

**OFFICER REPORT TO LOCAL COMMITTEE  
(GUILDFORD)**

**PRIORITY PLACES:  
ADDRESSING INEQUALITY IN GUILDFORD BOROUGH  
28 NOVEMBER 2012**

**KEY ISSUE**

This paper updates the Committee on the work of the Local Strategic Partnership to support developing communities within the Borough.

**SUMMARY**

Residents, the voluntary, community and faith sector, as well as statutory partners have continued to work to address inequality in the Borough. The Westborough Strategy has provided a strong foundation for a set of focused interventions. In Stoke a 'Planning for Real' exercise has been a catalyst to create a new partner action plan. Whilst in Ash a strong team of volunteers has continued to successfully engage positively with young people and to support older and more vulnerable people.

**RECOMMENDATIONS**

The Local Committee is asked to:

- i. note and comment on the progress made in implementing the Westborough Strategy and Action Plan;
- ii. note and comment on the Action Plan for Stoke arising from the Planning for Real exercise;
- iii. continue to use the resources at its disposal to promote the development of stronger, more self-reliant communities in Guildford.

## **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.
- 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. There is a higher proportion claiming job seekers allowance and incapacity benefits. The relative levels of wealth of the surrounding communities compound 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 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. Currently, partnership work in north Guildford is being supported significantly by the DfT Local Sustainable Transport Fund.
- 1.5 NHS Surrey and Surrey County Council in partnership with the boroughs and districts are tackling inequalities in geographical areas by the introduction of a 'priority place' model. Priority places are areas within which data tells us that residents experience inequality and deprivation relative to the rest of Surrey. Westborough in Guildford has been identified for reasons of Health and Wellbeing, Children and Young People and Economic Development issues.

## **2. ACHIEVEMENTS**

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

## **3. PARTNERSHIP WORKING IN WESTBOROUGH**

- 3.1 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 to supporting this developing community.
- 3.2 The Local Strategic Partnership agreed the Westborough Strategy in July 2010. It was recognised at the time that the associated action plan would need to be refreshed annually. The Stoke and Westborough Action Group (SWAG) has been monitoring the implementation of the strategy on behalf of the LSP. The updated membership of the LSP Board and SWAG is attached at **Annexe 1**.

#### **4. WESTBOROUGH STRATEGY AND ACTION PLAN 2012-14**

- 4.1 During 2011 partners agreed that the action plan that accompanies the strategy should be refreshed. The emphasis ought to change from being focused on public services putting in place interventions to developing an approach that is much more led by the community. Greater importance should be placed on developing a coherent set of actions that the community and partners would deliver together. Through the action plan a better balance was sought in the way that the public sector and the community interact.
- 4.5 In addition, the refreshed plan also required more robust performance measures so that we could more clearly demonstrate that the work we were doing was having a positive impact in supporting this developing community.
- 4.6 A programme of community engagement was developed involving residents and local groups in the preparation of a refreshed action plan. The focus was on how partners can work with the local community to address the priorities of the Westborough strategy and support residents in developing solutions to other concerns.
- 4.7 The revised action plan at **Annexe 2** sets out the aspirations for the area for 2020 and demonstrates what residents and partners are aiming to achieve over the next ten years:
- 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
- 4.8 The revised action plan was approved by the LSP Board on 24 January 2012. Monitoring of achievement and performance is undertaken on a six-monthly basis by the Stoke and Westborough Action Group. At the last review in June 2012 progress was considered satisfactory.

## **5. PARTNERSHIP WORKING IN STOKE**

- 5.1 The needs of people living and working in Stoke ward are very similar to those people from neighbouring Westborough. The 2010 Index of Multiple Deprivation reinforces this. Historically, partnership working has always considered north Guildford as a whole. The Stoke and Westborough Action Group felt that the LSP should adopt a more coordinated approach to working in Stoke.
- 5.2 On 24 January 2012, the LSP Board received a report updating on the progress of the Stoke 'Planning for Real' project. In response the Board agreed that work should begin to produce a coherent set of actions that the Stoke community and partners could deliver together, much like the LSP's activity in Westborough. The resulting action plan for Stoke can be found at **Annexe 3**. The Board agreed to adopt the Stoke Action Plan 2012-14 as a strategic partnership document and as evidence of a long standing commitment.

## **6. STOKE & WESTBOROUGH HEALTH NEEDS ASSESSMENT**

- 6.1 During 2012 NHS Surrey undertook a comprehensive health needs assessment of Stoke and Westborough in conjunction with the local community to present a picture of health and identify strengths and areas for development/action.
- 6.2 There were over thirty recommendations resulting from the assessment which included improving access to healthcare services, smoking cessation programmes and developing active lifestyles and community networks. A further recommendation to improve communications between partner agencies delivering services and improved signposting for residents to raise awareness of the services available was noted by SWAG. Officers are now working on a communications strategy to address this recommendation.
- 6.3 The recommendations from the Health Needs Assessment were incorporated in to the action plans for Westborough and Stoke and can be viewed at Annexes 2 and 3.

## **7. TRAVEL SMART (LOCAL SUSTAINABLE TRANSPORT FUND)**

- 7.1 The detail of the expenditure for the Travel Smart project is reported to members separately, however it should be noted that this funding is having a significant impact on achieving some of the objectives in the Westborough Action Plan. For example improving access to the Job Club, volunteering opportunities, support to young people and encouraging a healthy lifestyle. The Travel Smart initiative has a focus on community participation and engagement which in turn should have a positive effect on confidence and cohesion. Travel Smart funding has also recently been awarded to Stoke where it is hoped the same will apply.

## **8. PARTNERSHIP WORKING IN ASH**

- 8.1 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.
- 8.2 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.
- 8.3 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 wear branded clothing and an ID badge to identify them as a member of the Team.
- 8.4 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.
- 8.5 After much development work Ash's Good Neighbours Scheme will launch in November with 39 volunteers. The volunteers will be providing help with transportation to the doctors, shopping and companionship. Links have been established with the Adult Social Care team in Guildford.

## **9. SELF RELIANCE FUNDING & THE GUILDFORD BIKE PROKECT**

- 9.1 In February 2012 a new social enterprises was launched in Guildford. The Guildford Bike Project receives donated bicycles from Surrey Police, the public and various other sources. It refurbishes them and sells them on as low cost, sustainable transportation for local people. The refurbishment is undertaken by a team of volunteers. The Project seeks to offer skills opportunities to those who are job seeking and young people not in employment, education or training. The Project is based in the Slyfield Depot, Stoke.
- 9.2 Start up funding for the Project came from the Community Partnership Team's final budget round for Self Reliance funding.
- 9.3 To date the Project is working with twenty-five volunteers and offering courses in partnership with Guildford College.

- 9.4 The Project is linked with the Local Sustainable Transport team (Travel Smart) and receives strong support from all LSP partners.

## **10 FINANCIAL AND VALUE FOR MONEY IMPLICATIONS**

- 10.1 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.

## **11 SUSTAINABLE DEVELOPMENT IMPLICATIONS**

- 11.1 The Local Strategic Partnership supports developing self reliance and long term sustainable initiatives. Travel Smart funding in Westborough and Stoke will also directly help residents to live sustainable lifestyles.

## **12. CRIME AND DISORDER IMPLICATIONS**

- 12.1 Community safety is 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.

## **13. EQUALITY AND DIVERSITY IMPLICATIONS**

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

## **14. CONCLUSION AND REASONS FOR RECOMMENDATIONS**

- 14.1 The work in priority places is undertaken to empower individuals and communities to develop local solutions to the problems that face them, and to 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. The Guildford Bike Project is a good example of what can be achieved when partners work together.
- 14.2 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.

## **15. WHAT HAPPENS NEXT**

- 15.1 The Guildford Local Strategic Partnership will continue to lead the work on disadvantaged communities in the Borough.
- 15.2 The Community 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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Annexes x3

**Background Papers:**

Guildford Local Strategic Partnership, Sustainable Community Strategy 2009-2026, October 2009.

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