


<b>FINAL EVALUATION REPORT</b>		
<b>Project Name:</b> EXMOOR ACCESS TO SERVICES		
<b>Project Number:</b> SATS 3		
<b>Start Date:</b> 01/01/2007	<b>Finish Date:</b> 31/03/2008	

## Introduction and Scope

1. This Final Evaluation Report requires **The Exmoor Community Computer Centre** to provide a report on the success or otherwise of the **Exmoor Access to Services Project** in achieving its stated aims and objectives. It moves beyond the scope of the Quarterly Progress Reports already completed for each claim, by reviewing the wider impact of the project. Please refer to the guidance notes

## Project Aims and Objectives

2. Please provide a brief narrative summary of the project's success or otherwise in achieving its broad aims and objectives as given in your original application and your M&E plans as appropriate. Describe how you achieved them, and if you didn't achieve some of them please explain why.

### ***To help overcome exclusion, skills gap and barriers to participation.***

The outreach training programmes run by ECCC in the Lovelace Centre in Porlock and the Village Hall in Sampford Brett were extremely successful and enthusiastically received. In all, 86 individual learners benefited from the course delivery which catered for beginners as well as those wishing to acquire new or enhanced skills for work. These programmes were devised following comprehensive consultations at local level including the distribution of training analysis questionnaires to ensure the training was appropriate and effective. From feedback received it is clear that many learners have increased expectations in the quality of leisure and learning activities which they can participate in and now have the confidence to explore other avenues and options available to them. Some who have transport difficulties and/or domestic constraints have been able to join in such activities for the first time and have been encouraged and rewarded by the experience. The rurality of the area provides a significant barrier to access the services previously unavailable within the community and the elderly and infirm are particularly disadvantaged by the lack of transport and associated costs. The ability to offer these workshops in an informal, welcoming and familiar venue has helped to encourage participation by people often deprived of such opportunities through physical or social isolation. It was hoped that during this last Quarter ECCC would be running another comprehensive programme of courses at Porlock but funding problems prevented this from being scheduled. It is now hoped that this is just a postponement and more outreach training can be arranged for the autumn.

### ***To develop sustainable tourism and reinforce a local identity.***

The creation of the Porlock Community Facilitator role was intended to support and enhance the provision of services for visitors and residents. Following the departure of the original appointee last November, the role was split into two distinct functions – Tourism and IT – which enabled the Project to appoint a new post-holder, to take on the tourism responsibility. Her experience and commitment has led to the successful organisation of the 'Going Green on Exmoor' seminar at the end of March, highlighting the Green Tourism Business Scheme

and Quality Assurance, predominantly aimed at local accommodation providers. In addition, She is organising a 'Porlock Nature Weekend' for July, a comprehensive visitor package including accommodation, meals, walks, talks and demonstrations involving a number of wildlife experts and agencies.

***To regenerate the Lovelace Computer Centre....***

The two outreach training programmes run by ECCC in the Lovelace Centre proved extremely popular and galvanised considerable interest in the facility. Increasing community awareness/expectation and publicity sparked a demand for casual computer use and internet access. This take-up continues to grow and provides a modest income stream for the Centre. The IT Community Facilitator, has proved a great asset and works extremely hard to support users and promote the facility to a wider audience. A volunteer offers advice and 1:1 tuition on a voluntary basis and together their hard work and commitment ensures the Centre is a well-used and popular resource. In recognition of the value – and successful regeneration - of the Centre the Porlock Tourist Association intends to extend the IT Community Facilitator's contract which will be of great benefit to residents and visitors alike.

***To commission the services of a Financial Consultant.....***

ECCC has worked with the Consultant on a number of proposals and the application to the Lloyds TSB Foundation for revenue funding for outreach resulted in an award of £12,000. We are currently working on an exciting diversification project for ECCC's training provision with initial funding secured from Westlabb Ltd (£5,500) to proceed with phase 1, a demonstrator of the concept. Development is ongoing but funding has now been received from WSC's Rural Initiative Fund to allow us to progress the project by purchasing the additional equipment required. This has now been accomplished and applications for alternative sources of project funding are being prepared for submission to a variety of interested agencies.

**Project Outputs**

3. The agreed Outputs for the **Exmoor Access to Services Project** are set out below. Please report on the progress the project has made in achieving these Outputs, including, if relevant, detail of how the project overcame unforeseen difficulties in relation to delivering on the Output targets. Where possible outline the tools you used to measure them

4. Outputs Summary Table.

Output Type	Target total All years	Total achieved to date (31 March 08)	Future years (08-09)
6. No of people assisted in their skills development	90	86	
12. No of new or enhanced services	13	13	
13. Usage of new or improved services	2793	2150	

5. Report on Outputs Progress:

The output target relating to skills development would have been satisfactorily achieved – in fact surpassed – but for difficulties relating to obtaining a match funding element from ENP's Sustainable Development Fund. It was only on submitting the first claim to the SDF for reimbursement of the Facilitator salaries in January when it appeared that all funding would be withheld until more specific – and previously unspecified - outputs relating to Condition 3 of their offer letter – the promotion of green tourism initiatives - had been met. Funding intended for further training at Porlock had to be reallocated to finance the Facilitators'

salaries in the interim but it is hoped that the training will be scheduled for the autumn once the SDF funding has been secured.

Outputs regarding training are recorded through individual enrolment forms and on the registers of attendance signed by the tutor and countersigned by the Project Manager.

The initial target figure for usage of new or improved services was very much a 'guestimate' but we have been pleased by progress over the Project's duration and it is evident this will continue to increase over the coming months. These outputs for additional usage of the Visitor Centre have been recorded by the 'magic eye' count (with covering explanatory reports from the Chair of the PTA) and enquiry sheets. Usage of the Lovelace Centre is recorded on the appropriate sheets by the ICT Community Facilitator.

**Project Outcomes**

6. The agreed Outcomes for the **Exmoor Access to Services Project** are set out below. Please report on the progress the project has made in achieving these Outcomes, including, if relevant, detail of how the project overcame unforeseen difficulties in relation to delivering these Outcomes:

7. Outcomes.

Outcomes Summary Table:	
Outcome	Progress on Achievement
Training Delivery for skills acquisition	Detailed above
Regeneration of Lovelace Centre	Detailed above
Tourism support/development	Detailed above
Financial consultancy	Detailed above

**Wider Impact**

8. Please comment on the wider impact of the project across the region/area. Please also report on any evidence that you may not already have used.

9. Commentary on the Project's Wider Impact:

As already outlined above, the Community Facilitator for Tourism organised a highly successful 'Going Green for Exmoor' seminar, highlighting the Green Tourism Business Scheme and Quality Assurance, predominantly aimed at local accommodation providers. As a result of this event so many people are motivated by the concept, including local shopkeepers, that the Tourist Association has set up its own support committee to help promote green issues within Porlock with a view to turning the village into the 'Green Heart of Exmoor' over the coming months. This venture demonstrates how the local identity is being reinforced and how effectively community cohesion can be attained given the right catalyst. This initiative has the potential to enhance and expand the village's tourism market and give added value to the Porlock 'brand'. A natural progression to this will be the development and co-ordination of activities and events across Exmoor as well as within Porlock. These programmes will serve to unite the many complementary services – business and community related – with the Visitor Centre acting as the focal point for information and participation.

## Ongoing Sustainability

10. Where relevant, please report on the ongoing sustainability of the facility/service delivered by this project. Where project completion also represents the termination of a service delivered by the project funding, this section is not applicable.

11. Review of Ongoing Sustainability.

The small revenue stream already being generated through usage of the Lovelace Centre – casual computer use, one-to-one tuition, internet café and facility hire charges – has the potential to increase in the medium term. The Parish Council and Tourist Association are delighted with the response to the heightened awareness of the facility and attendant growing usage. In order that the momentum and regeneration be sustained the PTA has committed to continue funding the IT Community Facilitator post for the foreseeable future. ECCC plans to continue its outreach courses within the facility to extend the range of courses on offer, ensuring wider user participation, with the accompanying course fees providing an additional source of income for the Centre. Also as outlined, it is hoped that the work being progressed by the Consultant/ECCC will lead to a significant new service delivery for ECCC. Funding for the first phase has been secured and much development work is being undertaken.

## Publicity

12. Please report on any key publicity undertaken. You should make specific reference to any SWRDA/Somerset Rural Renaissance inclusion in any publicity. Please include copies of any publicity materials or indicate if already provided.

13. Report on Publicity Undertaken.

Newspaper articles regarding the appointment of the Community Facilitator and regeneration of the Lovelace Centre widely appeared in the local press. Ongoing publicity regarding the internet café facility is being delivered to accommodation providers within the area and posted on the village websites. Local clubs/societies have been notified of the resources and one-to-one tuition available. Copies of these have previously been forwarded.

## The Project Experience

14. Please report on the project experience overall. Please indicate what you would do differently in future and in addition include anything else you think will help to show how you spent Rural Renaissance funding eg letters of support from beneficiaries, businesses or users, other reports etc. You should consider including lessons learned that could be disseminated to other Organisations delivering related projects or those using a similar delivery model. Please also include suggestions as to how relationships between your organisation and the beneficiaries of the project and also your organisation and Somerset Rural Renaissance could be improved/revised. This will help inform our thinking on future funding programmes.

15. Review of Project Experience.

As with many multi-agency projects the success of this venture depended on collaborative partnership working and meaningful consultation at local level. Undertaking projects within the community also requires clear and effective communication and engagement at the earliest opportunity. I believe the Project achieved these objectives successfully but with one proviso. When working in partnership with community organisations it is easy to assume that individuals working in a voluntary capacity have the requisite skills to undertake the specific tasks then expected of them. Inexperienced volunteers can find the task of managing staff,

and associated problems with new posts quite stressful. This is an unfair position for anyone to be placed in and more careful planning was required in this regard.

In terms of the contractual matters I found the Rural Renaissance management team helpful and supportive. The reporting procedures and accompanying paperwork were time-consuming but it was recognised that these were standard SWRDA requirements. The ability to have individual support and guidance from a specific officer was particularly important and I should like to thank Corinne Matthews for her assistance, advice, patience and good humour.

I certify that, to the best of my knowledge and belief, the information contained in this claim and supporting document/s is true and accurate.

Signed	Jo Hoare	Date	10 April 2008
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