

# Guildford Local Strategic Partnership



## Westborough Strategy Action Plan 2012-14

January 2012

## **Vision for Westborough 2020**

Westborough will be a safe, clean and attractive place to live. Open and green spaces will be well-maintained and its natural assets will be available for the enjoyment of the local community.

Residents will be proud of the local area and feel part of the community. They will be informed and engaged and work with service providers to identify and make improvements to the area.

Well run public services will be responsive to local needs and residents will have access to and take advantage of good quality education, healthcare, housing and recreational opportunities. Westborough will offer a range of excellent local facilities for the community.

High educational attainment, skills levels and aspirations will enable residents to access further education and training and existing and new job opportunities.

## **Westborough Strategy and Action Plan**

The vision for Westborough sets out the aspirations for the area for 2020 and demonstrates what residents and partners are aiming to achieve over the next ten years.

Partners will focus on the following key issues to deliver the vision:

- Increasing community pride, confidence and cohesion
- Improving skills and employment opportunities
- Improving the health of residents and reducing inequalities
- Supporting children, young people and their families

The strategy sets out the broad steps that partners and the community need to take and the commitments required under each of the above headings. It is accompanied by an action plan setting out in more detail the proposed actions.

Whilst the strategy and action plan specify steps to be taken collectively and individually, partners have also agreed the following general principles to achieve the desired outcomes for Westborough and its residents:

- (1) Partners will make a long-term commitment to work together and join up/coordinate service provision to maximise benefits to Westborough.
- (2) Partners will ensure that senior level commitment to Westborough is reflected in plans, strategies and actions throughout their organisations.
- (3) To enable more to be achieved from existing resources, a clearer picture of what partners are spending and doing in Westborough, including the voluntary and faith sectors, will be established.
- (4) Consultation data and intelligence will be shared, best use will be made of existing information and communication and engagement activities will be coordinated.

## Increasing community confidence and cohesion

### 1. Make residents feel safe and secure

### 2. Engage and support the local community in addressing their priorities, including improvements to the physical environment

Actions	By When	Lead
<p>(a) Implement new approaches to partnership working and engaging the community to get more people involved in assessing need and local decision-making, including by:</p> <ul style="list-style-type: none"> <li>• exploring alternative models of service delivery (such as social enterprise initiatives) to engage residents in the operation of services and deliver other benefits to the community;</li> <li>• involving community representatives in regular estate walkabouts/environmental audits; and</li> <li>• the Stoke and Westborough Action Group considering the potential benefits of holding joint surgeries of relevant agencies and councillors.</li> </ul>	<p>December 2012</p> <p>April 2013 (Review progress)</p> <p>April 2012</p>	<p>Steve Benbough (Guildford Borough Council)</p> <p>Philip O'Dwyer (Guildford Borough Council)</p> <p>Carrie Anderson (Surrey County Council)</p>
<p>(b) Build the capacity of local community, voluntary and faith groups to deliver improvements in Westborough, including by:</p> <ul style="list-style-type: none"> <li>• helping them to raise funds, operate effectively and recruit volunteers;</li> <li>• building upon the launch of Joining In by further promoting volunteering opportunities and other ways of getting involved in the local community;</li> <li>• helping Westborough residents into volunteering opportunities through the Guildford Volunteer Centre.</li> </ul>	<p>April 2013 (Review progress)</p>	<p>Nigel Smallbone (Voluntary Action SW Surrey) Tracy James/Richard Musgrove (Guildford Borough Council)</p>

## Increasing community confidence and cohesion

### 1. Make residents feel safe and secure

### 2. Engage and support the local community in addressing their priorities, including improvements to the physical environment

Actions	By When	Lead
<p>(c) Build greater community cohesion and satisfaction, including by:</p> <ul style="list-style-type: none"> <li>• welcoming new residents to the area, arranging social and community events and encouraging participation in local social groups;</li> <li>• working with the Westborough and Park Barn Community Association to develop and implement a communications to: <ul style="list-style-type: none"> <li>○ improve communications about positive outcomes, achievements and improvements in the local area and challenge unjustified perceptions; and</li> <li>○ promote and increase awareness about existing services, facilities, activities and events through better provision and targeting of information.</li> </ul> </li> </ul>	<p>April 2013 (Review progress)</p>	<p>Tracy James/Richard Musgrove (Guildford Borough Council) Steve Benbough (Guildford Borough Council) Julie Nelson (NHS Surrey) Carrie Anderson (Surrey County Council) Westborough and Park Barn Community Association</p>
<p>(d) Improve the condition and quality of the local environment, including by:</p> <ul style="list-style-type: none"> <li>• supporting community led initiatives and events, such as community clean-ups, planting and growing schemes and other environmental improvements, including the condition, presentation and maintenance of flower beds and planters;</li> <li>• maintaining enhanced street cleansing schedules for the local area on a targeted basis;</li> <li>• undertaking enhanced enforcement of environmental offences (litter, fly-tipping and dog waste) and ensuring that actions and outcomes are communicated to the local community;</li> </ul>	<p>April 2013 (Review progress)</p> <p>Ongoing</p> <p>April 2013 (Review progress)</p>	<p>James Whiteman (Guildford Borough Council) Philip O'Dwyer (Guildford Borough Council) Phil Newcombe (Guildford Borough Council)</p> <p>James Whiteman (Guildford Borough Council)</p> <p>James Whiteman (Guildford Borough Council) Phil Newcombe (Guildford Borough Council)</p>

## Increasing community confidence and cohesion

### 1. Make residents feel safe and secure

### 2. Engage and support the local community in addressing their priorities, including improvements to the physical environment

Actions	By When	Lead
<ul style="list-style-type: none"> <li>• encouraging reporting of issues such as fly-tipping, graffiti, vandalism and anti-social behaviour and ensuring that mechanisms are in place to respond within defined timescales;</li> </ul>	Ongoing	James Whiteman (Guildford Borough Council) Philip O'Dwyer (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• reviewing the provision of receptacles for litter, dog waste and cigarette ends;</li> </ul>	July 2012	James Whiteman (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• undertaking an ongoing communication campaign about waste and recycling services, such as letters to residents who put bins out on the wrong day);</li> </ul>	Ongoing	James Whiteman (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• providing customer care training for refuse and recycling staff about box throwing and cleanliness;</li> </ul>	Ongoing	James Whiteman (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• working with residents and private landlords to improve the appearance of poorly maintained properties and gardens, including through the provision of basic gardening tips courses and local "in bloom" competitions;</li> </ul>	April 2013 (Review progress)	Philip O'Dwyer (Guildford Borough Council) Phil Newcombe (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• working with the University of Surrey to develop an accreditation scheme to improve the standard, management and maintenance of shared student houses;</li> </ul>	December 2012	John Martin (Guildford Borough Council)
<ul style="list-style-type: none"> <li>• building more positive relationships between students and local residents, including by:               <ul style="list-style-type: none"> <li>○ providing information about recycling, security, litter, parking and neighbourly behaviour to students</li> <li>○ engaging student volunteers in their community environments (e.g. garden clean up schemes);</li> </ul> </li> </ul>	October 2012	Clem Malcahey-Banks (UoS Students' Union) James Whiteman (Guildford Borough Council) Emily Band (Surrey Police)
<ul style="list-style-type: none"> <li>• encouraging the local community to provide support for residents who are unable to maintain their gardens;</li> </ul>	December 2012	Phil Newcombe (Guildford Borough Council)

## Increasing community confidence and cohesion

### 1. Make residents feel safe and secure

### 2. Engage and support the local community in addressing their priorities, including improvements to the physical environment

Actions	By When	Lead
<ul style="list-style-type: none"> <li>• implementing agreed environmental improvement schemes arising from the Westborough Works consultation;</li> <li>• in consultation with local residents, developing options for delivering other environmental improvements arising from the Westborough Works consultation;</li> <li>• in conjunction with the local community and partners, continuing to develop and improve the overall environment and space at the Westborough Woods Playbuilder site;</li> <li>• working with schools and residents on clean and green projects, including to improve the entrances to green areas to make them more accessible and inviting for recreational use.</li> </ul>	<p>April 2012</p> <p>April 2013</p> <p>April 2013</p> <p>April 2013 (Review progress)</p>	<p>Philip O'Dwyer (Guildford Borough Council)</p> <p>Philip O'Dwyer (Guildford Borough Council)</p> <p>Adam Owen (Guildford Borough Council)</p> <p>Adam Owen (Guildford Borough Council) Tasha Feddery (Surrey Wildlife Trust)</p>
(e) Work with the local community to identify defects in the condition of road surfaces and footpaths and assess in accordance with Surrey priority criteria	April (Review progress)	Bryan Nakiewicz (Surrey County Council)
(f) Undertake public engagement to establish the need for additional road crossings and bus stops and improvements to walking and cycling routes in connection with the Local Sustainable Transport Fund.	April 2012	Sarah Akerman (Surrey County Council)
(g) Promote community engagement in the development of a sustainable transport schemes programme (encouraging walking, cycling and use of public transport) and create a 'Healthy Lifestyle hub' targeting behavioural change at schools, businesses and residents in Westborough, as part of the Surrey TravelSMART project.	June 2012 (Report on programme)	Paul Fishwick (Surrey County Council)



## Increasing community confidence and cohesion

### 1. Make residents feel safe and secure

### 2. Engage and support the local community in addressing their priorities, including improvements to the physical environment

Actions	By When	Lead
<p>(j) Ensure residents feel safer and more secure by:</p> <ul style="list-style-type: none"> <li>• undertaking a crime and anti-social behaviour assessment in Westborough and, in consultation with residents, developing an action plan to address local priorities;</li> <li>• working with residents and community groups to increase the penetration of Neighbourhood Watch in the area;</li> <li>• promoting home security (e.g. physical measures, bogus callers etc.)</li> <li>• following the additional dedicated police resource deployed during 2010/11, keeping demand and the way the service is provided under review to maintain continuity of cover;</li> <li>• increasing the circulation of the community safety wardens' newsletter; and</li> <li>• undertaking a home fire safety campaign by training community volunteers to work with the Fire and Rescue Service to carry out home safety visits and be responsible for home safety in the community.</li> </ul>	<p>April 2012</p> <p>April 2013 (Review progress)</p> <p>April 2013 (Review progress)</p> <p>Ongoing</p> <p>April 2013 (Review progress)</p> <p>December 2012</p>	<p>Matt Goodridge (Surrey Police)</p> <p>Steve Hill (Surrey Police)</p> <p>Matt Goodridge (Surrey Police)</p> <p>Matt Goodridge (Surrey Police)</p> <p>Tracy James/Richard Musgrove (Guildford Borough Council)</p> <p>Alan Clark (Surrey Fire and Rescue Service)</p>
<p>(k) Work with the local community, councillors and key partners to determine the future use of the former Pond Meadow School site.</p>	<p>June 2012 (Progress report)</p>	<p>Steve Benbough (Guildford Borough Council) Carrie Anderson (Surrey County Council)</p>
<p>(l) Assess the usage, availability and hire costs of the Park Barn and Stoughton Community Centres and develop options to make them more accessible to the local community (including publicity, promotion and marketing).</p>	<p>April 2012</p>	<p>Mike Beckwith (Guildford Borough Council)</p>



<b>Improving skills and employment opportunities</b>		
<b>1. Provide support to get the unemployed into work</b> <b>2. Reduce the number of young people not in education, employment or training</b> <b>3. Increase participation in adult and family learning</b>		
<b>Actions</b>	<b>By When</b>	<b>Lead</b>
(a) Promote access to the Westborough and Park Barn work club and build upon its establishment by providing accessible learning opportunities (literacy, numeracy and IT skills) for jobseekers at local venues.	December 2012	John Thurlow (Surrey Lifelong Learning Partnership)
(b) Support young people in finding work experience and apprenticeship opportunities, including through relationships with contractors, suppliers, partners and Guildford businesses.	June 2012 (Review progress)	Carrie Anderson (Surrey County Council)
(c) Commission targeted services to address the risk factors for young people becoming NEET (not in education, employment or training) or entering the criminal justice system in Westborough.	April 2012 (and annual review)	Carrie Anderson (Surrey County Council) Toby Wells (Surrey County Council)
(d) Support young people with high quality web-based careers advice and provide additional support for young people at risk of becoming NEET (not in education, employment or training).	September 2012 (Review progress)	Carrie Anderson (Surrey County Council) Danny Moloney(Kings College) Graeme Adams Guildford 11-19 Partnership
(e) Work with The Spinney Children's Centre, Kings College and other partners to initiate, extend (including further venues) and promote free local community, family and adult learning opportunities to meet identified local needs and support learners into further education, training, employment or local volunteering.	April 2013 (Review progress)	Cheryl Brown/Sharon Salman (Surrey Adult Community Learning) John Thurlow (Surrey Lifelong Learning Partnership)
(f) Deliver digital inclusion courses for any member of the community	April 2013 (Review progress)	John Thurlow (Surrey Lifelong Learning Partnership)

## Improving skills and employment opportunities

1. Provide support to get the unemployed into work
2. Reduce the number of young people not in education, employment or training
3. Increase participation in adult and family learning

Actions	By When	Lead
(g) Work with disadvantaged and vulnerable groups via community intermediaries to create learning opportunities.	April 2013 (Review progress)	John Thurlow (Surrey Lifelong Learning Partnership)
(h) Develop and support the establishment of local social enterprise initiatives and carry out a feasibility study on developing an advice and support centre for community social enterprises.	October 2012 (Progress report)	John Thurlow (Surrey Lifelong Learning Partnership) Steve Benbough (Guildford Borough Council)
(i) Offer work placements at the Park Barn Centre and Dray Court for those wishing to undertake training (NVQ) in health and social care at Guildford College.	April 2013 (Review progress)	John Martin (Guildford Borough Council)

<b>Improving the health of residents and reducing inequalities</b>		
<b>1. Promote healthy lifestyles</b> <b>2. Improve support for older people</b>		
<b>Actions</b>	<b>By When</b>	<b>Lead</b>
(a) Undertake a comprehensive health needs assessment of Westborough in conjunction with the local community to present a picture of health and identify strengths and areas for development/action.	April 2012 (Initial report)	Michael Baker (NHS Surrey)
(b) Review feedback from residents, including from the health needs assessment, about the availability of appointments and identify actions to address this and communicate how the appointment system operates.	October 2012	Fiona Morris Guildowns Group Practice
(c) Undertake a feasibility study on developing a new community health centre.	April 2013	Fiona Morris Guildowns Group Practice
(d) Offer NHS Health Checks in Westborough.	April 2013	Lisa Andrews NHS Surrey
(e) Work with the NHS Surrey Public Health Immunisation Team to improve immunisation take-up.	April 2013	Fiona Morris Guildowns Group Practice
(f) Work with local residents and frontline workers to determine how the stop smoking service can be promoted and provided in the community more effectively to improve take-up as a model to be replicated across other services.	January 2012	Liz Labrum NHS Surrey
(g) Work with First Steps to deliver emotion gyms for local residents in Westborough/Stoke.	April 2013	Michael Baker (NHS Surrey)
(h) Improve the dental health of the community by: <ul style="list-style-type: none"> <li>• reviewing access to dental checks and services as part of the health needs assessment; and</li> <li>• developing and delivering more oral health promotion sessions for children and families at The Spinney Children’s Centre.</li> </ul>	April 2012  April 2013	Michael Baker (NHS Surrey)  Barbara Billington Surrey Community Health Anne Woodward The Spinney Children’s Centre

<b>Improving the health of residents and reducing inequalities</b>		
<b>1. Promote healthy lifestyles</b> <b>2. Improve support for older people</b>		
<b>Actions</b>	<b>By When</b>	<b>Lead</b>
(i) Improve access to sports, fitness and play activities and weight management programmes, including through: <ul style="list-style-type: none"> <li>links with Guildford Spectrum, Surrey Sports Park and the Guildford 2012 Group and the potential for community concessions;</li> <li>developing and implementing a plan to target promotion of physical activities based on Sport England's Marketing Segmentation Tool.</li> </ul>	October 2012 (Review progress)	Julie Nelson (NHS Surrey)
(j) Provide free and/or discounted community access to outdoor recreation facilities at Kings College.	April 2012	Phil Newcombe (Guildford Borough Council) Andrew Milligan (Kings College)
(k) Secure external funding and, in consultation with residents, identify a suitable location for the installation of a local outdoor gym facility.	April 2012	Phil Newcombe (Guildford Borough Council)
(l) Train at least one health champion in Westborough.		Julie Nelson (NHS Surrey) Lisa Andrews (NHS Surrey)
(m) Promote the Change4Life (healthy eating and living) programme within Westborough.	April 2013 (Review progress)	Julie Nelson (NHS Surrey)
(n) Continue to run the HENRY programme at Guildford Children's Centre for families from both Guildford Children's Centre and The Spinney Children's Centre.	April 2013 (Review progress)	Anne Woodward The Spinney Children's Centre
(o) Promote and support community growing schemes.	April 2013 (Review progress)	Phil Newcombe (Guildford Borough Council)

<b>Improving the health of residents and reducing inequalities</b>		
<b>1. Promote healthy lifestyles</b> <b>2. Improve support for older people</b>		
<b>Actions</b>	<b>By When</b>	<b>Lead</b>
(p) Undertake brief interventions and onward referral for those presenting with alcohol problems (through alcohol health worker at Royal Surrey County Hospital) and incorporate actions arising from Surrey Alcohol Symposium in December 2011 in action plan.	April 2013 (Review progress)	Julie Nelson (NHS Surrey)
(q) Undertake a joint project to address the impact of housing on health, particularly winter mortality.	April 2013	Michael Baker (NHS Surrey) John Martin (Guildford Borough Council)
(r) Extend the use of the Park Barn Centre for health services and the promotion of healthy living and consider the potential further co-location of services.	April 2013	John Martin (Guildford Borough Council)
(s) Promote the Surrey Save credit union within Westborough	December 2012	Kim Rippet (Guildford Borough Council) Philip O'Dwyer (Guildford Borough Council)
(t) Promote benefits take-up by older people and other vulnerable residents and raise awareness of available services and how to access them.	October 2012	John Martin (Guildford Borough Council)
(u) Develop a local volunteering scheme (including young people) to provide support for the elderly and vulnerable (e.g. neighbourhood help scheme).	April 2013	Nigel Smallbone (Voluntary Action SW Surrey) John Martin (Guildford Borough Council)
(v) Deliver digital inclusion courses for elderly residents	April 2013 (Review progress)	John Thurlow (Surrey Lifelong Learning Partnership)

## Improving the health of residents and reducing inequalities

1. Promote healthy lifestyles
2. Improve support for older people

Actions	By When	Lead
(w) Establish a Westborough/Stoke branch of the U3A to empower elderly residents and provide progression opportunities to other learning.	April 2013 (Review progress)	John Thurlow (Surrey Lifelong Learning Partnership) Arthur Browne (U3A)

<b>Supporting children, young people and their families</b>		
<b>1. Improve parenting support services</b> <b>2. Improve services supporting the mental health needs of children, young people and their families</b> <b>3. Improve the early identification and targeting of the highest need families</b>		
<b>Actions</b>	<b>By When</b>	<b>Lead</b>
(a) Improve joint working by partners in relation to families with multiple needs.	October 2012	Kim Rippet (Guildford Borough Council) Annie Henley-Ashton (Surrey County Council) Janice Morgans (Surrey County Council)
(b) Consult clients on their needs and required support and provide appropriate drop-in counselling services for parents and carers at The Spinney Children's Centre.	April 2012	Anne Woodward (Surrey County Council)
(c) In conjunction with the Drug and Alcohol Action Team (DAAT), develop an ongoing programme for parents/carers with post-natal depression, alcohol and substance misuse problems and other emotional wellbeing issues.	October 2012	Anne Woodward (Surrey County Council)
(d) Promote services, support and advice available to local families and further develop services offered to families at The Spinney Children's Centre, such as the provision of ante-natal classes.	April 2013 (Review progress)	Anne Woodward (Surrey County Council)
(e) Review outcomes of the community outreach worker operating from The Spinney Children's Centre to support families and consider potential ongoing provision.	August 2012	Anne Woodward (Surrey County Council)
(f) Improve transition support between Guildford Grove Primary School and Kings College.	December 2012	Elizabeth Corlett (Surrey County Council) Tracy Ward (Kings College)
(g) Increase the use of the Common Assessment Framework by running CAF surgeries in Westborough and ensuring full delivery of lead professional training in Westborough.	April 2013 (Review progress)	Sarah Brown (Surrey County Council)
(h) Increase youth provision in Westborough and improve the coordination of services provided by the Barn Youth Project, Guildford YMCA and the Surrey Youth Development Service.	April 2012	Helen Skinner (Surrey County Council)

## Supporting children, young people and their families

1. Improve parenting support services
2. Improve services supporting the mental health needs of children, young people and their families
3. Improve the early identification and targeting of the highest need families

Actions	By When	Lead
(i) Undertake a campaign to raise funds and support others to improve the health and wellbeing of children living in Westborough by raising the quality, quantity and accessibility of social, recreational and play opportunities available to them in the local community.	October 2012	Jo James (Guildford Borough Council)
(j) Work with local community groups and residents to deliver Playing Out events in the local area (road closures enabling local children and families to play in their streets).	June 2012 (Initial event)	Jo James (Guildford Borough Council)
(k) Continue to develop opportunities for children to take part in play activities, including holiday and after-school provision in Westborough, and support the recruitment of volunteers to deliver activities.	April 2013 (Review progress)	Jo James (Guildford Borough Council)