

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member Housing & Neighbourhoods
2.	Date:	19th July 2010
3.	Title:	Local Ambitions Programme – Progress Report
4.	Directorate:	Neighbourhoods and Adult Services

5. Summary

The Local Ambition Programme was launched in March 2010 following a Council Year Ahead Commitment in 2009/10 to '*Roll out Intensive Neighbourhood Management into a small number of neighbourhoods by April 2010*'.

The Local Ambition Programme is targeted in the borough's top three most deprived neighbourhoods; *Ferham, Canklow and East Herringthorpe*. The Local Ambition Programme is wholly funded by Yorkshire Forward until 31st December 2011.

This report outlines progress to date since the programme was launched in March 2010 and presents the Neighbourhood Improvement Plans which have been implemented for each of the three Local Ambition neighbourhoods.

6. Recommendations

- **That progress is noted and the Improvement Plans considered and agreed.**

7. Proposals and Details

7.1 Rotherham's Local Ambition Programme 2010/12

The Local Ambition Programme was launched in March 2010 following a Council Year Ahead Commitment in 2009/10 to '*Roll out Intensive Neighbourhood Management into a small number of neighbourhoods by April 2010*'.

In the spring 2009 a review was undertaken by Housing & Neighbourhood Services of neighbourhoods at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing, child poverty, worklessness and the economy.

Findings from the 2008 Rotherham Central Needs Assessment and the Vulnerable Localities Index were also considered. From the review a small number of neighbourhoods were identified which would benefit from the approach.

Raising the ambition and aspirations of deprived neighbourhoods was identified in 2009 as a key issue in the region by Yorkshire Forward as a long term priority which could fundamentally improve economic performance. A funding allocation totalling around £650,000 until 31st December 2011 was granted to Rotherham in 2010 to respond quickly to issues surrounding lack of confidence in our most deprived communities (those neighbourhoods which fall within the top 10% most deprived nationally).

The Local Ambition Programme was developed to roll out Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods; all three located in Central Rotherham:

- *Ferham*
- *Canklow*
- *East Herringthorpe*

The approach is focused at a Super Output Area Level (circa 1000 households in each neighbourhood). Each neighbourhood is diverse, with distinct needs but all three neighbourhoods share very highly concentrated levels of worklessness, deprivation and vulnerability.

The Local Ambition Programme is about really understanding the needs and priorities of the 3 neighbourhoods; tailoring a targeted Neighbourhood Local Ambition Improvement Plan which is shaped by local people and local stakeholders and personalising how and what we deliver based on need within **existing resources**.

The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues.

7.2 The Local Ambition Team

The Local Ambition Programme is delivered by a dedicated team who came into post in March 2010. The team is funded by Yorkshire Forward until 31st December 2011.

Catherine Dale

Neighbourhood Transformation Manager

Helen Allison

Local Ambition Programme Officer

Andrea Mason

Local Ambition Co-ordinator Canklow

Lindsey Gibson

Local Ambition Co-ordinator Ferham

Helen Banerjee

Local Ambition Co-ordinator East Herringthorpe

7.3 Progress to date

7.3.1 Setting the vision

Local Ambition Programme Launch events were held in each of the three neighbourhoods in March/April 2010. These events were designed to both inform and engage with key local stakeholders in order to set the vision of the Local Ambition Programme, its aims and highlight the importance of commitment from partner agencies to be actively involved. The events were also designed to consult with local stakeholders on their key priorities for improvement. Over 100 stakeholders attended the local launch events. In addition, numerous 1:1 interviews were also undertaken with key community stakeholders including Elected Members, GP Surgeries, local Schools, Area Assemblies and Safer neighbourhood Teams.

7.3.2 Understanding the issues

In order to develop a programme of neighbourhood improvement local people and stakeholders need to be involved and given the opportunity to shape priorities. Since the programme was launched in March 2010 extensive research and consultation has been taken in each of the three neighbourhoods to establish residents and stakeholders issues and priorities for improvement. This included:

- Over 750 residents surveyed as part of the Local Ambition Programme **Household survey** to establish resident's perceptions, priorities and barriers to employment.
- Local **Stakeholder events** where over 100 stakeholders were consulted on their views regarding local priorities.

- **1:1 interviews** have taken place with key community stakeholders including GP surgeries, local schools, Safer neighbourhood Teams, Elected Members.
- Classroom activities, consultation and engagement have been undertaken through the **local Primary Schools** with over 500 children aged 4-11 involved.
- **Consultation with 11-19 year olds** has taken place through a variety of different ways locally to consult and engage young people with over 150 young people consulted and able to give their views.
- Various **community and voluntary groups** have had their say
- **Street consultation** has taken place to ask local people their views including library users and local GP surgery users.
- Consultation also took place with **local businesses** in the three neighbourhoods ranging from sole traders to large organisations such as Asdas.

Existing research was also considered including:

- Findings from the Central Rotherham Needs Assessment 2008
- Area Assembly Area Plans
- Existing consultation
- Place Survey 2008
- Statistics
- In Depth Crime Intelligence Data from the CIU.

7.3.3 Setting the Priorities

The findings from the consultation was then presented at local joint **Resident and Stakeholder ‘Setting the Priorities’** events throughout May 2010. The events were all held in community venues and local residents and stakeholders were asked to prioritise the issues identified through the extensive research undertaken and begin to shape the priorities for the Local Ambition Improvement Plans.

Following these events Local Ambition neighbourhood Improvement Plans have been developed. The three plans are attached at *appendix 1*

7.3.4 The Local Ambition Programme Priorities for Improvement

The following priorities have been set for the three Local Ambition areas, reflecting local need and local issues. Detailed action plans are included in the plans at *appendix 1* along with the measures of success.

Our Commitment for **Ferham**:

Priority 1 – A thriving neighbourhood

- Assisting people to get a job
- Increasing volunteering
- Promoting self employment as a career option
- Focussing on 16-18 year olds Not in Education, Employment & Training (NEET's)

Priority 2 – A stronger community

- Promoting cohesion and integration
- Involving the community in effective and innovative ways
- Awareness raising of existing service provision

Priority 3 – A cleaner and safer neighbourhood

- Improving the street scene
- Addressing road safety concerns
- Increasing visibility of the Safer Neighbourhood Team
- Safeguarding and improving the well-being of children and young people

Our Commitment for **Canklow**:

Priority 1 – More Confident

- Promoting and raising awareness of local job, training, enterprising, volunteering and learning opportunities
- Improving outside perception of young people from the area
- Raise aspiration and self esteem of young people.

Priority 2 – Better Connected

- Increasing involvement from the wider community and developing a feeling of community ownership.
- Tackling the negative perception of the area
- Increasing trust between the community and council/service providers

Priority 3 – Cleaner & Safer

- Cleaner Streets
- Increased visual presence from enforcement agencies and awareness of the SNT
- Tackling ASB (including gangs of young people, alcohol and drugs)

Our Commitment for **East Herringthorpe:**

Priority 1 – Better informed and more aware of opportunities

- Promoting local job, training, enterprising, volunteering and learning opportunities
- Focused and targeted activity with 16-18 year olds NEETs
- Celebrating success and raising aspirations

Priority 2 – Stronger and more active

- Increasing community involvement and engagement
- Providing Family/Parenting support and promoting healthy lifestyles
- Improved sport activity and provision

Priority 3 – Cleaner and safer

- Improving the street scene and untidy gardens
- Tackling ASB and perceptions of ASB
- Tackling Alcohol misuse
- Increasing visibility, presence and awareness of the Safer Neighbourhood Team

7.3.5 Next Steps

Given the current austerity measures surrounding Yorkshire Forward the Neighbourhood Improvement plans were presented to Yorkshire Forward for approval and sign off to ensure delivery can begin as soon as possible. The plans have now been signed off by Yorkshire Forward and Yorkshire Forward are fully supportive of the wider focus of the Improvement plans which not only deliver on the worklessness agenda we are contracted to deliver, but also the more local 'neighbourhood' issues which have emerged through the extensive consultation on issues such as crime and fear of crime.

Each Improvement Plan has 'Measures of Success' setting out the outcomes we aim to achieve through the delivery of the programme. These are a combination of:

- Perception Measures
- Key Outputs agreed with Yorkshire Forward
- Crime Data
- Value For Money (cost vs. benefit analysis)

Delivery has begun on the Improvement Plans and will continue until 31st December 2011.

Newsletters are being produced to be delivered by the end of July 2010 to all households to feedback the consultation findings and explain how/what we will be focusing on and how local people can get involved.

A full evaluation will be undertaken in the autumn 2011 including a follow up household survey.

8. Finance

The programme is fully funded by Yorkshire Forward until 31st December 2011. The total allocation is £649,986.

Evidence from the Chesterhill Pilot shows that savings can be made and perceptions changed.

Success and cost savings will be measured and identified through a full evaluation scheduled to take place take place autumn 2011.

9. Risks and Uncertainties

Given the austerity measures currently being implemented and considered by the new Coalition Government and the fact that the Local Ambition Programme is wholly funded by Yorkshire Forward there is a potential risk that funding could be withdrawn despite being in contract to deliver.

10. Policy and Performance Agenda Implications

Given the growing importance of involving communities in shaping public services, the role that intensive neighbourhood management can play in Rotherham is significant. Where it works effectively, neighbourhood management can add value to, and support the work of, mainstream public service providers in understanding local needs, how they differ between areas and how by tackling these issues at a local level they contribute to wider borough wide priorities identified in the LAA.

Building and supporting responsive and cohesive communities through neighbourhood management arrangements is a key strategic priority outlined in Rotherham's Community Strategy 2005-11.

Contact Name: Catherine Dale, Neighbourhood Transformation Manager, 07825 863853 catherine.dale@rotherham.gov.uk