

**SURREY COUNTY COUNCIL**  
**LOCAL COMMITTEE (WAVERLEY)**



**DATE: 26 SEPTEMBER 2014**

**LEAD OFFICER: DAVID NORTH**  
**COMMUNITY PARTNERSHIP AND COMMITTEE OFFICER**  
**(WAVERLEY)**  
**SUBJECT: SUPPORTING PRIORITY NEIGHBOURHOODS**  
**DIVISION: ALL DIVISIONS IN WAVERLEY**

**SUMMARY OF ISSUE:**

The report provides the Local Committee with further information from the 2011 census and other data sources which assist members in understanding the profile and diversity of Waverley. The Committee is asked to agree to confirm its commitment to those communities which it has previously identified as being in need of targeted support and to consider what action it might take in response to the new data and emerging concerns outlined in the report.

**RECOMMENDATIONS:**

**The Local Committee (Waverley) is asked to agree:**

- (i) To maintain its support for multi-agency activity in its identified priority neighbourhoods.
- (ii) To consider whether Cranleigh East may benefit from further investigation and targeted local support.
- (iii) To note the implications of the data described and bear these in mind when making funding decisions and monitoring services across the range of its responsibilities.

**REASONS FOR RECOMMENDATIONS:**

The report describes progress in those neighbourhoods which the Committee has identified for support, provides evidence for the continuation of this approach and describes changes in the profile of Waverley to which the Committee may wish to respond.

**1. INTRODUCTION AND BACKGROUND:**

- 1.1 The Local Committee has throughout its existence received regular reports on recently published data which reflects the demographic profile of the borough and may have implications for the delivery of services by the County Council and its partners locally. This is particularly relevant when there is evidence for changes in the profile of communities, especially when this suggests increasing levels of need among certain groups of residents. On this basis the Committee has identified, and maintained its support for, a number of

## ITEM 8

communities in Waverley where residents consistently face multiple challenges; multi-agency interventions here can increase residents' confidence and involvement, improve opportunities and quality of life and build resilience to forestall future problems. Projects in these communities have been sustained over a number of years through the long-term commitment of Waverley Borough Council, Housing Associations, schools, Surrey Police, the health sector, town councils and voluntary and faith organisations. In addition the communities have been prioritised within the strategic commitments of relevant borough-wide partnerships.

- 1.2 The Local Committee has continued to support these communities through the allocation of grants and the alignment of activities which fall within its responsibilities with their specific needs, e.g. the Local Prevention Framework and Highways Localism.
- 1.3 Successive reports to the Committee have outlined shifts in the policy framework in which preventative, community-based work of this kind is located. The Surrey Joint Health and Wellbeing Strategy contains five overarching priorities which are of direct relevance to the focus of this report:
  - Improving children's health and wellbeing
  - Developing a preventative approach
  - Promoting emotional wellbeing and mental health
  - Improving older adults' health and wellbeing
  - Safeguarding the population

[http://www.surreycc.gov.uk/\\_data/assets/pdf\\_file/0004/567382/UPDATED-health-and-wellbeing-strategy-doc.pdf](http://www.surreycc.gov.uk/_data/assets/pdf_file/0004/567382/UPDATED-health-and-wellbeing-strategy-doc.pdf)

A Waverley Health and Wellbeing Partnership has been established which brings together key partners to develop this broad agenda locally, including both of the Clinical Commissioning Groups (CCGs) which cover Waverley. The County Council's Adult Social Care and Children, Schools and Families directorates are both developing arrangements which involve working with alternative local providers, which may include voluntary and faith sector organisations, to support clients who do not meet thresholds for direct intervention. In relation to Adult Social Care the Family, Friends and Community Support concept involves the enhancement of local community "assets" and, in conjunction with Waverley Borough Council, work is under way to support and better co-ordinate the work of a range of local voluntary groups and organisations. Similarly the Early Help approach now adopted by Children's Social Care services involves, for example, Children's Centres – already significant organisations in promoting social inclusion locally – in receiving referrals which relate to families whose needs do not require intensive intervention. Within Waverley the Communities, Health and Social Inclusion Group, whose meetings are attended by front-line officers and locally based organisations with a relevant interest, maintains an overview of activities, intelligence and emerging concerns.

- 1.4 At its meeting on 5 July 2013 (Item 9) the Committee agreed to "maintain its support for multi-agency activity in its identified priority neighbourhoods". These were listed as:
  - Sandy Hill (Farnham)

- Ockford Ridge/Aaron's Hill (Godalming)
- The Chantrys (Farnham)
- Farncombe/Binscombe (Godalming)
- Wrecclesham/Weydon Lane estates (Farnham)

1.5 The Committee's activity on this topic falls within its powers set out in the County Council's Constitution under Part 3 - Responsibility for Functions and Scheme of Delegation: Section 1 – 7.3 (iv), (v) and (vii) relating to local concerns and priorities and partnership working.

## **2. ANALYSIS:**

2.1 Recent developments in these neighbourhoods are set out below.

2.2 Sandy Hill The Bungalow continues to provide both a well-appointed community facility for residents of the neighbourhood and North Farnham more widely and a venue for targeted support to residents in this high-need area. The Bungalow Board continues its efforts to ensure the sustainability of the facility by maximising income: a revised charging structure for hire of the premises has been introduced during the year. Hale Children's Centre's regular use of the building for activities and consultation with midwives contributes to a productive relationship with the Bungalow. The quality of the Children's Centre's partnership arrangements was noted in its recent Ofsted inspection:

<http://www.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/21345>

Support for families whose children have passed beyond the age for Children's Centre registration remains a significant need in this community. In this context a joint project between the Diocese of Guildford's Communities Engagement Team, the County Council's Children's Services and the local faith community has been established to offer mentoring to families as part of the Early Help framework. Likewise, local teenagers – many of whom face a number of challenges – are engaged through the Sandy Hill Detached Project; this project received a very favourable assessment in the **Annual Performance Report From Services For Young People** received by this Committee at its June 2014 meeting (Item 13):

"The project achieved a 3:3 observation of practice which is excellent and there is impressive evidence of achieving good outcomes for young people in a challenging delivery and community environment."

The maintenance of high environmental standards is a priority for residents. The long-standing joint caretaking contract – which ensures that the responsibilities of the County and Borough Councils and First Wessex Housing Association are met by a single contractor – has been restructured to provide better value for money: the Local Committee has agreed to cover the County Council's contribution through its "Highways Localism" budget (21 March 2014).

2.3 Ockford Ridge/Aarons Hill Waverley Borough Council's proposed regeneration of Ockford Ridge is a current priority for this area:

[http://www.waverley.gov.uk/info/200140/housing\\_development-new\\_homes/1489/ockford\\_ridge\\_potential\\_refurbishment\\_and\\_redevelopment/2](http://www.waverley.gov.uk/info/200140/housing_development-new_homes/1489/ockford_ridge_potential_refurbishment_and_redevelopment/2)

As reported in 2013 public health professionals within the County Council are, with Borough Council colleagues, leading on a Health Needs Assessment of this community. Recognising the significant difference in life expectancy between the most and least disadvantaged areas in Waverley, the project has explored, through hard data and a survey of residents' experiences, the factors which reflect and contribute to health inequalities. Residents have been involved in researching the situation in the neighbourhood and a final report is expected in the near future.

The Committee discussed, at its June 2014 meeting, the need to identify a sustainable venue for youth work in this community.

- 2.4 The Chantry's A significant part of the restructured caretaking contract at Sandy Hill (see above) has been the extension of its benefits to The Chantry's, again part-funded by the Local Committee. Anecdotal evidence from residents – e.g. via the regular Chantry's Forum meetings – has suggested a very positive local reception of this new service. Community development in this neighbourhood has for some years been taken forward through a partnership with the Jubilee Church and this continues through the services of a professional youth worker and support for an annual community clean-up event. The Church, supported by a grant from the County Councillor's local allocation, is currently piloting a mentoring project based in this community which sets out to support adults facing difficulties.
- 2.5 Farncombe/Binscombe The Committee was made aware at its June 2014 meeting of the high quality of work with young people being delivered at the Farncombe community centre. Loseley Fields Children's Centre continues to support families throughout this area and Ofsted has reported that its approach to identifying families in greatest need and its activity in areas of disadvantage as particular strengths:

<http://www.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/21860>

- 2.6 Wrecclesham/Weydon Lane estates (Farnham)

Wrecclesham Community Centre, supported by substantial funding from the County Council's Community Improvements Fund, Waverley Borough and Farnham Town Councils and the SITA and Veolia Landfill Trusts, re-opened in May 2014. The building now benefits from refurbished toilets, a new roof and increased storage capacity and will be able to renew its role as a focus for activities in this extensive but disparate area of relatively disadvantaged estates. For example, the Potters Gate and Elstead and Villages Children's Centres – whose catchments meet in this area – continue to collaborate via the Centre in offering local support to vulnerable families.

- 2.7 In its 2013 report the Committee received selected data-sets from the 2011 Census presented at the level of Super Output Area (SOA). Since then further data has become available at Output Area (OA) level which allows a more fine-grained local focus. OAs contain on average around 300 residents and allow the profile of communities and the location of particular needs to be

accurately identified and the character of SOAs, which may encompass a number of disparate communities, to be more sensitively segmented. On the other hand, the small numbers involved can lead to distortions and the data must be used sensitively to avoid the potential identification of individuals. OA data is available at:

<http://www.neighbourhood.statistics.gov.uk/dissemination/>

In the following sections selected data-sets at OA level are presented. In each case, only the ten highest scoring OAs in Waverley are listed and an approximate description of the area offered. The mapped location of OAs (via their reference number) can be found via the URL given in the list of sources at the end of this report.

- 2.8 Social rented households (Annex 1: Table 1) This measure reflects the holdings of Waverley Borough Council and some Housing Associations (e.g. First Wessex at Sandy Hill and Southern Housing at Northbourne). There is a correspondence between the five OAs with the highest densities of social housing and four of the priority neighbourhoods identified in 1.4 (above).
- 2.9 Lone parent households (Annex 1: Table 2) With the exception of part of Cranleigh East ward (in connection with which see 2.13 below), all of the listed neighbourhoods fall within the Committee's priority neighbourhoods. As with all such measures no judgement is implied as to the quality of parenting; the data simply assist services in identifying areas where there may be a significant number of households facing particular challenges. Children's Centres, for example, are required to give particular attention to relevant data in targeting their services towards families experiencing the most acute risk factors.
- 2.10 Households with dependent children in which no adults are in employment (Annex 1: Table 3) The highest-scoring neighbourhoods again fall within the prioritised areas, offering further evidence for the continuation of the Committee's support. Children's Centres focus on interventions which will ultimately support parents in entering employment and each of these neighbourhoods falls within the catchments of well-performing centres (The Wharf, Hale, Loseley Fields and Potters Gate). Likewise the Committee's Local Prevention Framework for young people has given particular attention to these areas in preventing young people from being NEET (not in education, employment or training) at the age of 16.
- 2.11 Households in which one person has a long-term health problem or disability (Annex 1: Table 4) Unsurprisingly the highest scoring neighbourhoods tend to include significant numbers of older residents in dedicated housing. The location of some of these concentrations in semi-rural areas is to be noted in connection with potential access problems, but the same may equally apply to developments on the edge of urban areas.
- 2.12 The Committee will be aware from previous reports that the standard measure for the comparison of conditions among neighbourhoods is the Index of Multiple Deprivation (IMD), the most recent version having been published in 2010. IMD, however, only operates at SOA level and there is no corresponding measure for OAs. An index has been calculated on the basis of a measure outlined in **Poverty, wealth and place in Britain: 1968 to 2005** (D. Dorling et al., 2007) which draws together corresponding data from the 2011

## ITEM 8

census on: overcrowding and lack of central heating, rented accommodation, lone parents, households with dependent children and no adult in employment, lack of a motor vehicle, long-term ill health or disability, socio-economic classification. A single figure is derived, indicating the proportion of households at risk of poverty to the extent that they may be excluded from some aspects of social activity. The 20 highest scoring OAs for this measure are set out in **Annex 1: Table 5**, ordered by percentage bands. The data amply supports the Committee's focus on five priority areas, but neighbourhoods in Haslemere and Cranleigh also feature in the list, along with some in eastern Farnham and Weybourne; Bricksbury Hill is contiguous with Sandy Hill.

2.13 The July 2013 report alerted the Committee to the increasing prominence of parts of Cranleigh East in IMD and other measures and this is reinforced in the data presented above. The Waverley Communities, Health and Social Inclusion Group (1.3 above) has considered this data along with complementary evidence from a group of professionals working in schools and early years settings in Cranleigh. The findings of a working group set up to investigate the area concluded, in summary, that:

- Disadvantage in Cranleigh East has increased in recent years and is particularly concentrated in areas of predominantly social housing in the north-eastern quadrant of the village and in a small contiguous part of Cranleigh West ward.
- Qualitative information from professionals confirms the picture provided by the data: this reveals a complex of challenges facing a significant number of families which is parallel to that experienced in more prominent areas of disadvantage in Waverley and with which these Cranleigh neighbourhoods can increasingly be compared. A food bank was trialled in Cranleigh over the Christmas period in 2013/14 and the fact that its continuation has been considered justified demonstrates the extent of need in the village and its environs.
- These factors appear to be combined with isolation and some need to improve community cohesion.
- The Children's Centre faces a number of challenges in responding to a variety of needs with limited capacity.

Waverley Borough Council, supported by the Safer Waverley Partnership, has responded to the situation by scheduling a community "clean-up" event in the area in the autumn of 2014 with a view to promoting community involvement. The Waverley Health and Wellbeing Partnership has noted the findings and recognised the validity of the evidence presented.

2.14 Public Health England has recently published its annual Health Profile for Waverley:

<http://www.apho.org.uk/resource/item.aspx?RID=142401>

For almost all measures Waverley scores are significantly better than the national average. However, geographical differences in life expectancy continue to be reported such that, for females, life expectancy in the most disadvantaged areas is 8.7 years lower in the most deprived areas than in the least deprived; the corresponding gap for males is 7.3 years. As reported in

2.3 (above) the Health Needs Assessment at Ockford Ridge/Aarons Hill has been established to investigate the nature of this gap at a very local level.

- 2.15 Partners in Waverley have been acutely aware of the need to respond to the implications of the welfare reform agenda and support affected residents through any changes in their circumstances. For example, Waverley Borough Council is offering to tenants, in conjunction with Waverley Citizens Advice Bureau, “Cash Confidence” sessions to develop financial management skills and Waverley Training Services have courses available to support residents into employment. At a countywide level the County Council’s Welfare Reform Task Group reported its findings in April 2014, concluding that:

“...impacts on residents are becoming more apparent, and this will inevitably build pressure on demand for front line advice and support services (some of this increased demand is being seen already). As the impact on residents and consequent demand on services are likely to build over time, and are likely to significantly grow with the introduction of Universal Credit (UC) from 2016, it is important for the County Council and its partners (who in Surrey collectively form the Welfare Reform Co-ordination Group (WRCG)) to carefully monitor impacts on residents and services, learn lessons from existing service provision, and apply these to preparing for UC. The County Council (through the WRCG) has a crucial strategic role to play in understanding the impact of the reforms and working with partners to deliver an effective response. This includes ensuring adequate training and information for those dealing with residents affected by the reforms, ensuring advice and support is reaching those most in need, facilitating better information sharing between partners on resident need and resources, and identifying gaps in service provision and using this evidence to source support.”

(Council Overview and Scrutiny Committee 2 April 2014:

<http://mycouncil.surreycc.gov.uk/documents/s12899/Welfare%20Reform%20Task%20Group%20-%2020%20April%202014%20-%20Final%20Report.pdf> )

### **3. OPTIONS:**

- 3.1 The Committee is invited to continue to bear relevant demographic data in mind when making decisions across the whole range of its responsibilities and to renew its commitment to the priority neighbourhoods identified. While the data continues to reinforce the needs of those areas on which the Committee has agreed to focus its activities, members may wish to consider adding Cranleigh East to the list.

### **4. CONSULTATIONS:**

- 4.1 The projects described in the report are strongly committed to ongoing engagement with residents, some having staged “Planning for Real” consultation events in their early stages. A wide spectrum of partner organisations is involved in the Waverley Communities, Health and Social Inclusion Group and the research into the situation in Cranleigh East has involved relevant agencies working locally.

**5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:**

- 5.1 There are no direct financial implications for the Committee at this stage. However, County Councillors may wish to contribute to projects from their local allocations during the year. More widely, the Committee will be aware of its contribution to the Local Prevention Framework for young people and to the promotion of community safety in Waverley (see the relevant items on this agenda).
- 5.2 The principle of preventative work is that early intervention and increased self-reliance will reduce the impact of costly acute referrals to services in the future.

**6. EQUALITIES AND DIVERSITY IMPLICATIONS:**

- 6.1 The approach described in this report is intended to promote equalities and recognise and respond to diversity of background and experience.

**7. LOCALISM:**

- 7.1 This activity is firmly rooted in the principles which underlie the current localism agenda, having sought to increase residents’ influence, develop a flexibility of response and seek to integrate services on a neighbourhood basis.
- 7.2 The report focuses on those neighbourhoods which the Committee has prioritised and on the very local implications of recent datasets.

**8. OTHER IMPLICATIONS:**

<b>Area assessed:</b>	<b>Direct Implications:</b>
Crime and Disorder	Set out below.
Sustainability (including Climate Change and Carbon Emissions)	Set out below.
Corporate Parenting/Looked After Children	Set out below.
Safeguarding responsibilities for vulnerable children and adults	Set out below.

8.1 Crime and Disorder implications

The promotion of safer, more resilient communities and the reduction in antisocial behaviour are objectives which are closely associated with the projects referred to in this report and links are maintained with the Safer Waverley Partnership.

8.2 Sustainability implications

The Committee’s aim in supporting its priority neighbourhoods is to promote the development of sustainable and self-reliant communities. The provision of services where possible very locally (as for example at The Bungalow and through Children’s Centres) reduces the need to travel and makes best use of limited resources.

### 8.3 Corporate Parenting/Looked After Children implications

The implications relate to the preventative focus of the work undertaken, seeking to address the needs of vulnerable families locally and cohesively.

### 8.4 Safeguarding responsibilities for vulnerable children and adults implications

The implications relate to the preventative focus of the work undertaken, seeking to address the needs of vulnerable families and individuals locally and cohesively.

### 8.5 Public Health implications

There are significant public health implications, relating principally to the contrast in life-expectancy within the borough and a recognition that poor health may be determined by social and environmental factors. Supporting the increasing number of older residents is a challenge for a number of partner organisations.

## **9. CONCLUSION AND RECOMMENDATIONS:**

### 9.1 The Committee is invited:

- To maintain its support for multi-agency activity in its identified priority neighbourhoods.
- To consider whether Cranleigh East may benefit from further investigation and targeted local support.
- To note the implications of the 2011 Census and bear these in mind when making funding decisions and monitoring services across the range of its responsibilities.

### 9.2 The data presented offers evidence of continuing need in the priority communities and indicates some changes in the profile of Waverley which the Committee may wish to respond to and consider in its activities more generally.

## **10. WHAT HAPPENS NEXT:**

### 10.1 The Community Partnerships Team will take forward any actions agreed by the Committee.

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#### **Consulted:**

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## ITEM 8

First Wessex Housing (Regeneration Manager)  
Public Health (Development Worker)  
Community Partnerships Team Leader (West)

### **Annexes:**

Tables containing the data referred to in the text are annexed to the report.

### **Sources/background papers:**

Neighbourhood Statistics -- Super Output Area and Output Area boundaries:

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadBoundaryViewerDisplay.do?Bm1=true&Bn1=true&mapAction=zoomIn&mapX=&mapY=&mapScale=25010&envelope=492230.028034797%3A139033.357256383%3A499012.687928936%3A143665.417671892&mapWidth=1025&mapHeight=700&rightTabWidth=36&xW=1680&xH=1050&panDir=0&showLabels=true&colOpt=0&search=&bCount=2&Ln1=true&Lm1=true&CCa8=0&CCa7=0&CCa6=0&CCa5=0&CCa4=0&CCa3=0&CCa2=0&CCa1=0&CCm2=19&CCi5=8&CCm1=19&CCi6=8&CCi7=8&CCi8=8&CCi1=8&CCi2=8&CCb10=1&CCi3=8&CCb11=1&CCi4=8&CCa9=0&CCe2=12&CCe1=12&CCi9=8&CCi11=8&CCd10=5&CCi10=8&CCb7=1&CCj1=7&CCb6=1&CCb9=1&CCb8=1&CCb3=1&CCb2=1&CCb5=1&CCb4=1&CCn2=11&CCn1=11&CCj2=7&CCa11=0&CCa10=0&CCf1=3&CCb1=1&CCg1=6&CCg2=6&CCg3=6&CCg4=6&CCk2=10&CCg5=6&CCk1=10&CCg6=6&CCg8=6&CCg7=6&CCg9=6&CCc2=2&CCc1=2&CCh2=4&CCd4=5&CCh3=4&CCd5=5&CCd6=5&CCh1=4&CCd7=5&CCd8=5&CCd9=5&CCl1=13&CCh4=4&CCd1=5&CCd3=5&CCd2=5&CCg10=6&CCg11=6&mapInCol=false&mapBGShown=true&exp0=false&exp1=false&exp2=false&exp3=false&exp4=false&exp5=false&exp6=false&exp7=false&exp8=false&exp9=false&exp10=false&exp11=false&exp12=false&exp13=false>

**Poverty, wealth and place in Britain: 1968 to 2005** (D. Dorling et al.; Joseph Rowntree Foundation, 2007):

[http://www.dannydorling.org/wp-content/files/dannydorling\\_publication\\_id0463.pdf](http://www.dannydorling.org/wp-content/files/dannydorling_publication_id0463.pdf)