



**EASTSIDE  
COMMUNITY  
TRUST**

# A PLACE OF POSSIBILITY

THREE  
YEAR  
PLAN  
2020-23

**EASTSIDE  
COMMUNITY  
TRUST**

[eastsidecommunitytrust.org.uk](http://eastsidecommunitytrust.org.uk)  
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**EASTON  
COMMUNITY  
CENTRE**

Kilburn Street  
Easton  
Bristol  
BS5 6AW

**FELIX ROAD  
ADVENTURE  
PLAYGROUND**

Felix Road  
Lawrence Hill  
Bristol  
BS5 0JW

Charity number 1081691  
Company number 04023294

**We would like to introduce you to Eastside Community Trust, our new organisation following the merger of Easton Community Centre, Felix Road Adventure Playground and Up Our Street.**

“We have been involved in these organisations for many years and have committed countless voluntary hours to inspire others in our community to join us and get involved.

We are based in the Easton and Lawrence Hill wards of East Central Bristol, providing spaces for children and adults to connect and creating opportunities that inspire action.

Our three community organisations have a long and trusted history of putting local people at the centre – making decisions, influencing our work and designing and running their own projects. The next few years will see us embedding what we do well, expanding our offer, influencing change, building our membership and asking local people what they want and what they can offer.

We are excited about the next stage of our journey and our shared vision of a place of possibility. We have big ambitions for what we can achieve together.”

**Statement from resident board of trustees, May 2020**



“I am delighted to introduce our new three year plan, ‘A place of possibility’. It has been a lot of hard work by all involved and I want to thank the staff and trustees for getting us to this point. This plan looks to the future and what we hope to achieve during the first years of our merger; embedding what we do well already, developing new services and influencing local policy making. However, this plan means nothing without you – the people and organisations in our community. We want to work in partnership with others, with and for the people of our neighbourhood. We invite you to join us as members and partners on the next exciting stage of our journey. This is a summary of our full strategic plan, the longer version will be made available on our website.”

**Stacy Yelland, CEO**



**EASTSIDE  
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Welcome to Eastside Community Trust. We provide people of all ages with places and ways to connect. We are passionate about our community and putting local people in control so together we can build healthy and happy neighbourhoods. We inform and inspire action in Easton and Lawrence Hill making East Central Bristol a place of possibility for everyone.

To develop this three-year plan we worked with the local community, staff and trustees. Here we set out the type of organisation we want to be, and the areas of work that are most important to us up to 2023. This plan provides the details of this vision, our aims and values.

# OUR JOURNEY SO FAR

In 2020 **Eastside Community Trust** was created through the merging of three trusted, loved and long-standing local organisations: Easton Community Centre, Felix Road Adventure Playground and Up Our Street. Over the next three years we want to build on our solid foundations to create an organisation that has real impact while maintaining the services that we do well and ensuring a legacy long into the future.

**Easton Community Centre** was built in 1989 by a partnership of residents and Bristol City Council and runs as a busy hub open seven days a week offering affordable spaces for hire. It is home to a café, nursery, community radio station and office space for community organisations.

**Felix Road Adventure Playground** was founded in 1972 by local people and offers a unique and playful space for approximately 900 children and families a year. Felix Road operates with a strong values based and child-led play ethos providing a mix of targeted and universal children's services.

**Up Our Street** was the successor of Community at Heart, which was founded in 2000 as a resident-led, government funded New Deal for Communities regeneration programme. Up Our Street brings 20 years' experience delivering community development projects and communications, including the quarterly Up Our Street magazine and research projects supporting local people to participate in civic life.



IMAGES FROM TOP:

Ricardo and Brian, Community at Heart.

Children at Felix Road early 80's.

Building the second storey at Easton Community Centre.

Tom Bruce Snr Playworker at Felix Road.

Easton Community Centre opening day 1989.



## OUR VISION

is to create a place of possibility for everyone.

### A place...

...which is welcoming, inclusive and proudly diverse.

...where neighbours know each other by name, children play in the street and public space is shared and respected.

...where people take an active interest in the world around them and feel they have a role to play in shaping the future of where they live.

...which promotes the wellbeing of people through quality urban design and protection of the natural world.

...where connections between people lead to a shared sense of belonging and local pride.

### We are driven by our shared values and a desire to achieve three fundamental long-term outcomes:

- 1 Children will have the freedom to play, experiment and learn; to be healthy, happy and feel part of their community.
- 2 The community will have healthy, sustainable, welcoming places to connect, socialise, learn and share cultural knowledge.
- 3 Residents will be informed, have agency to participate in their neighbourhood and city, feel a sense of belonging and take pride in where they live.

“ We rely heavily on the expertise and the community development work of Eastside Community Trust to inform us of key issues in the community. We have worked in partnership with them to deliver the Community Space project and other community conversations. We are so lucky in Easton and Lawrence Hill to have the ebulletin and magazine to keep everyone informed of local services, news and events.”

**Councillor Ruth Pickersgill**

# OUR AIMS

## COMMUNITY HUB FOR ALL

To build on Easton Community Centre's strong foundations and be a thriving public space at the centre of community activity.

## PARTICIPATION AND ACTION IN THE NEIGHBOURHOOD

To promote active involvement in civic and cultural life where local voices are strengthened through access to good quality information, empowering events and community knowledge.

## INCLUSION AND BELONGING WHERE WE LIVE

To cultivate and nurture a sense of belonging, where people can understand, respect and celebrate difference.

## CHILDREN AND PLAY AT THE HEART OF THE COMMUNITY

To create a playful and child friendly neighbourhood which is home to an inspiring and free adventure playground.

## CARING FOR THE ENVIRONMENT AROUND US

To improve and act as stewards of our urban environment and respond to local challenges created by climate change, austerity, rapid physical developments and economic inequality.

## CHAMPION FOR THE AREA AND ITS PEOPLE

To be a catalyst for equality by promoting social justice, challenging systemic disadvantage and developing just solutions with policy makers.

## FIT FOR THE FUTURE

To create a financially robust, resilient organisation which uses community wisdom and an evidenced-based approach to decision making.



What is your favourite memory of Felix Road Adventure Playground?

“ Too many! Watching kids be free. Nirmal's cooking and how highly Felix Road values feeding kids! Open fires. The numerous times I've seen the staff deal with tricky situations with high skill, calmness and compassion.

You guys are so great!”

Parent



# OUR VALUES

## INTEGRITY

We will be honest and transparent in our approach and authentic in how we do things. We will do what we say we will do.

## PLACE-BASED

We are committed to the neighbourhoods of Easton and Lawrence Hill and will respond to resident needs in this area.

## EMPOWERING

We believe every individual is an important part of our neighbourhood and should be able to contribute in a way that is meaningful for them.

## FAIRNESS

We always treat people equally and are committed to reducing inequalities that exist within our community and organisation.

## ENTERPRISING

We try new ways of working and experiment to find the best way of doing things. We want to use our assets to maximum social benefit for the local community.

## CHILD-CENTRED

We advocate with and for children and young people to ensure their childhood is respected and valued.

## COMMITMENT TO INCLUSION AND EQUALITY

We are engaged with our community and people. To be engaged everyone must feel included and valued. Therefore we will strive to build and nurture a culture where inclusiveness is a reflex not an initiative. There will be a deep sense of pride, passion and belonging that is our basic culture. We are unified in our shared commitment to excellence, innovation and social responsibility. We know through experience that different ideas, perspectives and backgrounds create stronger and more creative environments that deliver better results.



# OUR PLACE

is unique, changing, adaptable and diverse.

**Barton Hill, The Dings, Easton, Greenbank, Lawrence Hill, Newtown, Old Market, Redfield, St Judes, Stapleton Road and Whitehall.**

Easton and Lawrence Hill wards are characterised by extremes – on the one hand the area is known for its spirit of resilience, diversity, solidarity, inclusiveness and a significant amount of grassroots community activism. On the other hand there are pockets of extreme poverty with some areas in the highest 2% for deprivation in the UK.

- **A densely populated urban area:** 19,000 residents in Lawrence Hill and 14,000 in Easton
- **Culturally rich:** 60% of Lawrence Hill and 40% of Easton are from Black, Asian and Minority Ethnic backgrounds. In Lawrence Hill, 40% of people were born outside the UK (Somalia, Jamaica and Pakistan most common countries of birth). Around 1/3 of the population are Muslim, 1/3 Christian and 1/3 with no religion. Our area and its people experience vulnerability as a result of the impact of systemic inequalities and discrimination.\*



**What is your favourite memory of Felix Road Adventure Playground?**

“Playing and having fun!”

Mia age 8



- **Rapidly changing:** between the 2001 and 2011 census the population of Lawrence Hill had grown by 44%. Today 42% of Lawrence Hill and 62% of Easton say the area has changed due to gentrification.\*
- **A young population:** the majority of the population are under 35 and we have the highest number of 0 to 5 year olds in the city (10% of population). 48% of children live in poverty.\*
- **Climate concerned:** the area has the lowest car ownership in the city, more people cycle and 91% are concerned about traffic and air pollution.\*
- **Older people need care:** 89% of those age 65+ receive home care, three times the city average.\*
- **High ranking on indices of Multiple Deprivation:** most neighbourhoods are within the top 10% in the country.\*
- **A place of high-rise housing:** 65% of people live in a flat and 9% (Easton) and 15% (Lawrence Hill) live in overcrowded conditions, three times the Bristol average.\*
- **A poor urban environment:** 93% of people think litter is a problem and 51% are unhappy with parks and green spaces.\*
- **A place where people die younger:** life expectancy is 10 years less than some parts of Bristol and the area has the highest premature mortality rate (twice the Bristol average).\*

“Easton Community Centre staff are lovely and friendly. When I went with my new baby, I was nervous and they obviously spotted that. ‘Hello, sit down. Shall I get you something?’ They remember you when you go back. It is about those faces, people that recognise you, familiarity, conversations. I think that is what makes a community.”

Comment from Spaces to Connect research



\*Bristol City Council Statistical Ward Profile 2019 (Easton and Lawrence Hill wards. [bristol.gov.uk/statistics](http://bristol.gov.uk/statistics))

# REALISING OUR AIMS

Eastside Community Trust is an organisation for the people who live in our community. We seek to involve, consult and engage the people who live and work in Easton and Lawrence Hill wards in everything we do. Growing our membership, local knowledge and collective wisdom will be one of our core focuses over the next three years.

Our focus is to stand with and beside our community and provide the power and support necessary to make change. Over the coming three years we will focus on:

- How we adapt what we do in response to covid-19 and social distancing
- Embedding and sustaining what we do well
- Expanding our offer and reaching out to new groups
- Influencing policy and change.

## MEMBERSHIP

We are a membership organisation and encourage residents to play an active role in our organisation. The next three years will see the development of an open and active membership base along with additional opportunities for local people to engage with and help shape our work.

To find out more about membership and the different ways you can be involved please visit our website: [eastsidecommunitytrust.org.uk](http://eastsidecommunitytrust.org.uk)

“ We commissioned Eastside Community Trust (formerly Up Our Street) to undertake two related pieces of work in the early stages of planning for the Temple Quarter Enterprise Campus. The first was a review of existing shops and services in the local area, so we could understand the local ecosystem and how our campus could contribute to it – and where we needed to be mindful of existing businesses and communities. The second was a workshop, with a very wide range of stakeholders, exploring what locations in the city they find welcoming and which are off-putting – and how we can build a campus that is genuinely inclusive. The two reports were detailed, thoughtful and constructive and they ensured that a very wide range of voices were heard in a critical stage of the development of the campus.”

Guy Orpen, Deputy Vice-Chancellor for New Campus Developments



## LONGEST SERVING VOLUNTEER

Jahluke Selassie is in his mid-thirties and has been coming to Felix Road since he was a child. With his constantly sunny outlook on life and his Rastafarian faith Jahluke is somewhat of a local celebrity and ambassador for Felix Road.

He is the inclusive culture bearer for Felix Road and the first person people meet when they come to the playground where he greets everyone with a high-five and a memory from your previous visit. Jahluke is always keen to help in the office, or in the garden but his favourite job is to act as DJ on special occasions playing his favourite reggae tunes. Jahluke's connection to the playground extends throughout his family, his sisters were regulars as children and his mother was chair of the management committee for several years.



Jahluke Selassie.

## PARTNERSHIPS AND COLLABORATION

Partnership working is at the heart of all that we do. We know the power of working together and building strong, resilient networks will only become more important as our communities face increasingly complex and interconnected challenges.

We work in partnership with a number of local, citywide and national organisations in pursuit of delivering our aims and are committed to always working with others where we can increase our impact and help others achieve their aims where we have shared values. We are committed to building solid networks of mutual support and sharing knowledge, expertise, and resources within and across sectors and communities.

To find out more about previous partnership work visit our website: [eastsidecommunitytrust.org.uk](http://eastsidecommunitytrust.org.uk)

Why do you come to Felix Road Adventure Playground?

“ I feel really safe and secure here and it's a place where you can be free”

Anon age 10



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