

In the seven years since I have lived in Brentford I have joined a number of groups that are all interested in developing different aspects of Brentford. In my role as editor of [www.brentfordtw8.com](http://www.brentfordtw8.com) I have met even more individuals dedicated to working towards a better Brentford. I think this is one of the main reasons that Brentford is regarded as unique in its community feel, unlike most of London.

However there is a lack of co-ordination, communication and understanding between many of the groups who all focus on their own area: for example business, planning, children. If they were better networked together community events and the area's development could be better supported not only by businesses and voluntary organisations but also the groups themselves as many have mutual interests.

I would like to examine the possibilities of putting an overall umbrella structure into place, by either adapting an existing structure or creating a new one that helps co-ordinate all the groups and organisations, that gathers sufficient power and stature in its membership to be able to leverage funding and investment for Brentford as a whole to help deliver a better Brentford.

The following documents show a project proposal to examine the current situation and determine the possible options as to how to move forward on this.

There are two organigrams; the first attempts to map the interaction between the main groups in Brentford, several of which are umbrella groups in their own right. The second is a chart of organisations in Brentford to show how diverse they all are. These are both draft and the list of organisations needs expanding.

## State of Brentford Report 2008-10

### Situation

There are a great deal of voluntary organisations, professional NGOs, government bodies and businesses in Brentford, some of whom have their own umbrella organisation (Brentford Community Council, Chamber of Commerce, Community Network), with varying levels of interaction. There are also a number of local plans Brentford Area Action Plan (BAAP), Brentford Health Impact Assessment (2006), the Isleworth & Brentford section of the Community Plan, the Community Vision for Brentford High Street (2007), the Youth provision study (2006), Brentford Play Plan (2008) and Brentford – A Waterways Town (TLS, 2009) examining local needs and aspirations.

These have often been community led and therefore owned. What is missing from this plethora of studies is a deeper understanding and snap shot in time of the work, capacities, capabilities and desires of voluntary organisations (friends of parks, residents associations etc), professional Non-Governmental Organisations (Brentford FC, West Play, Tasha etc), public sector bodies (schools, healthcare, leisure providers etc) and businesses (local and external investors) in Brentford.

This lack of understanding is currently a barrier to delivering on the aspirations of the aforementioned plans. There is a general doubt that all required capabilities and capacities exist, but there is also a lack of understanding of the priorities for community investment.

### Target

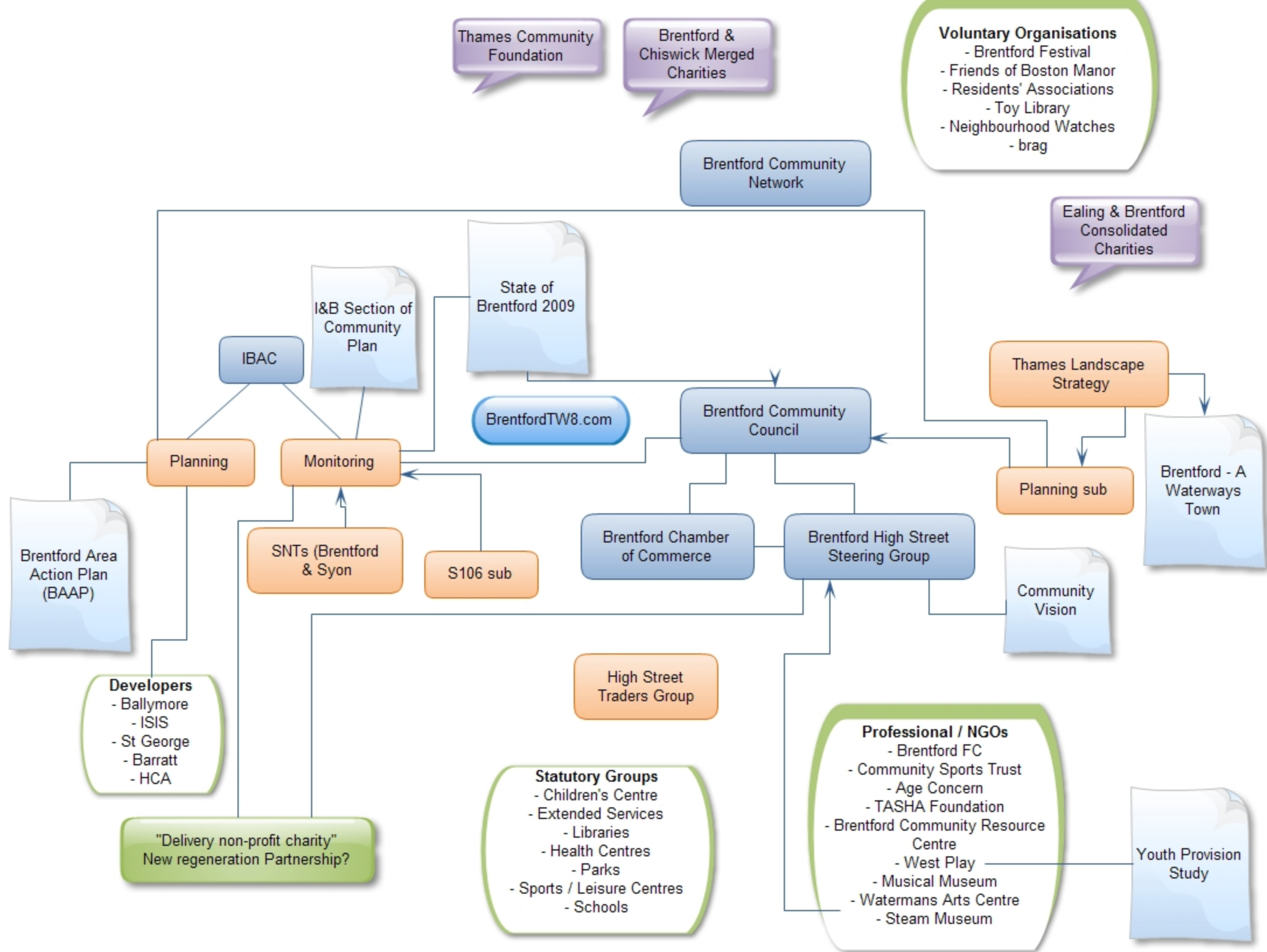
To address the problems set out in the situation analysis the following outcomes are desired:

- A clear picture of what local stakeholders have achieved in 2008-10, their future aspirations and investment needs including:
  - A database of stakeholders
  - Identifying duplication between groups and gaps in delivery
- Recommendations around:
  - Better co-ordination between Brentford stakeholders to realise local community aspirations
  - prioritisation of S106 agreements / spending
  - Improvements to existing structures to deliver change, including:
    - marketing / membership
    - community development staff capacity
    - greater communication and cooperation between stakeholders
    - benefits of improved cross group coordination on delivering the local plans
    - whether the appropriate legal entities/ structures are in place to leverage in investment
    - bringing together the plethora of local groups with a genuine cross-community focus in the most cost efficient and effective way
    - training

## **Proposal**

Invite a partnership of local organisations to bid for funding to produce study that:

- determines a list of stakeholder organisations in Brentford, identify their individual roles, assets, governance and needs (financial, personnel, skill set and structural) with the view to help achieve the named targets (not to gather data for data's sake)
- maps links between organisations
- ascertains how organisations are support the various plans, where the gaps in provision are (for example youth clubs) and whether there is duplication in provision
- through survey and focus groups identifies the best way forward to achieve the following (as separate or united entities):
  - long term funding and investment for Brentford
  - long term delivery vehicle
  - long term networking organisation to co-ordinate and communicate between the stakeholders
  - development of a shared resource bank (both in terms of skills, equipment and facilities)
- final report provides recommendations that can input to: next borough community plan, negotiations with developers etc.



Commerce

Brentford Chamber of Commerce

Developers

High Street Traders

Shopkeepers

Businesses

Albany Parade Traders

Shopkeepers

Businesses

High Street Steering Group

Housing & Planning

Hounslow Homes

Watermans Co-Op

Brentford Community Council

Brentford Dock RA

Holland Park RA

Griffin Park RA

Orchard RA RA

Hamilton & WP RA

Metropolitan Police

Syon SNT

Brentford SNT

Neighbourhood W

Lionel Road Liaison

Finance / Governance

National Government

MP

London Borough of Hounslow

Councillors

IBAC

Planning

Monitoring

Thames Community Foundation

Ealing Brentford CC

Ealing & Chiswick Merged Charities

Thames Credit Union

Statutory / Support

West Middlesex Hospital

Medical Centres

Leisure Centres

Parks

Libraries

Age Concern

TASHA

Canals / British Waterways

Genesis

Leisure Amenities

Watermans Arts Centre

Kew Bridge Steam Museum

Musical Museum

Community Sports Trust

Pubs

Dart teams

Meeting venues

Quizzes

Live Music

Junior Bees

Centre of Excellence

BrentfordTW8.com

Interest Groups

Brentford Football Club

Bees United

Lifeline

BSA

BIAS

Soul in Brentford

Bless Community Church

Equippers

St Faith's Church

Baptist Church

St Paul's Church

Open House Cafe

St Faith's Church

St John's Church

Brentford Free Church

Brentford Festival

Brentford FoE

brag

Children & Education

Lionel Road Primary School

Green Dragon Primary School

St Paul's CE Primary School

St John's RC Primary School

Brentford School for Girls

Brentford Community Network

Westplay

Extended Services

Children's Centre

Brentford Toy Library

City Learning Centre

Griffin Park LZ

Adult Education

Nurseries/playgroup

After school clubs

am/pm school care

Guides

Scouts

Toddler Groups

Griffin Park Learning Zone