

Guildford Local Strategic Partnership



Westborough Strategy Annual Review 2010-11

July 2011

Westborough Strategy and Action Plan Annual Review

Executive Summary

- Overall, during the first year of the Westborough Strategy, a wide range of interventions have been put in place which, in turn, have resulted in some improved outcomes for residents.
- Whilst partnership working has been ongoing in north Guildford for a long time, there is no doubt that some initiatives and interventions have been put in place over the past year because Westborough is a priority place for all the members of the Local Strategic Partnership.
- However, the strategy has not significantly changed the way in which public services work together, or more fundamentally, how they work with the community.
- As the action plan that accompanies the strategy is refreshed, the emphasis needs to be changed from being focused on public services putting in place interventions to developing an approach that is much more led by the community.
- In addition, the refreshed plan also needs to include more robust performance measures so that we can more clearly demonstrate that the work we are doing is having a positive impact in supporting this developing community.
- Finally, as the way in which public services are delivered continues to change, we must be mindful to keep a focus on the impact that changes will have on our developing communities. Partners have made a long-term commitment to working with the community in Westborough and momentum needs to be maintained.

Introduction and Background

The Surrey Strategic Partnership (SSP) identified Westborough as one of four priority areas of the county based on national, regional and local data sources. There is a history of partnership working in north Guildford and the priority places work has been an opportunity to refresh our approach and aims to support this developing community. The identification of Westborough as a priority place committed partner organisations to developing more effective and joint local delivery of services and intervention.

In July 2010, the LSP Board agreed the Westborough Strategy and Action Plan, as well as governance arrangements for its implementation. The four priorities identified in the Strategy are:

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

The Stoke and Westborough Action Group (SWAG) has monitored the implementation of the Strategy and produced this annual review.

Improving skills and employment opportunities

Increase access to, and participation in, learning, training and employment

The Westborough Transform IT Project has worked with individuals to engage them in learning, improve their IT skills, increase their employability and signpost them to further opportunities. More than 60 learners were engaged during the initial pilot, which was funded by the LSP. A successful bid to the County Council's Small Disadvantaged Areas Fund has enabled this work to continue and to expand its range of projects and geographical area to include Stoke.

Primarily through the Westborough Transform IT programme, the following wide range of activities have been established or supported:

- Digital inclusion courses started in June 2011 at The Spinney Children's Centre (a beginners internet class and an intermediate internet drop-in).
- Digital inclusion courses for elderly residents are starting at the Park Barn Day Centre (basic and intermediate courses).
- Guildford Borough Council has installed a wireless Internet connection at the Park Barn Day Centre to assist with adult learning courses.
- Support is being provided to the Women on Wednesdays Group.
- Support is being provided to the 4getMe-Nots Group for people with mental health problems.
- Work is underway to establish a Westborough/Stoke branch of the U3A, empowering elderly residents to provide progression opportunities to other learning.
- Work is underway to support the establishment of social enterprises in Westborough.
- A work club is being established in Westborough, in conjunction with the Children's Centre. A venue has been identified and the club will operate one day a week starting in the summer of 2011.

The number of adults from Westborough ward of working age claiming jobseekers' allowance has remained relatively stable, falling just slightly from 3.4% (May 2010) to 3.3% (May 2011). The number of working age adults claiming key out-of-work benefits has fallen though, from 11.2% (August 2009) to 10.4% (November 2010).

Reduce the number of young people not in education, employment or training (NEET)

A programme of work trial placements for NEET young people from across Surrey has been implemented. HCS Careers was commissioned to run the placements. Partners from Guildford identified opportunities within their own organisations to place a young person. There were 6 referrals from the Borough - one young person from Stoke and five from Westborough. The number of young people not in education, employment or training from Westborough ward has reduced from 29.7 (monthly average July - December 2009) to 17 (monthly average November 2010 - April 2011).

In addition to taking on Future Job Fund trainees, Guildford Borough Council has also worked with Central Heating Services Ltd (CHS) and Kings College to offer work experience to four students. The contract for upgrading boilers in council dwellings includes a requirement to utilise local labour and provide training for the local community. Two of the students from Kings College will be offered an apprenticeship with a contractor.

Future priorities:

- Fully implement the range of interventions planned by the Westborough Transform IT programme, including the work club and digital inclusion courses.
- Support the community to be more involved in the delivery of public services, for example by assisting people to establish social enterprises.
- Maintain a focus on implementing interventions to reduce the number of young people not in education, employment or training. This should include the use of clauses in contracts signed by all LSP partner organisations to utilise local labour and provide training for the local community.
- Increase family learning courses in Westborough.

Improving the health of residents and reducing inequalities

Promote healthy lifestyles

NHS Surrey has developed a programme for recruiting and training volunteer health champions to address issues such as smoking, obesity and alcohol issues. Five people from across the borough, including one from Westborough, have expressed an interest in being a champion. One person from Stoke has already been trained. Further health champion training is planned for early autumn 2011.

Although there has been no additional resource, Westborough has been prioritised when there has been a need to cover sickness or absence of health visitors. Maintaining an appropriate number of health visitors in Westborough to work with children and young people reflects the level of need.

Relevant actions from the Surrey Alcohol Strategy are being implemented. A link has been established with the Women's Support Centre (based in Woking) to gain information on the prevalence of alcohol related domestic abuse referrals to the service from the outreach worker based in Westborough. Training of Royal Surrey County Hospital staff took place in May 2011 to enable a sustainable mechanism for analysing and sharing accident and emergency data with the Safer Guildford Partnership.

There is a constant focus on healthy eating and healthy living at sessions in the children's centre and the school hold healthy living focus weeks. Three residents of Westborough have attended Cook and Eat Surrey cookery leader training. Cook and Eat sessions are being delivered at Westborough United Reform Church and The Spinney Children's Centre. Evaluation has shown an increase in knowledge of healthy eating, cooking skills and confidence to cook.

The HENRY (Health and Nutrition for the Really Young) programme is being delivered via the neighbouring Guildford Children's Centre. Parents attending HENRY sessions report making positive changes in their family's lifestyle. MEND runs in the Westborough area and is a programme offered free to families to help children and their families become fitter, healthier and happier by offering free healthy living programmes in the local community. The MEND programme was due to run again in Westborough from February 2011. However, it did not run due to poor uptake. No further funding has been identified for future courses.

Access to local sexual health services has been improved. Surrey Community Health has written to all targeted schools (including Kings College) to offer screening directly or via school nursing. The school nurse at Kings College has undertaken a full assembly and targeted approach work with years 7 – 11 where a large number of kits were given out.

Develop activities for children and young people after school and in the holidays

A new play area has been built in Westborough using Play Builder funding. The Westborough Play Builder project was allocated more funding than those being built in other parts of Surrey, because it is a priority place. A significant consultation and fun day event was held in June 2010 for members of the Westborough community to get involved in the design. The play area opened in April 2011. Officers have been regularly working at the site since it was opened to raise awareness of the new facility and encourage appropriate use.

Holiday play schemes continue to be run for both primary and secondary age children locally. A group has been set up with the aim to increase community based sport and physical activities for children and young people in Westborough (and Stoke and Ash). The project includes mapping and better promotion of current activities and a gap analysis.

As well as providing activities for children and young people after school and during the holidays, this strategy priority also aimed to increase family learning opportunities. Classes for children, and children and parents took place at the school and children's centre, including street dancing, EAL literacy and cook and eat sessions.

Improve the dental health of children and young people

Dental health was identified as a key priority area as it can be an early indicator of wider problems. Dental checks were carried out at the local primary school, which revealed high levels of concern. Follow-up appointments were provided and parents encouraged to attend. Awareness amongst parents of local dentists has been raised and a dentist local to Westborough is now taking additional patients from the area. The potential to set up checks for under 5's is also being explored.

Improve support for older people

A campaign to promote benefits take-up by older people and to raise awareness of available services has been run. New leaflets were prepared and sent out in late 2010 to users of older persons services in the borough. Another aim is to increase the use of the Park Barn Centre to provide health services, including foot clinics, health monitoring, falls prevention and use of telehealth monitoring equipment. A regular foot care clinic is now in place and tai-chi style classes are being held weekly.

Future priorities:

- Undertake a detailed health needs assessment of Stoke and Westborough.
- Work with local GPs to increase their involvement in delivering the Westborough Strategy and to improve their understanding of the Children's Centre.
- Implement dental health checks at the Children's Centre for the under 5s.
- Undertake a joint project between NHS Surrey and Guildford Borough Council regarding the impact of housing on health, in particular winter mortality.
- Maintain a focus on promoting healthy lifestyles, including by concluding the work of the group set up to increase community based sport and physical activities for children and young people in Westborough.
- Increase youth provision in Westborough and improve the coordination of services provided by the Barn Youth Project and the Youth Development Service.

Supporting children, young people and their families

Develop parenting support services

In order to improve parental capacity and help them meet the challenges in their lives, a variety of different courses, groups and drop-in sessions have been run both from the children's centre and other local venues to tackle issues such as post-natal depression, alcohol and substance misuse and other emotional wellbeing issues. Outreach workers from the children's centre and the local home school link worker have provided both group sessions and also one to one support. The New Baby Group is supporting first time parents in the area providing vital help which can reduce the incidence of post-natal depression. Feedback from these sessions has been extremely positive and parent led peer support is often ongoing after the sessions.

Work was undertaken with the DAAT to provide accessible support, including training outreach workers so that they could undertake initial assessments of drug and alcohol abuse.

In addition, an Improving Access to Psychological Therapies Programme rolled out from January 2010. Information about the programme was also distributed through GPs and children's centres. Following this, further training on cognitive behavioural therapy will also be run for parents with mental health problems

In response to feedback that there was not enough support for fathers in Westborough, 'Sat Dads' sessions are now running at the children's centre, which provide a time and place for fathers and children to access activities and support through the outreach worker. One father commented how beneficial it was to have time with his son in a non-female dominated group. A teenage parent outreach worker started in July with a specific remit to support teenage fathers in providing for their young families. Unfortunately, the funding for this post comes to an end in June.

Actions implemented as part of this priority have helped to reduce the number of children on child protection plans within the local primary school and increased school attendance rates. Parents have indicated that family life has improved as a result of the groups and support available in the local area for them.

Improve services that support the mental health and emotional well being of children and young people

Work has concentrated on building the resilience of both children and their families and early identification and targeting of the highest need families. This has included basic mental health training for staff to enable them to identify early signs of emotional wellbeing problems with children and support them appropriately. Some staff have attended bereavement training and shared resources and learning from this across local schools. In addition, a review of current transition arrangements between Guildford Grove Primary School and Kings College was undertaken. Kings College have recruited to a new role to support young people at transition points (Year 6-7, transition at times of bereavement etc). Parents and children will provide feedback in the future to enable improvements to the transition process in the future. Potential to develop early placement and transition for children and young people from high need families is being explored.

Improve the early identification and targeting of the highest need families

In order to identify families needing support as early as possible and then maximise the support provided, work has concentrated on increasing and strengthening the use of the Common Assessment Framework (CAF) and maximising the health visiting capacity within Westborough. Having increased the number of CAFs being completed, work has recently

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concentrated on improving their quality. Although there is no additional health visitor resource, it has been agreed that priority places will be prioritised when there is a need to cover sickness/absence etc. More work is required on CAF use as there remains a reluctance to complete them. Although large numbers of staff have now attended training, the numbers of CAFs being completed is low. However, multi-agency work on early identification and targeted support is strong. This improves quick access to support for families in need and often prevents them from reaching thresholds for intervention from Children's Services. Identification of need often takes place during universal service provision enabling families who may have been missed to be provided with additional support.

The LSP has identified improved joint working with families with multiple needs as an important and ongoing priority. Discussions are currently taking place between partners on a proposed project to transform ways of working and outcomes in this area.

Improve access to information and advice

A Family Information Service information kiosk has been installed at the children's centre and an outreach worker has received benefits training. In addition, Citizens Advice Bureau, Job Centre and Guildford Borough housing sessions to provide guidance and information for parents and carers have been set up and are running regularly at the children's centre. The Family Information Service attend special events at the children's centre.

Future priorities:

- Monitor and evaluate the impact of the additional community outreach worker based at the Children's Centre to support families in the mornings, evenings and school holidays and to facilitate and nurture local friendships to encourage peer support among parents.
- Provide drop-in counselling sessions for parents and carers at the Children's Centre.
- Develop and utilise the evaluation framework to measure the impact of the interventions put in place to support children, young people and their families during 2010-11.
- Develop our approach to working with families with multiple problems.

Increasing community pride, confidence and cohesion

Make residents feel safe and secure

Surrey Police appointed a youth PCSO located at King's College. Unfortunately, the first officer appointed to the position moved on to another role after only a few months. Initial reports about the impact of the post were encouraging. The vacancy has been re-advertised in June 2011 and a new officer will take on the role soon.

In addition, a new Police Officer has been appointed and based at the University of Surrey campus. Part of that role will assist in addressing tensions between students living in the Westborough community and residents.

There have been a number of successful police initiatives within the area, including the effective use of warrants, high visibility patrols, neighbourhood interventions and, more recently, two weeks of covert and high visibility mobile and foot patrols targeting vehicle crime as part of 'Operation Gallant'.

During the past few years, significant progress has been made with reducing crime and anti-social behaviour in the ward. This is, in part, the result of excellent partnership working in

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Westborough. In May 2011, the local neighbourhood team, including police officers and Guildford Borough Council wardens, was recognised as exemplary by the Journal of Neighbourhood Renewal. The awards recognise projects and programmes that promote good work in neighbourhood renewal and community development. Overall, there is little difference between the crime figures for last year and this year, although both are significantly lower than a few years ago.

Improve the safety of children and young people attending Guildford Grove Primary School

A school crossing patrol has been put in place outside the primary school with positive feedback from parents. The local police have worked with the school to develop and run speedwatch schemes with the children that educates both the children and speeding drivers. This exercise this will be repeated in the future.

Develop a programme of environmental improvements in consultation with local tenants/residents

Guildford Borough Council consulted local residents in early January 2011 to determine how to spend £20,000 on a programme of environmental improvements (e.g. open spaces, lighting, fencing, signage, seating, planting, parking, paths and highways). The team is currently evaluating the suggestions and designing potential projects. As there were many more suggestions than money available, more information on what are considered the best works to implement at this stage will be provided as part of an environmental improvement action plan. Further information can be found at www.guildford.gov.uk/westboroughworks.

A heightened level of street cleaning and fly-tip clearing has been carried out. The increased frequencies of street cleansing has resulted in improved levels of cleanliness in Westborough. A 'Nominations' Campaign' was also run where members of the public were able to raise areas of concern. These areas were then cleaned and tidied up. This work and approach is continuing for 2011/12.

Promote volunteering in the local community

Voluntary Action South West Surrey has worked with the community safety wardens to increase the level of volunteering. A focus group was organised to find out about people's attitudes to volunteering. In response, two 'joining in' events were held in north Guildford in November 2010. A booklet containing local volunteering opportunities has been produced and it will shortly be made available on the internet.

Review and implement selective parking restrictions

Parking is recognised as a significant issue for people living and working in Westborough. At its meeting in March 2011, the Local Committee agreed to formally consult on a range of selective parking restrictions. If no objections are maintained, the relevant orders will be made. Any unresolved objections that may arise will be considered by the Parking Strategy and Implementation Team Manager, in consultation with the relevant divisional member and the Local Committee Chairman and Vice Chairman.

Future priorities:

- Develop more innovative approaches to engaging with the community to get more people involved in making decisions about the local area.
- Implement the schemes resulting from the Westborough Works consultation.
- Implement the selective parking restrictions agreed by the Local Committee.