 months, you need to be on means-tested **benefits**, in **employment**, have **children** and **live locally**.

For a weekly £3.50 fee you can access the following:

1

**£25 worth of** food at the Community Shop

2

**Free daytime** café and evening meals

3

**Free welfare** advice, workshops, wellbeing and social activities

PLACES ARE LIMITED SO SIGN UP ASAP TO SECURE YOUR PLACE:



[www.bit.ly/sufracwp](http://www.bit.ly/sufracwp)



Public Health England

