



## Holme Hall Explorer Christmas Activity 2024

### Be responsive and engage target groups

**Changemakers.** Changemaker meal. Personal invites were sent to 6 individuals who had given their details during the summer activity expressing an interest in being more involved in future activity. In the end the meal did not go ahead as people weren't available, however it led to conversations with 4/6 people. 2 volunteers are involved in the community garden and Holme Hall Unite and useful conversations were had about how relationships and activity could evolve here. We have one volunteer who has helped at the Christmas events and has given her support in multiple ways. We will continue to build on these relationship and look for more ways to explore the Changemaker role in Holme Hall.

**Residents of flats.** Retro gaming coding session. Flyers delivered to 321 households in the flats at Holme Hall.

Attendance for this was low (we engaged with approx 8 individuals during the evening). Some residents from the flats attended but didn't get involved with the activity. This often happens as we have seen people at previous activities who watch and then get involved on a following occasion. Discussions led to the idea that a Fifa gaming night might be better attended so we can use this idea for the future. We were told by staff at the Edge centre that there had been many discussions about the Retro gaming activity with the young men who attend there who had shown interest. This is a difficult group to engage but it is useful to hear that we are visible to them, it may take more time and repeat activity for them to be comfortable getting involved.

**Residents of Bungalows.** Coffee and craft morning. Postcards/invites were delivered on 2 occasions- 12 flowers pots (created during Summer programme) were also given out to randomly selected bungalows. This event was held at the Edge centre and was attended by 15 people. All attendees mentioned our invites or posters. Some were regular visitors at the Edge centre but there were also a number who were new to the centre and for whom this was there first community activity. Quality conversations were had about being physically active in the local area, and their experiences of being socially connected in Holme Hall

### Be ambitious and build connections

This was an ambitious project which brought together our key partners in Holme Hall. Aligning our activities with their key events in the run up to Christmas allowed us to make the most of the community attendance at these events.

Relationships are now well established with the school, the edge centre, the pub and the gardening group. We have now added an additional partner- Eden Care Holme who were extremely pleased to be involved and are keen to continue to work together.

The creative activities (creation of handmade ceramic decorations, woven star decorations and wooden hand decorated hanging decorations) were pitched correctly for both drop in experiences, and longer activities which allowed quality conversations to happen with participants. The results looked eye catching and attractive in place in the garden. Many of the decorations can be saved and reused another year. Perhaps this will be the start of a tradition in the Holme Hall area...

The intention was to reach further with this activity as well as deliver quality experiences which the community will be proud to have been involved in.

### **Decorating day**

Attended by 40+ people. During the morning we saw representatives from all the places that we've worked with in the area, as well as people from the community who had been involved- we also caught the eye of people who passed or lived near by who came over for a chat about what was going on. Useful conversations occurred between our partners. eg. the school were able to bring their current challenge to get new students to the attention of the local Labour Party candidate for Derbyshire County Council in Linacre & Loundsley Green, and MP Toby Perkins. The care home are keen to organise visits from the school children and they were able to exchange contact details to enable future discussions.

There was a lovely buzz to the garden, particularly when the children burst into song to finish the whole thing off! Wonderfully festive!

People spoke enthusiastically about how attractive the decorations were and how great it was to see input from people from across the community.

### Be visible and build relationships

Email mailing list has grown to 67. 2 emails were sent regarding this Christmas activity, plus targeted emails for the Changemaker group. Facebook posts reached over 3000+ people during the promotion of this activity

The community Garden has been mentioned on local Facebook group- Chesterfield Community Network.

Toby Perkins posted about attending the decorating day, and shared our post which helped to significantly enhance our online reach.

Visibility has been enhanced by continued use of the Holme Hall explorer logo. This has been seen on all flyers (over 450+ flyers/postcards delivered during this Christmas activity)

Posters have been placed in key locations- GP surgery, Dentists, Pharmacy, Post office etc

Signs were in place as part of the decorations within the community garden to let visitors know more about this project, and the community garden volunteer group.



We are building good relationships with partners in the area- School, pub, garden, Edge, care home who are all keen to be involved in future activity. Plans are already in place for the Spring activity.

We are seeing repeat attendance from local residents and relationships are growing with individuals through their engagement with our activities.

The garden activity has been successful in bringing visibility to this community asset. The decorating day was a very visible activity which caught the attention of passers by (and

allowed us to be very visible online). The decorations were in place for 2 weeks over Christmas which gave plenty of opportunity for the community to walk down and become acquainted with the garden. The decorations were very eye catching during the day and the lighting came on as the sun went down drawing attention to the area for all passers by.

### Numbers

140 emails sent

450+ flyers delivered

10+ posters displayed

3000+ people reached online

5 partner organisations involved

200+ decorations made

200+ people engaged in person...hopefully this was added to when people enjoyed the garden over the Christmas period!

