



# The Local Ambition Programme in East Herringthorpe

## Neighbourhood Improvement Plan 2010/2011



# Background

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The **Local Ambition Programme** is Rotherham's roll out of Intensive Neighbourhood Management into three of the borough's most deprived neighbourhoods. The programme is funded by Yorkshire Forward until January 2012.

In the spring of 2009 a review was undertaken of neighbourhoods in Rotherham at 'tipping point' to identify a small number of neighbourhoods which would benefit from an Intensive Neighbourhood Management approach. The review considered a range of indicators and issues ranging from crime, community involvement, health, housing and worklessness. From the review a small number of neighbourhoods were identified.

The Local Ambition Programme was then developed and the programme targets three Central Rotherham neighbourhoods; **Ferham, Canklow and East Herringthorpe** at 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.

The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation Manager in Housing & Neighbourhood Services.

Helen Allison is the Local Ambition Programme Officer.

Xxxx (pictured left) is the dedicated **Local Ambition Co-ordinator for East Herringthorpe** and is co-located at Mowbray Gardens Library.

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# Neighbourhood Profile – East Herringthorpe

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- Part of the **Valley Ward**
- Falls within **Wentworth South Area Assembly**
- Area consists of **580 Dwellings** with **1,590 residents**.
- 61% of the housing tenure is **council housing** (3xs the borough average)
- Ranked **number 1 most deprived neighbourhood** in Rotherham (IMD 2007) and in top 2% nationally.
- Ranked Rotherham's **most Vulnerable Locality** in 2009.
- 98.9% of the population in the area are **White British**.
- Average **household income** of £18,690 compared with £34,724 national average.
- Over a third of the working age population are **claiming workless benefits**.
- High proportion of **lone parents** claiming workless benefits (4xs borough average)
- Unemployment double the borough average and an **increase in numbers claiming JSA in the last 12 months**.
- Disproportionately **high levels of 16-18 year-olds who are NEET** (not in education, employment or training)
- Ranked in the worse top 3% nationally for **child wellbeing**
- Over half of all adults have **no qualifications**

# Summary of Consultation

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During spring 2010 extensive consultation was undertaken in East Herringthorpe to establish residents and stakeholder's issues and priorities for improvement. This included:

- A face to face **Household Survey** with 255 households undertaken by BMG Research
- A **Stakeholder Consultation** event with over 40 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- A **2 Day Poetry** session with Primary School Children aged 4-11
- **Detached Youth Work Consultation** sessions with 60 young people aged 11-19
- Consultation with **Library users**
- **Street** Consultation
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- Wentworth South **Area Plan**

The findings from this consultation were then presented at a joint **Resident and Stakeholder 'Setting the Priorities'** event in May 2010 where residents and stakeholders were asked to prioritise the issues and begin to shape the priorities for the East Herringthorpe Local Ambition Improvement Plan.

# Key Priorities for East Herringthorpe

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## 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



# Monitoring / Reporting Mechanisms

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## The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
  - Better informed and more aware of opportunities
  - Stronger and more active
  - Cleaner and Safer
- Each task has been colour coded to highlight if short, medium or long term;
  - Red – Long term (achievable in 12 months +)
  - Amber – Medium term (achievable in 6 – 12 months)
  - Green – Short term (achievable in under 6 months)
- Using research findings and statistics measures of success of have been established.

## Delivering the Improvement Plan

- A Task and Finish group will be established to deliver the plan
- The Task and Finish group will meet on a monthly basis to monitor progress of the delivery plan and update on key tasks

## Reporting progress of the Improvement Plan

- The Wentworth South Co-ordinating Group will oversee the delivery of the Local Ambition Programme.
- The Local Ambition Programme Co-ordinator will attend Co-ordinating Group meetings on a bi-monthly basis.
- The Co-ordinator will submit a verbal/written delivery plan progress report to every Co-ordinating Group meeting

## Reporting progress of the Improvement Plan

- The Local Ambition Programme Co-ordinator will attend monthly NAG meetings
- The Co-ordinator will submit a verbal/written delivery plan progress report to every NAG meeting

# Our Measures of Success....

	Measure of Success	EH Baseline	EH Target	How we will measure success
PRIORITY 1	We will assist people to get a job	0	45	Monitoring forms
	We will deliver neighbourhood events on relevant issues	0	3	Evidence of event and evaluation
	We will promote self employment so that people can consider self employment as a career option.	0	10	Monitoring forms
	We will increase the number of people taking up volunteering opportunities by promoting opportunities	0	15	Monitoring forms
	We will sign post people to other agencies	0	15	Monitoring forms
	We will identify NEETs and engage in a variety of activities	0	5	Monitoring forms

	Measure of Success	EH Baseline 2010	EH Actual 2011	How we will measure success
PRIORITY 2	We will increase the number of people who feel they can influence decision making	49%		Household survey
	We will increase the number of people who want to be involved in local decision making	9%		Household survey
	We will increase the number of people who have participated in volunteering over the past 12 months	3%		Household Survey
	We will increase the number of people who feel well informed about local decision making	62%		Household survey
	We will increase the number of people who agree that older people are able to get the services and support they need in their local area to continue to live at home	28%		Household survey
	We will reduce the number of people who disagree that people from different backgrounds get on well together	32%		Household survey



## Our measures of success (cont'd)

	Measure of Success	EH Baseline 2010	EH Actual 2011	How we will measure success
<b>PRIORITY 3</b>	We will increase the number of people who are aware of the SNT	35%		Household survey
	We will increase the number of people who know how to contact their SNT	26%		Household survey
	We will increase the number of people who believe local services are working to make the area cleaner and greener	70%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	66%		Household survey
	We will reduce the number of people who perceive ASB to be a problem in their area	53%		Household survey
	We will increase the number of people who think that in the local area parents take enough responsibility for the behaviour of their children	41%		Household Survey
	We will reduce overall Crime incidents (Baseline April 2009 – March 2010)	195		CIU
	We will reduce overall ASB incidents (Baseline May 2009 – Apr 2010) Rowdy-Inconsiderate accounts for 278 of all ASB	314		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010) The main fire type has been of loose refuse and rubbish containers. Vegetation and scrub is the second most popular fuel in the area.	16		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010) Noise Nuisance accounts for one third of all EH reports	49		CIU
	We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Fly tipping accounts for 18 of all SP reports and most reporting of fly tipping is during September-March.	45		CIU

# Communication Plan

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## Updating Partners on the Improvement Plan

As well as attending the bi-monthly Co-ordinating Group meetings and the monthly Neighbourhood Action Group meetings, the Local Ambition Programme Co-ordinator will attend the following meetings:

- Wentworth South SNT briefings – attendance on a monthly basis – links to Priority 3
- Universal Information & Advice Personalisation sub group – attendance on a monthly basis – links to Priority 2

## Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for East Herringthorpe we will communicate, engage and involve local people through the following mechanisms:

- **Quarterly Newsletter** delivered to all households in the area (July 10, October 10, January 11, April 11, July 11, October 11)
- **Weekly** Multi-agency walkabouts
- **2 IMPACT weeks** visiting every household in the neighbourhood with multi-agency teams
- **Neighbourhood events** held in locally accessible venues
- **Workshops/Focus Groups** to gain valuable resident insight on issues such as Worklessness & ASB
- **A Community Reference Group** of residents who want to get involved in local decision making
- **Weekly Job Centre Plus Drop in session** held at Mowbray Gardens Library
- **Monthly East Herringthorpe Surgery** held at a locally accessible venue

# Priority 1 – Better informed and aware of opportunities

## Our commitment

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

## How we will achieve this

	Key Action	Start Date	Resources	Lead Responsibility	Progress
	Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	April 2010	Commitment from JC+ Neighbourhood Base	<b>Jane Frost</b> DWP JC+ Outreach Manager	<ul style="list-style-type: none"> <li>• JC+ Drop in session established and operates from Mowbray Gardens Library every Thursday 10-3pm</li> </ul>
	Deliver local workshops exploring barriers to employment (Total Place Pilot)	July 2010	Use of LAP Consultation Budget Commitment from the LSP/CXs	<b>Michael Clark</b> Rotherham LSP  <b>Helen Allison</b> LAP Programme Officer	
	Work with C&YPS & Connexions to identify NEETs and promote options around education, employment and training (including apprenticeship schemes)	July 2010	Commitment from; <ul style="list-style-type: none"> <li>• Future Jobs Fund</li> <li>• C&amp;YPS</li> <li>• Connexions</li> <li>• RUFC</li> <li>• Activ Regen</li> <li>• Rotherham Titans</li> <li>• SYFRS</li> <li>• SYP</li> <li>• Rotherham Youth E'prise</li> <li>• Children's Centre</li> <li>• FE/HE</li> </ul>	<b>Marcus Hurscombe</b> C&YPS  <b>LAP Co-ordinator</b>	

			<ul style="list-style-type: none"> <li>Local Businesses</li> <li>Rotherham 2010</li> <li></li> </ul>		
	Promote the Home Access Grant to enable children from low income families to have access to IT facilities	September 2010	Re-prioritisation of existing Resources	<b>LAP Co-ordinator</b>	
	Work with residents, local businesses and service providers to identify a pool of local role models who can promote benefits of volunteering, self employment, and employment to the community. The ' <b>Amazing people</b> ' campaign	September 2010	Commitment from; <ul style="list-style-type: none"> <li>Volunteering Centre</li> <li>Rotherham Enterprise</li> <li>Local media</li> </ul> Use of LAP consultation /marketing budget	<b>LAP Co-ordinator, RMBC</b>	
	Deliver 2 neighbourhood events bringing together advice and support from a range of agencies and local businesses to support people back into employment, consider volunteering, self employment and learning.	October 2010 March 2011	Commitment from agencies; <ul style="list-style-type: none"> <li>Volunteering Centre / VAR</li> <li>Local Businesses</li> <li>JC+</li> <li>Apprenticeships</li> <li>Benefits</li> <li>Rotherham Enterprise</li> <li>Financial Inclusion</li> <li>Key Choices</li> <li>Affordable Housing</li> <li>Childcare</li> <li>FE/HE</li> <li>Local learning opportunities</li> <li>Carers/Independent Living</li> <li>DWP</li> <li>Smoking cessation</li> <li>NHS Rotherham</li> </ul> Use of LAP consultation /marketing budget	<b>Helen Allison</b> LAP Officer, RMBC	

## Priority 2 – Stronger and more active

### Our Commitment

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

### How we will achieve this

Key Action	Start date	Resources	Lead	Progress
Develop an 'ask the community' Reference Group of residents who are interested in getting involved and influencing local decision making in their neighbourhood.	July 2010	LAP Marketing/Consultation budget	<b>Helen Allison</b> Programme Officer	
Work with the Children's Centre to identify how Children's Centre services (family/parenting support) can be delivered on an outreach basis in East Herringthorpe and better promoted/accessible.	July 2010		<b>C&amp;YPS</b>	
Make links with the INSPIRE Rotherham Programme to promote in East Herringthorpe	July 2010		<b>Deborah Bullivant</b> Inspire Rotherham Manager	<ul style="list-style-type: none"> <li>• Meeting held 16.06.10 with DB to discuss projects in EH.</li> </ul>
Make links with the PCT Sexual Health Provision and target in East Herringthorpe	August 2010		<b>Melanie Simmonds</b> Public Health Specialist	
Identify parenting support/advice available for parents and promote within the community. Establish a multi-agency referral process for partners.	July 2010		<b>C&amp;YPS</b>	

	Promote 'Healthy Eating on a Budget' to tackle obesity also promote diabetes awareness	August 201		<b>Ruth Fletcher Brown</b> Public Health Specialist PCT	
	Develop a co-ordinated activity programme for children and young people in East Herringthorpe a 'what's on guide' for young people.	September 2010		<b>Jackie Abrams</b> C&YPS	
	Develop a 'what's on guide' of community activities/independent living for older people (50+) in East Herringthorpe.	September 2010		<b>UIA Personalisation Sub Group</b>	
	Develop links between RUFC and Mowbray gardens Library to develop a local football club with community participation to promote community cohesion	September 2010		<b>Libby Hicken</b> EDS  <b>Mark Cummins</b> RUFC	
	Pilot an e-engagement project with young people in east Herringthorpe	September 2010	LAP Quick Wins Budget	<b>Dawn Price</b> Chief Executives Office	
	Work with Groundwork Dearne Valley to deliver a community project that will involve and integrate the community	September 2010		<b>Lucy Cheetham</b> Groundwork Dearne Valley	

# Priority 3 – A cleaner and safer neighbourhood

## Our commitment

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

## How we will achieve this

Key Action	Start Date	Resources	Lead	Progress
Explore additional 'Impact Champion' resource to enforce untidy gardens, tenancy breaches, tenancy verification visits.  Explore additional 'Tenancy support Officer' resource	July 2010		2010	
Work with the local primary school(s) to develop a publicity campaign aimed at discouraging people from littering and dog fouling. Promote reward scheme for cleaner behaviour – bin it and win it.	July 2010	£500 Quick Win Budget allocated for Incentives and marketing	<b>Matt Finn</b> Community Protection Manager	
Work with Community Protection / Wardens to look at enforcement options in terms of flytipping, littering, dog fouling, noise pollution, ASB etc and how to encourage/promote residents to report issues	July 2010		<b>Matt Finn</b> Community Protection Manager	
Explore options to increase turn around times of voids/reduce criminal damage (Mallory Road/Bradstone priority)	July 2010		<b>LAP Co-ordinator</b>	<ul style="list-style-type: none"> <li>• Walkabout and meeting with elected members, Dave Richmond scheduled for 19.07.10</li> </ul>
Establish a weekly walkabout with the SNT which will increase their visibility and awareness (where possible 4pm)	July 2010		<b>LAP Co-ordinator</b>	



	Develop a community owned action plan to tackle ASB issues through the 'connecting communities' initiative.	July 2010	£10,000 funding provided by CLG 'Connecting Communities' Programme	<b>Lesley Cooper</b> Community Safety Officer	<ul style="list-style-type: none"> <li>1<sup>st</sup> workshop with residents held 07.06.10 at EH Sports &amp; Social Club.</li> <li>2<sup>nd</sup> workshop with residents scheduled for 30.06.10 at Mowbray Gardens Library</li> </ul>
	Promote good new stories to address residents perceptions around crime & ASB via the quarterly newsletter	July 2010 October 10 January 11 April 11 July 11 October 11		<b>Helen Allison</b> Programme Officer	<ul style="list-style-type: none"> <li>1<sup>st</sup> edition currently being drafted</li> </ul>
	Establish a monthly East Herringthorpe multi-agency surgery	August 2010	Commitment from: <ul style="list-style-type: none"> <li>Streetpride</li> <li>2010</li> <li>Key Choices</li> <li>SNT</li> <li>Elected Members</li> </ul>	<b>LAP Co-ordinator</b>	<ul style="list-style-type: none"> <li></li> </ul>
	Establish a Junior Warden Scheme	August 2010	£2000 Quick Win Budget allocated for the establishment of the scheme	<b>Matt Finn</b> Community Protection Manager	
	Pilot a 'Clean & Tidy' neighbourhood agreement. You are responsible for... You are entitled to....	September 2010		<b>Streetpride</b>	
	Work with local businesses to promote the Responsible Retailer Scheme/increase test purchases in the area/support local business to report alcohol activity	September 2010		<b>Alan Pogorzelec</b> Business Regulation Manager	

	Deliver an Alcohol awareness programme to parents, young people and adults.	September 2010		<b>Mel Howard</b> Rotherham PCT	
	Increase coverage of Stay Safe operation	September 2010		<b>Sgt Bill Bell</b> SNT  <b>Diane Owens</b> Wentworth South AA	
	Deliver 2 Impact weeks with multi-agency teams visiting every household in the area to include community clean up activity/evening walkabouts/promotion of services	September 2010  March 2011		<b>LAP</b> <b>Co-ordinator</b>	