

## **Chief Executives' Group – North Yorkshire and York**

**10 May 2012**

### **Tackling multiple deprivation in communities**

#### **1 Purpose of the report**

- 1.1 This report provides an update on work to tackle multiple deprivation in communities in the county.

#### **2 Background**

- 2.1 The North Yorkshire Community Plan 2011/14 states that partners will work together to identify communities where multiple deprivation exists and the issues partners need to work on in these areas to tackle this. This objective is about partners working to narrow the gaps that exist between some of our communities in terms of the quality of life they experience.
- 2.2 The last meeting of the Chief Executives Group agreed that pilot work should be undertaken in Selby North and Skipton South, complementing and informed by existing work in Scarborough Borough and Harrogate Borough.
- 2.3 No additional resources are available to support these pilots, the aim being to target current resources more effectively in partnership.

#### **3 Update**

- 3.1 Initial meetings of key partners in Selby North and Skipton South, including local communities, are being organised by officers of the County Council and respective District Council. The agenda of each meeting will include:
- Identifying existing work undertaken in the area.
  - Identifying possible issues that partners from the public, VCS and business sectors could work together on.
  - Considering the geographical boundaries, to maximise fit with natural communities.
  - Encouraging community participation and ownership.
- 3.2 The Skipton South initial meeting will be held on 28 May 2012. The date of the Selby North initial meeting is still to be confirmed.
- 3.3 Updates on existing work in areas within Scarborough Borough (Barrowcliff, Eastfield and East Whitby) and Harrogate District (Woodfield, Ripon Minster and Pateley Bridge) are attached.
- 3.4 Barrowcliff, Eastfield, East Whitby and Woodfield include lower super output areas (LSOAs) that are within the 20% most deprived in England according to the Index of Multiple Deprivation 2010 (IMD 2010).

#### **4 Recommendations**

- 4.1 That the update is noted.
- 4.2 That updates on the work in Selby North, Skipton South, Scarborough Borough and Harrogate District are reported to the Chief Executives' Group on a six-monthly basis.

#### **5 Appendices**

- 5.1 Appendix 1 - Update on Community Masterplanning work in Scarborough Borough
- 5.2 Appendix 2 - Update on Neighbourhood Management within the Harrogate District

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1 May 2012

## **Appendix 1 - Update on Community Masterplanning work in Scarborough Borough**

### **1 Background**

Scarborough Borough includes the most disadvantaged areas in North Yorkshire, with areas of deprivation that are amongst the worst nationally. The Community Masterplan approach builds on previous work to tackle disadvantage in the Borough and has been developed as a community led, co-ordinated partnership approach.

### **2 Key Principles and Approach**

The masterplans are overseen by the North Yorkshire Coast Community Partnership, with a masterplanning action group made up of very senior partnership representatives from the key agencies. This has been key to securing genuine partnership support and a willingness to look at resource deployment and investment in these most challenging areas. On the ground development and delivery of the plans is led by the Borough Council's Regeneration Team with Groundwork North Yorkshire commissioned by the Borough Council as the lead delivery partner, with local groups of residents/partners established in each of the areas.

The aim has been to use the plans both to influence the more effective delivery of existing resources and services and to use the plan as a lever to secure external grant funding for specific actions within the plans. To date this approach has been highly successful, with significant additional resources brought into both Eastfield and especially Barrowcliff.

Plans are developed based around the following approach, although tailored to the specific needs and circumstances in each area, and are underpinned by community involvement:

- Data analysis/what we already know
- Community perceptions/consultations (including using previous consultations)
- Vision for the future – to inspire change and raise expectations
- Quick wins to build trust and momentum
- Ambitious but achievable action plans
- To build on and support existing work

### **3 My Barrowcliff Action Plan (2011-2016)**

The finished plan was published in March 2011 and this is the most developed of the masterplans. Key achievements include:

- Significantly increased community involvement and a strong and growing Resident's Association, with a recently elected committee of 10. The Association is distributing a newsletter to every household and running a range of events and activities, including running a community café once a week, swimming project (35 young people learning to swim) and various parties and events. The Association are going through a rigorous programme of development and are working towards directly managing a community asset in the area.
- Over £300k of additional resources secured to support delivery of the plan (from partners and grants) and £1m recently secured from Big Local Trust.
- Crime is significantly reduced since the start of the masterplan process and there has been no vandalism to the new facilities at Gallows Close.

- Visible physical improvements to the area including new facilities (BMX track, youth shelter), improvements to existing facilities eg volunteers painting and refurbishing two play areas, resurfacing of the ball court, litter picks and clean ups, with further improvement work planned.

#### **4 New Eastfield 2012 - 2024**

The Eastfield Action plan is in the final stages of development and scheduled to be published in June 2012. It links closely with the Middle Deepdale housing development and the timescale of the plan reflects this. Key achievements include:

- Transformation of the Dell from an eyesore to a community asset, including extensive community involvement and recruitment of volunteers. The area is now widely used by the community, including local schools. Since the start of the project almost 800 people have been involved with events, activities and volunteers tasks on the Dell and over 900 children have attended school activities on the site. Work is now underway to designate the area as a Local Nature Reserve.
- Visible improvements to the area including new planters and roundabout landscaping.
- A well attended skills and training roadshow was held with local employers and training providers as part of ongoing work to tackle worklessness and to improve skills, training and access to jobs.

#### **5 Eastside Action Plan (East Whitby)**

This is the most recent piece of work and development of the plan is at an early stage. A partnership steering group made up of local residents, organisations and elected representatives (town, borough and county) has been established and is meeting regularly. Consultation has commenced, including a survey to all households. Hands on model making sessions during the Easter holidays were popular with young people and generated a range of ideas about future improvements. Initial responses to the survey, though, have been low and follow up publicity and door to door work is underway.

Funding has been identified for resurfacing of the ball court (a priority for the young people that attended the consultation) and work is ongoing to look at expanding the use of the Eastside Community Centre. Based on experience in the other areas, visible action on the ground will be promoted alongside the ongoing consultation, to build momentum and interest in the plan.

#### **6 Lessons learnt**

We are still learning but some initial points raised from the review of work to date include:

- Commitment at the highest level of organisations is essential for success. Tackling multiple deprivation will in most cases require a refocusing of resources.
- Community engagement needs time to build. Visible action and improvement on the ground is one of the most effective ways to engage with residents but trust takes time to build and a willingness to keep trying.
- Quick wins and improving quality of life are important in building trust and momentum but tackling entrenched disadvantage requires long term commitment

- and investment. We hope the 10 year investment through the Big Local Trust will help us to tackle some root causes and make a long term difference in Barrowcliff.
- This approach brings benefits but it requires upfront resources (particularly staff time) to develop and to deliver successfully.

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26 April 2012

## **Appendix 2 - Update on Neighbourhood Management within the Harrogate District**

### **1 Background**

The aim of the 'My Neighbourhood' community engagement framework is to target resources and action within the chosen priority areas. The framework supports and contributes to the Localism and Big Society agendas.

'My Neighbourhood' is the main partnership working structure that supports the Harrogate District Strategic Partnership (Harrogate District Partnership Forum) to deliver outcomes against the priorities held within the Harrogate District Partnership Plan (community plan).

The objectives of neighbourhood management and the supporting governance structure are to:

- Deliver outcomes against the Harrogate District Strategic Partnership Plan priorities: A strong local economy; Supporting our communities; and Enhancing and protecting our environment.
- Strengthen partnership working between the various public, private and voluntary and community sector service providers.
- Coordinate activities within the chosen priority area(s), to reduce duplication, identify efficiencies and provide a more joined up approach to local services.
- Support local people to decide what they want for their area and influence service delivery that is tailored to local needs.
- Improve the quality of life within the priority area(s) and empower local people to get involved in shaping how their neighbourhood should look.
- Address together as a partnership short, medium and long term issues that impact on the area worked within.
- Share information, data and intelligence.

### **2 How neighbourhood management has developed within the District**

Following an initial pilot of programmed action within the Woodfield ward in September 2010, a framework for rolling neighbourhood management out across key priority areas within the Harrogate District has been developed and implemented. Taking into account resource restrictions and existing partnership structures it was agreed by partners that priority project areas would be identified through analysis of data, intelligence and need.

Lessons learnt from the pilot re-enforced that in order to tackle some of the underlying issues within the chosen areas that partners needed to work together in the areas long term and not just for a short period as originally envisaged. Since the pilot, projects have been developed and rolled out in Ripon Minster, Pateley Bridge and surrounding upper area, and Woodfield (Harrogate), with a Knaresborough East and Scriven project due to be scoped in the next month and rolled out. Within each priority area there is a 'My Neighbourhood' partnership project group with a wide range of public, private and voluntary and community sector organisations involved. Each project has developed an action plan to tackle the key issues identified for the area and operates in a tailored way depending on the locality.

A full evaluation is currently being carried out for 2011/12 and will be reported to the Harrogate District Partnership Forum in May to look at outcomes for the year and whether to continue to work this way with partners in the priority areas.

### **3 Woodfield**

Key issues identified: Financial inclusion (low income families with low number with bank accounts), skills and employment (low education and skills attainment), health and well being (obesity), youth anti-social behaviour (Butler Road playing fields) and neighbourhood engagement/ participation.

Outcomes and progress:

- The external funding secured from Learning Skills and Improvement Service (LSIS) to deliver up to 10 community projects based on an educational framework to engage and bring the community together around interest areas including; 'Growing Together' (who have now re-developed the Millennium Garden that had turned into waste land into an educational garden), community film night, sports leadership training courses for residents, Harrogate Town community development project, Thirst coffee morning memoirs project, Bilton Youth Club family fun day, Bilton Children Centre community outreach, energy awareness project and credit union roll out. Many of these projects are still ongoing although the LSIS project has come to an end.
- Establishing a residents association in certain parts of the neighbourhood.
- Young people engaged at Butler Road playing field to provide activities/options to reduce anti-social behaviour including the development of the Woodfield teen area with two new pieces of equipment installed in the last month that the young people were consulted on.
- Community access point for the NY Credit Union established at the Children Centre and supported by volunteers; financial education awareness classes held.
- Joining up of partners to deliver the work clubs and to look at support back into employment, training or skills.
- Basic benefits awareness training delivered to 37 officers from across the District so to sign post to the benefits service with subsequent referrals made.
- Benefit take up work completed for social sector housing amounting to just over £15k of additional benefit paid into the community.
- Fuel poverty awareness training provided to 16 partners.

### **4 Pateley Bridge**

Key issues identified: Financial Inclusion (fuel poverty), skills and employment (especially young people who have finished school and have no career path), children & young people and rural isolation (isolated from the rest of the District), rural isolation and access to services (transport related), neighbourhood engagement.

Outcomes and progress:

- NY Credit Union community access collection point established at Nidd Plus offices, launch of the junior savings scheme at St Cuthbert's primary school.
- Benefit take up work for both social and private housing amounting to just under £21k of additional benefit paid into the community.

- Review of the work club and how to deliver in the area, assisting individuals through a seamless referral system for support.
- Dales Integrated Transport Alliance - launch of additional bus service on evenings and weekends, promoted by partners, ongoing work around developing an integrated transport hub for the area.
- Harrogate College outreach work to encourage school leavers to enrol on a course if they haven't already done so.

## **5 Ripon Minster**

Key issues identified: Growth of anti-social behaviour (including evening alcohol issues and around housing), skills and employment (low education and skills attainment), health and well being (lower life expectancy) and financial inclusion (low income families).

Outcomes and progress:

- Programme of joint partner (Police/Housing) surgeries established for residents to discuss anti-social behaviour issues with relevant officers.
- Public consultation carried out to look at regenerating Kirkgate business area, unfortunately full resident and business support for this was not achieved therefore can't go ahead.
- BMX track development on Dallamires Lane, Ripon City Council looking at external funding options alongside the Youth Council who are gauging interest for this.
- Citizens' event held across 3 museums to promote citizenship and community cohesion, 14 partners involved and attracted 306 visitors.
- NY Credit Union community and junior savings scheme work development.
- Weekly work club with 7 residents recently taking places on internet and email skills course and employability course, due to increased demand, further courses are now planned.

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