

15th February 2020

To whom may concern,

West Faversham Community Association (WFCA) is the proud operator of West Faversham Community Centre. WFCA is run by a board of local trustees, elected by its 900 local member residents, making every decision accountable to our beneficiaries in the community. The Board employs a staff team to deliver the strategy and run the day to day activities. Our Centre is open 110 hours a week over 7 days, hosting over 70 activities a week with 2900 users on an average week, peaking at 3,800 users in some weeks.

The charity aims to deliver its impact across 5 key areas of work over the next 4 years being;

- Increasing Engagement in Sports & Physical Activities;
- Reducing Loneliness & Isolation in the Elderly Population;
- Giving People Means to Gain Employment;
- Giving Positive Opportunities for Young People in the community;
- Faversham Pride and Building Community Cohesion.

Our community is predominately spread across two wards St Ann's and Davington Priory. Davington Priory (Swale15D) is an area of high deprivation, sitting in the top 10% of the most deprived nationally. In St Ann's, the picture is more complex, statistics are skewed by a stark contrast between private and social housing, housing some of the towns most deprived resident's. The Davington area is in the 10% most deprived for income affecting children, the St Ann's area is the lowest 20%. Although these figures give a strong picture, on the ground we see the level of impact on the lives of the young people whom are often outside in the parks in the evenings without any structured activities or stable home lives. As a food bank distributor we see many families suffering acute deprivation, and many users engaging in our services that lack skills and opportunity to progress.

We believe that everyone in our community should be given the best opportunities to become the best versions of themselves despite the background they come from. We therefore aim to provide services that will not only support individuals at times of crisis, or improving the quality of living in our community but also services that give people the opportunity to make a lasting change for the better for themselves and those they care about.

The centre is a hub of activities with a number of services being run under all of our key areas, from a community café offering 2 course lunches for £5.50, to fitness classes for those with mobility issues, and from youth clubs to a CV clinic and drop in services. The charity's strategy is to develop into being self-funding through its social enterprise activities such as our community gym, barbers and fitness classes, however despite strong progress in the right direction, we are not at this stage yet and are seeking funding towards the direct costs of running our community operations totaling around £90,000 per year. (This excludes services such as the café and gym which are self-funding)

We are really proud of the work we do to support our community, but accept there is much more to be done to tackle the disadvantage some of our community face. I hope that you will agree the work we do is important and any support you can offer us in developing and expanding our impact would be greatly appreciated.

Regards

James Browning, FCMI
Chief Executive Officer
West Faversham Community Association

Registered Office: The West Faversham Community Centre, Bysing Wood Road, Faversham, Kent, ME13 7RH
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