

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Cabinet Member for Housing &amp; Neighbourhoods</b>
2.	<b>Date:</b>	<b>4th January, 2010</b>
3.	<b>Title:</b>	<b>Connecting Communities</b>
4.	<b>Directorate:</b>	<b>Chief Executives</b>

### 5. Summary

CLG and the GOYH is working with local authorities including Rotherham and their LSP partners to bring qualitative and quantitative intelligence to bear on the selection of places. These will be the places that face the greatest challenges in terms of worklessness and deterioration of community relations and community confidence.

### 6. Recommendations

**That the Cabinet Member:**

- **Notes the update on the Connecting Communities areas - East Maltby & Dinnington**
- **Agrees that regular reports be brought to the Panel to update on progress**
- **Refers the report to CMT and Cabinet following confirmation from CLG to ensure corporate and political buy in to the scheme**

## 7. Proposals and Details

### Connecting Communities

#### Background

Department for Communities and Local Government is working with GOs (Government Offices) and local partners is looking to deliver a new and intensive programme of activity in some of the wards and neighbourhoods suffering most from the effects of the recession and from low levels of civic engagement. The focus will be on the neighbourhoods which are likely to suffer particularly sharply from the recession and where residents feel that no one speaks for them or is responding to their needs.

The launch of the Connecting Communities took place on October 14<sup>th</sup> which was launched by John Denham (Secretary of State for CLG), where he announced a £12 million plan to reinvigorate and connect with those communities that are feeling the pressure from recession most acutely and ensure they are well placed to share fully in future prosperity and emerge stronger and more cohesive.

The programme has 3 key priorities:

**Leadership** investment in councillors and other leaders and frontline staff to support their confidence and skills in addressing problems in communities, listening and addressing issues head on.

**Giving people a voice** an honest and open debate about the challenges, even if this raises difficult and uncomfortable issues. People will be encouraged to act as community champions and have a bigger say in local issues.

**Increased opportunities** raising awareness of opportunities available to local people

#### Connecting Communities in Rotherham

Rotherham's NI1 and NI4 scores were low against the Place Survey and therefore have been identified by GOYH (Government Office Yorkshire & Humber) as an area which needs resources and support. GOYH has been working with local authorities in the region including Rotherham and their LSP partners to bring qualitative and quantitative intelligence to bear on the selection of places.

The focus will be on the neighbourhoods which are likely to suffer particularly sharply from the recession and where residents feel that no one speaks for them or is responding to their needs which will include white disaffected indigenous communities. The areas that have been identified as priority areas for interventions are:

- East Maltby
- Dinnington

East Maltby and Dinnington were selected as the two areas, because they are unlikely to benefit from related initiatives such as Neighbourhood Management Intensive Schemes and they are deprived communities with a high majority of disaffected indigenous white communities and these are also areas which suffer from:

- High Worklessness
- High crime & ASB
- Low educational attainment
- Low adult skills

The Chief Executive Directorate has been working closely with the Area Partnership Managers from Wentworth Valley and Rother Valley South to identify interventions and what support we need from GOYH to ensure local needs are being met. The proposals for East Maltby and Dinnington (Appendix 1) have now been approved by GOYH and are now awaiting approval from CLG.

Rotherham will begin their delivery of the project in the second wave from mid-November this year up to March 2010 and it is envisaged that there will be a 3rd wave to sustain the work

## **8. Finance**

The amount of finance and resources available are yet to be confirmed by CLG, but further resources will bring added value to existing engagement activities. The resources will be in the form of modest funding for immediate local priorities - the recruitment of skilled Community Activist e.g. Local Improvement Advisors; and community leadership training. Others may be about mentoring and signposting to best practice or communications support for local authority.

The NI4 Target Support Fund application from Rotherham for £77,000 has also been approved by CLG and this will complement the Connecting Communities Project.

The NI4 Target Support Fund Project currently includes support for **greater community involvement in decision making** structures including:

- active citizenship courses in a minimum of two prioritised neighbourhoods which will be in the identified connecting communities areas- East Maltby and Dinnington.
- active citizenship courses designed and delivered with disabled people for disabled people which will be delivered by Speak Up
- RMBC to work with Children and Young People Voluntary and Community Sector Consortium and the Area Assemblies in innovative ways to build greater active citizenship amongst young people leading to a number of young people's events in the 7 Area Assemblies

**Meaningful communications** – community engagement bulletins will be produced alongside the LSP newspaper 'Rotherham News' involving a VCS editorial reference group and training and development for local people to be involved in the community engagement bulletins.

## 9. Risks and Uncertainties

If there is no intervention at a local level in East Maltby and Dinnington, then these communities will remain prone to disengagement and open to exploitation by those keen to undermine efforts to build cohesive communities.

## 10. Policy and Performance Agenda Implications

Improving the level of involvement of local people is a major part of the Government's agenda to delivering improved services and policies and greater user satisfaction, nationally and locally. The new "Duty to Involve" statutory duty, which came into force on 1 April 2009, requires the council to create greater opportunities for local people to have their say. The aspiration for the new duty is to embed a culture of engagement and empowerment. This means that authorities consider, as a matter of course, the possible information provision, consultation and involvement opportunities they need to provide people across all authority functions.

The Connecting Communities will complement existing community cohesion and PREVENT work we are doing. There are also important overlaps and links with other key concepts and policy areas, in particular community empowerment, civic participation and citizenship. The LSP are making this part of their core business through the Sustainable Community strategy and the LAA where our performance is measured against NI1 '% of people who believe people from different backgrounds get on well' and NI4 '% of people who feel they can influence decisions in their local area'.

The new Comprehensive Area Assessment (CAA), places a strong emphasis on both customer engagement and responding to customer needs.

## 11. Background Papers and Consultation

1. Appendix 1 Connecting Communities - Identification of Target Areas
2. Link to John Denham's speech at the Connecting Communities Launch  
<http://www.communities.gov.uk/speeches/corporate/connectingcommunities>

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**APPENDIX 1**  
**Annex 1: Revised TAAP**

**CONNECTING COMMUNITIES: TARGET AREA ACTION PLAN (TAAP)**

<b>Government Office Region</b>	Yorkshire & Humber
<b>Local Authority District</b>	Rotherham
<b>Wave (1, 2 or later)</b>	2
<b>Target Area</b>	East Maltby

<b>Key issues to be addressed</b>
<p>Maltby is Defined around 4 SOAs covering eastern and south eastern Maltby with some minor adjustments with a 5,300 population. East Maltby is unlikely to benefit from related initiatives such as Neighbourhood Management Intensive Schemes and has deprived communities with a high majority of disaffected indigenous white community and is an area which suffer's from:</p> <ul style="list-style-type: none"> <li>• High Worklessness</li> <li>• High crime &amp; ASB</li> <li>• Low educational attainment</li> <li>• Low adult skills</li> </ul> <p>The growth of the far right is seeking to exploit Maltby. This area has become more vulnerable and disillusioned as a result of suffering from above. Therefore intensive engagement is needed with these communities to up skill up our Members, Tenants and Community Leaders to deal with competing communications, correcting false information and exposing myths to maintain trust and confidence in the community. Intervention is also needed to improve perception in East Maltby and enable local residents to feel services are being improved as a result of their involvement. To enable this to happen, external support and resources are required to enable the local residents to have the confidence, knowledge and skills to participate effectively.</p> <p>The local media coverage particularly in Maltby is very negative and therefore support with communications is required to improve perception and enable residents to feel they are influencing decisions in their local area. We would be interested in taking up CLG' offer on support with communications and media support for Maltby.</p>

RotherFed has member Tenants and Residents Associations in Maltby East. Birks Holt TARA is based in Maltby East. Central to the work of these groups is to encourage individuals to act as community champions or tenants representatives and have a bigger say in local issues and to help build the confidence and self-esteem of residents so that they feel that they can regain control over their estates, their lives and their futures. The number of active community associations has declined in these communities over the last five years for a variety of reasons and there is a need for dedicated community development interventions to reinvigorate some of the community infrastructure. Therefore we would like to take up CLG's offer of training to build confidence and self-esteem of tenants and leaders.

The Chief Executive Directorate has been working closely with the Area Partnership Managers from Wentworth Valley and also Rother Fed (Rotherham Federation of Tenants and Residents) to identify interventions and support needed for East Maltby.

Local MP's and the Leader have been briefed about this initiative.

**Enhancing leadership**

East Maltby would benefit from the central offer on leadership as elected members and leaders need support to enable them to deal with the current challenging issues more effectively. This will provide leaders from East Maltby with the necessary skills and confidence to challenge misconceptions and challenging issues and respond with action where needed.

**Strengthening voice**

In East Maltby, the Local Improvement Advisor would be able to facilitate strengthening the voice of local residents by engaging them in the development of the neighbourhood agreement.

Birks Holt TARA and the Youth Group at their centre have expressed interested in holding a Multi Cultural Open Day to improve awareness of other cultures, encourage positivity, help the TARA engage with the community more and provide positive activities to encourage people to become involved with the TARA. The group have asked for some music, foods from other cultures and opportunities for the youth group to dance and sing for the community as well. This would start the process of increasing tenant's awareness of housing in collaboration with cohesion issues.

As part of the NI4 Target Support Fund, support for greater community involvement in decision making structures has been built in. East Maltby would benefit from this support as well through existing structures such as the Area Assemblies and the voluntary and community sector.

**Improving perceptions of service delivery**

In East Maltby, it is envisaged that through developing the Neighbourhood Agreement with all the relevant stakeholders including the residents, they will have ownership in terms of what services they should expect from local services such as crime, housing, education and jobs.

These interventions will seek to address issues around unfairness and disempowerment and also help improved the NI1 and NI4 scores in Maltby. As part of the NI4 Target Support Fund, the Engagement Bulletin will able to feedback to local residents on how services have been improved as a result of their involvement.

**Delivery solutions****East Maltby**

- An Impact Survey has been carried out in October to lead to identification of priorities which will inform a Neighbourhood Agreement and address issues such as crime, housing, education and jobs
- Would benefit from Local Improvement Advisor to facilitate the development of the Neighbourhood Agreement x 10 days
- 1 x Leadership training session for elected members and leaders
- 1 x Communications and Media support training for elected members, leaders, residents and officers, as guidance is needed on communications and how to deal with negative local media, activism and perceptions.
- 1 x training to build confidence and self-esteem of tenants and leaders

### **Funding requirements**

- £2500 for development of Neighbourhood Agreement in East Maltby which includes, room hire, publicity and printing and dissemination of the new Neighbourhood Agreement
- £5000 for Birks Holt TARA and the Youth Group Multi Cultural Open day
- A Local Improvement Advisor to facilitate the development of the Neighbourhood Agreement x 10 days (CLG's offer)
- 1 x Leadership training session for elected members and leaders (CLG's offer)
- 1 x Communications and Media support training for elected members, leaders, residents and officers, as guidance is needed on communications and how to deal with negative local media, activism and perceptions (CLG's offer)
- 1 x training to build confidence and self-esteem of tenants and leaders (CLG's offer)

If for any reason, the above training cannot be given, then we would need further £6000 funding to buy in expertise and resources locally or regionally e.g. REP to deliver the training.

### **Timescale**

#### **Neighbourhood Agreement**

- October 2009- Impact Survey completed
- November 2009- identify from Impact Survey, people who wish to be involved in the development of the Neighbourhood Agreement
- December 2009- Appoint (LIA) Local Improvement Advisor to facilitate the development of a Neighbourhood Agreement
- January 2009- introduce LIA to relevant officers and members
- January- Feb 2009 8 Days of work with communities and partners on the development of the Neighbourhood Agreement
- March 2009- Launch of Neighbourhood Agreement

#### **Training**

- 1 x Leadership training session for elected members and leaders- February 2009
- 1 x Communications and Media support training for elected members, leaders, residents and officers, as guidance is needed on communications and how to deal with negative local media, activism and perceptions- February 2009
- 1 x training to build confidence and self-esteem of tenants and leaders- March 2009

#### **Multi Cultural Open Day**

- Birks Holt TARA and the Youth Group Multi Cultural Open day- March 2009



<b>Success measures</b>			
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Success will be measured by:

- Anecdotal evidence and feedback from local activists, elected members and frontline officers
- 1 x Neighbourhood Agreement for East Maltby which is published and disseminated
- Number of service improvements as a result of Neighbourhood Agreement and feedback carried out
- Number of people who have attended the training activities
- Results of the Place Survey (particularly NI4) and other relevant surveys in the area
- Promotion of connecting communities and celebration of successes in East Maltby and Dinnington done through current 'One Town One Community Initiative' which is being lead by Cllr Mahroof Hussain (Cabinet Member for Community Engagement & Cohesion)
- Increase in 'We asked, You Said, We did' messages in Maltby

<b>Agreed by</b>			
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<b>Government Office</b>		<b>Date</b>	
<b>Local Area</b>		<b>Date</b>	

## Annex 1: Revised TAAP

### CONNECTING COMMUNITIES: TARGET AREA ACTION PLAN (TAAP)

<b>Government Office Region</b>	Yorkshire & Humber
<b>Local Authority District</b>	Rotherham
<b>Wave (1, 2 or later)</b>	2
<b>Target Area</b>	Dinnington

#### Key issues to be addressed

Dinnington is defined around 2 SOAs covering Central and Eastern Dinnington with some minor adjustments with a population of 3,600.

Dinnington has been selected as one of the two areas, because they are unlikely to benefit from related initiatives such as Neighbourhood Management Intensive Schemes and is a deprived community with a high majority of disaffected indigenous white communities and these are also areas which suffer from:

- High Worklessness
- High crime & ASB
- Low educational attainment
- Low adult skills

The growth of the far right is seeking to exploit areas such as Dinnington. This area has become more vulnerable and disillusioned as a result of suffering from the above. Therefore intensive engagement is needed with these communities to skill up our members, tenants and community leaders to deal with competing communications, correcting false information and exposing myths to maintain trust and confidence in service providers. Intervention is also needed to improve perception in Dinnington and enable local residents to feel services are being improved as a result of their involvement. To enable this to happen, external support and resources are required to enable the local residents to have the confidence, knowledge and skills to participate effectively.

MORI was commissioned to undertake a Place Shaping Survey in Dinnington which was completed at the end of last year. This identified that:

- Feedback after engagement activities is poor to local residents
- Not enough activities for young people locally
- Negative perception of young people
- High rate and fear of crime and ASB

RotherFed has member Tenants and Residents Associations in Dinnington.

There are three member groups in Dinnington (Clarence Howard TARA, High Nook TARA and St. Josephs TARA).

Central to the work of these groups is to encourage individuals to act as community champions or tenants representatives and have more of a say in local issues and to help build the confidence and self-esteem of residents so that they feel that they can regain control over their estates, their lives and their futures. The number of active community associations has declined in these communities over the last five years for a variety of reasons and there is a need for dedicated community development interventions to reinvigorate some of the community infrastructure. Therefore we would like to take up CLG's offer of an Improvement Advisor coupled with leadership training and training to build confidence and self-esteem of tenants and leaders to enable them to take more of an active role in the development of the Welfare Building and Recreation Ground, working with the Friends of Dinnington Miners Welfare Regeneration Group. The properties around Leicester Road in Dinnington where there is high crime and anti social behaviour and a young people's project to improve the perception of young people in Dinnington.

The Chief Executive Directorate has been working closely with the Area Partnership Manager from Rother Valley South, and also Rother Fed (Rotherham Federation of Tenants and Residents) to identify interventions and support needed for Dinnington.

Local MP's and the Leader have been briefed about this initiative.

#### **Enhancing leadership**

Dinnington would benefit from the central offer on leadership training for the Friends of Dinnington Miners Welfare Regeneration Group to enable them to lead and implement the potential action plan for the Welfare Ground and Building which is currently vacant.

#### **Strengthening voice**

The Friends of Dinnington Miners Welfare need support from a Local Improvement Advisor to consider the future of the vacant Welfare Ground and Building which is owned by CISWO (Coal Industry Social Welfare Organisation). The welfare ground and building is located in an area where there are a high number of white working class people who worked in the coal mines and they feel the welfare building is their identity and they do not want to lose the building. The Friends of Dinnington Miners Welfare need support from the Local Improvement Advisor to look at how their group can become self sufficient to take ownership of the building and be able to ensure the local community benefits from this resource, as there is high deprivation, unemployment, crime and ASB in the community where the welfare ground and building is located. The group want support to develop an action plan for the building and would like to take up CLG's offer of training around confidence and self-esteem, so that they have the skills, confidence and knowledge to take ownership of the building and maximise opportunities for the local community.

As part of the Local Democracy Week 2009 activities in Dinnington and the Place Shaping Survey, it was identified that young people need to work closely with the communities to improve the perception of young people in the area. Therefore we are proposing to develop projects in partnership with the Dinnington Comprehensive School that provide a range of activities that aim to give young people pride in their community. Activities include young people taking part in a drama shown in Old Peoples accommodation to improve perceptions, young people carrying out Gardening and Decorating projects across the area to show they are committed to the well being of their local community and dispel any myths and stereotypes of young people. This is an innovative way of empowering young people to be active in their local communities to address some of the issues such as crime, ASB and intergenerational issues.

The three TARA groups in Dinnington, Clarence Howard TARA, High Nook TARA and St. Josephs TARA would like to take up CLG's offer of training for building confidence and self-esteem of tenants to enable them to participate effectively in housing issues in their local area. For example Leicester Road is an identified Housing Market Renewal Regeneration Area where there will be potential new housing built. It is necessary to empower tenants to become champions in their areas to tackle some of the myths and issues around housing allocation, crime and ASB and ensure they are communicating consistent messages to rest of the community in Dinnington.

As part of the NI4 Target Support Fund, support for **greater community involvement in decision making** structures has been built in. Dinnington would benefit from this support as well through existing structures such as the Area Assemblies and the voluntary and community sector.

### **Improving perceptions of service delivery**

The Area Assembly Coordinating Group made up of local service providers, elected members and parish councillors would like to take up the offer of communications support to enable them to feedback to residents more effectively as the Place Shaping Survey identified this as an area for improvement. Better feedback will ensure that local people will know if local services are meeting their needs and also tackle issues around unfairness and disempowerment and the way people particularly feel about issues pertinent to the area such as crime, ASB, young people and housing.

As part of the NI4 Target Support Fund, the Engagement Bulletin will be able to feedback to local residents on how services have been improved as a result of their involvement.

### **Delivery solutions**

- Local Improvement Adviser support to determine the future of the Welfare Ground and Building working with the Friends of Dinnington Miners Welfare Regeneration Group to develop an action plan and a launch event to disseminate and publicise the action plan for the Welfare Building and Ground
- 1 x Leadership training session for Friends of Dinnington Miners Welfare Regeneration Group

- 1 x training to build confidence and self-esteem Friends of Dinnington Miners Welfare Regeneration Group
- 1 x Communications and Media support training for Area Assembly Coordinating Group
- 1 x training to build confidence and self-esteem of tenant groups (Clarence Howard TARA, High Nook TARA and St.Josephs TARA)
- Projects in partnership with the Dinnington Comprehensive School that provide a range of activities that aim to give young people pride in their community

### **Funding requirements**

- Projects in partnership with the Dinnington Comprehensive School that provide a range of activities that aim to give young people pride in their community- £2000
- Local Improvement Adviser support to determine the future of the Welfare Ground and Building working with the Friends of Dinnington Miners Welfare Regeneration Group x 8 days
- Launch and publicity of Action Plan for the Welfare Ground and Building which includes room hire, publicity, refreshments- £1000
- 1 x Leadership training session for Friends of Dinnington Miners Welfare Regeneration Group- CLG Support
- 1 x training to build confidence and self-esteem Friends of Dinnington Miners Welfare Regeneration Group- CLG Support

- 1 x Communications and Media support training for Area Assembly Coordinating Group- CLG Support
- 1 x training to build confidence and self-esteem of tenant groups (Clarence Howard TARA, High Nook TARA and St.Josephs TARA)- CLG Support

If for any reason, the above training cannot be given, then we would need further £8000 funding to buy in expertise and resources locally or regionally e.g. REP to deliver the training.

### **Timescale**

#### **Young People**

- Projects in partnership with the Dinnington Comprehensive School that provide a range of activities that aim to give young people pride in their community- December 2009 to March 2010

#### **Dinnington Welfare Building and Ground**

- 1 x Leadership training session for Friends of Dinnington Miners Welfare Regeneration Group- January 2010
- 1 x training to build confidence and self-esteem Friends of Dinnington Miners Welfare Regeneration Group- January 2010
- Local Improvement Advisor meets of Dinnington Miners Welfare Regeneration Group- January 2010
- Development of Action Plan for building and ground- February 2010
- Launch and dissemination of action plan- March 2010

**Tenants**

1 x training to build confidence and self-esteem of tenant groups (Clarence Howard TARA, High Nook TARA and St.Josephs TARA)- CLG Support- February 2009

**Communications Support**

- Communications and Media support training for Area Assembly Coordinating Group- February 2009

**Success measures**

Success will be measured by:

- Anecdotal evidence and feedback from local activists, Elected Members and frontline officers
- 1 x Action Plan for Welfare Ground & Building which is published and disseminated
- Number of people who have attended the training activities
- Number of young people participating in school projects
- Number of tenants empowered and participating in TARA meetings
- Improvement in perception of young people measured through surveys
- Improved feedback of service improvements as a result of engagement e.g. housing, crime, ASB etc.
- Results of the Place Survey (particularly NI4) and other relevant surveys in the area
- Promotion of connecting communities and celebration of successes in Dinnington done through current 'One Town One Community Initiative' which is being lead by Cllr Mahroof Hussain (Cabinet Member for Community Engagement & Cohesion)
- Increase in 'We asked, You Said, We did' messages in Dinnington

<b>Agreed by</b>			
<b>Government Office</b>		<b>Date</b>	
<b>Local Area</b>		<b>Date</b>	