



Priority Places: Addressing inequality in Guildford Borough

Surrey County Council Local Committee for Guildford

8 December 2010

Key Issue

This paper is an annual update on the work to tackle inequality in Guildford Borough.

Summary

Residents, the voluntary, community and faith sector, as well as statutory partners have continued to work in Guildford's developing communities to address inequality in the Borough. The Westborough Strategy has provided a strong foundation for a set of focussed interventions. In Stoke a 'Planning for Real' exercise is underway to identify the current concerns and aspirations of local residents. Whilst in Ash a 'Community Street Team' of volunteers is being developed to interact positively with young people.

Officer Recommendations

The Local Committee is asked to:

- a) note and endorse the progress made in North Guildford and Ash.
- b) continue to use the resources at its disposal to promote the development of stronger, more self-reliant communities in Guildford.
- c) comment on the challenges facing partnership work in North Guildford and Ash.

1 Introduction and background

1.1 Guildford Borough is, in the main, an affluent area. Residents are largely healthy, enjoying well above average life expectancy, and people are generally well educated, highly skilled and well paid. However, not all of Guildford's communities benefit from the opportunities the Borough provides.

1.2 The Index of Multiple Deprivation, Joint Strategic Needs Assessment, Health Profiles, Heat Maps and many other sources provide a measure of deprivation based on factors such as income, employment, health, education, housing and crime. Parts of Stoke and Westborough are within the most deprived national quartile. Ash also has pockets of deprivation. Annex 1 sets out the most disadvantaged parts of the Borough based on the 2007 Index of Multiple Deprivation.

1.3 Compared with the rest of Guildford Borough these communities have lower incomes, a higher percentage of residents with no qualifications, poorer educational achievement, as well as higher than average levels of crime and disorder. A higher proportion claim job seekers allowance and incapacity benefits. The relative levels of wealth of the surrounding communities compounds the disadvantage.

1.4 There is a history of effective partnership working in Guildford's most deprived wards. This has taken a range of different forms. A four year 'Quality and Education' partnership project was launched in Westborough ward in 1996. This was followed by in 2000 by Surrey County Council's 'Self Reliance' policy. Under this banner work in Stoke and Westborough continued with an emphasis on children and education, but it also encompassed wider community needs and provision. In 2002 a multi-agency project led by the Health Authority established a Healthy Living Programme in North Guildford using Big Lottery funding.

2 Achievements

2.1 In partnership with the community, as well as the voluntary sector and faith groups, we continue to achieve some real improvements in these communities. The following paragraphs set out what has been achieved in the past year.

Westborough

2.2 The Surrey Strategic Partnership has identified Westborough as one of four priority places across the county that suffer from significant levels of disadvantage. In response to this the Guildford Local Strategic Partnership has approved the Westborough Strategy in July 2010. This is a long-term strategy, pulling together all of the work being undertaken by partner organisations individually and together. It aims to prevent duplication and maximise impact by coordinating work across services.

2.3 The Strategy sets out four priorities and it contains a detailed action plan that is currently being implemented. Actions that are currently being implemented or that have already been completed include:

Improving skills and employment opportunities

- Connexions have agreed to fund 10 work trial placements for young people from Westborough that are not in education, employment or training.
- Family learning and adult learning courses are being set up in various locations, including The Spinney and King's College. Surrey Lifelong Learning Partnership is allocating extra funding for Westborough for courses running in April and May.
- The LSP funded a three-month programme of up-skilling opportunities in Westborough to attract people who do not currently engage in learning. The Westborough TransformIT programme engaged with over 60 learners. We installed a wireless internet connection at the Park Barn Centre to assist with adult learning courses.

Improving the health of residents and reducing inequalities

- NHS Surrey is in the process of recruiting and training volunteer health champions to address smoking, obesity and alcohol issues.
- We have run dental health checks at Guildford Grove Primary School. NHS Surrey has also raised awareness of a local dentist in Aldershot Road.
- We have run multi-agency basic Child and Adolescent Mental Health Services awareness training.

Supporting children, young people and their families

- The Spinney Children's Centre has developed a six week course to provide support and guidance for mothers with new babies.
- The Spinney is recruiting an additional community outreach worker to support families in the mornings, evenings and school holidays.
- The Youth Development Service has conducted some outreach work with young people in Westborough.
- Supervised access visits are taking place at The Spinney. A Service Level Agreement and additional funding has been agreed to allow the centre to open on a Saturday.
- Job Centre Plus and Housing Advice have run drop in sessions at The Spinney.
- Kings College is recruiting to a new role based on the home school link worker role. This will support young people at transition points (year 6-7, transition at times of bereavement etc).

Increasing community pride, confidence and cohesion.

- Guildford Borough Council has set aside £20,000 for environmental improvements. They will soon be consulting with local residents to determine how to spend the funding.
- The area has received a heightened level of street cleaning and fly tip clearing, in addition to this we will be carrying out a number of targeted

clean ups, encouraging community clean ups and local community involvement over the coming year.

- Surrey Police have appointed a youth PCSO who is located at King's College.
- Surrey County Council has agreed to fund a school crossing patrol at Guildford Grove Primary School.
- Surrey Police and Surrey County Council have introduced a school speed watch programme at Guildford Grove Primary School.
- The Local Committee has agreed for officers to formally consult on selective parking restrictions.
- We are planning to build a Playbuilder project in Westborough Woods.

2.4 The Stoke and Westborough Action Group (SWAG) has taken on the role of monitoring the implementation of the Westborough Strategy, challenging areas of underperformance or concern and reporting them to the Local Strategic Partnership Board. The membership of the group consists of local residents, councillors, representatives of the voluntary, community and faith sector, as well as the statutory partners.

2.5 All the partners have made a long-term commitment to work together. In June 2011 the Delivery Management Group of the Surrey Strategic Partnership will visit Westborough to assess the progress made to date. The action plan will then be refreshed in July 2011, taking account of the effectiveness of the current work and to plan further interventions.

Stoke

2.6 The Guildford Children's Centre is leading a Planning for Real exercise to work with local residents to identify their current concerns and aspirations for the future. Planning for Real is a well practised approach to community engagement. This initiative builds the capacity of the local community to lead the engagement process.

2.7 It involves local schools, youth clubs and community groups developing a 3D map of the community complete with housing, local facilities, businesses and green spaces. The map is then taken out to local meetings and public locations to enable residents to pinpoint their ideas, comments, suggestions and actions for the future of the area. The recorded suggestions are used at prioritisation events with public, private and voluntary sector partners to begin to develop a shared action plan.

2.8 In Stoke a group of volunteers have been trained in the Planning for Real process. The map is due to be completed in time for the first of a series of public events on the 2nd of December. The results of the consultation will then be drawn together in the new year and an action plan will be developed to address the priorities of the community.

Ash

2.9 A strong network of agencies, including Members, has continued to meet quarterly in Ash to share information, coordinate delivery and build

relationships. The Police, Guildford Borough Council and Surrey County Council are all represented, as well as a range of voluntary, community and faith groups.

2.10 One of the key priorities of the Network is to ensure that young people living in Ash are playing a positive role in the local community. Members of the group are concerned about some incidents of low level crime and anti-social behaviour carried out by a minority of young people, as well as a broader negative view of young people living in Ash.

2.11 In response a small working group has been established, with a secretary and a treasurer, to work with Surrey County Council's Services for Young People to develop a 'Community Street Team'. This is a group of volunteers who will carry out detached youth work. Similarly to the Street Angels in Guildford Town Centre, they will proactively go out onto the streets of Ash and talk to young people. The volunteers will receive training in basic youth work, best practice and safeguarding, to enable them to engage confidently with young people. Volunteers will wear clothing and an ID badge to identify them as a member of the Team.

2.12 The aim of the work is to promote mutual respect between adults and young people and to build a stronger sense of community. Whilst many adult members of our local communities understand the role they play within society many of our young people don't and this can leave them feeling alienated. The Community Street Team will work with such young people to help them understand that it is their right to also participate in the life of their local community in ways that enhance and enliven them.

3 Challenges

3.1 Funding to sustain partnership working in our developing communities will be a key challenge in the next few years. The reduction in public sector funding will hit deprived areas hard. Coupled with this, the voluntary, community and faith sector will be asked to do more whilst they strive to find funding. This will require us to think more innovatively about the interventions we put in place. It will also mean that we need to be very focused on making the interventions that have the greatest impact.

3.2 In December 2009 it was highlighted to the Local Committee that the funding for the two Community Developments Workers for Stoke and Westborough was not secured. Surrey PCT, Guildford Borough Council and Surrey County Council, including through the use of Member allocations, had sustained the posts in up to March 2010. However, a significant funding bid to the Big Lottery was unsuccessful and it became impossible to continue to sustain the two workers on the small pots of funding available.

3.3 The importance of community development is recognised and Voluntary Action South West Surrey have submitted a bid for funding from the County Council's 'Small Disadvantaged Areas Fund' to restart this work. The outcome of the bid will be determined in December 2010.

4 Consultations

4.1 All of the projects in North Guildford and Ash are based on the principle that residents need to be engaged and involved in setting and delivering on a local agenda.

5 Implications (financial & value for money, equalities & diversity and crime & disorder)

5.1 Prevention work through co-ordinated action in priority areas represents value for money to a range of public agencies, for example health, social care and community safety.

5.2 The approach supports vulnerable and less advantaged residents so that they can take opportunities for accessing employment and the benefits of living in Surrey.

5.3 Community safety tends to be a priority for residents and an effective presence and local response through neighbourhood work and panels contributes to the promotion of stronger, more resilient communities, which in turn have increased confidence in resisting crime and anti-social behaviour.

6 Conclusion and reason for recommendations

6.1 The work in North Guildford and Ash is undertaken to empower individuals and communities to develop local solutions to the problems that face them, and address a number of key issues for public services. Statutory partners and other strategic partners such as the voluntary, community and faith sector are key in also developing a co-ordinated, long term, planned approach to their mainstream activity.

6.2 The Local Committee and the local Members, in particular, have invested in many specific projects in these neighbourhoods and the support of Members is highly valued. The Local Committee is asked to give its support to the work of the partners to promote the importance of sustained, co-ordinated work in all services planning and resourcing in the priority communities.

7 What happens next

7.1 The Guildford Local Strategic Partnership will continue to lead the work on disadvantaged communities in the Borough. The Local Partnerships Team will convey the Local Committee's views to those agencies involved in the 'priority places' approach and other relevant work.

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Background papers: The Westborough Strategy (July 2010)

Annex 1 Results for the most deprived lower level super output areas in Guildford from the 2007 Index of Multiple Deprivation. Ranked out of 32,482 in England and 709 in Surrey (1 is most deprived).

	IMD 2007	IMD 2007	IMD 2004	Income	Employment	Health Deprivatio n And Disability	Education Skills And Training	Barriers To Housing And Services	Crime And Disorder	Living Environment
Ward and Super Output Area	Rank in England	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey	Rank in Surrey
Westborough 012D	7756	4	2	4	18	10	2	475	2	317
Westborough 012C	11437	21	34	38	33	49	15	665	4	124
Stoke 007D	11564	22	9	49	53	54	13	206	42	58
Stoke 007C	11892	24	5	17	28	30	9	409	58	520
Ash Wharf 010C	12533	28	18	44	29	27	5	450	143	507
Ash Wharf 010D	13763	40	31	45	60	65	47	189	18	411
Westborough 009B	14171	44	30	76	73	58	10	639	17	290
Stoke 007A	15064	51	63	71	56	73	28	160	135	512
Friary and St Nicolas 013C	15430	55	28	133	8	22	532	620	39	8
Worplesdon 005E	15684	60	68	50	59	72	39	481	73	373
Westborough 012B	15929	66	81	68	57	39	25	704	103	377
Stoke 007B	16694	71	58	90	91	62	31	281	155	383