



The Local Ambition Programme in Canklow Improvement Plan 2010/2011



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Background

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.

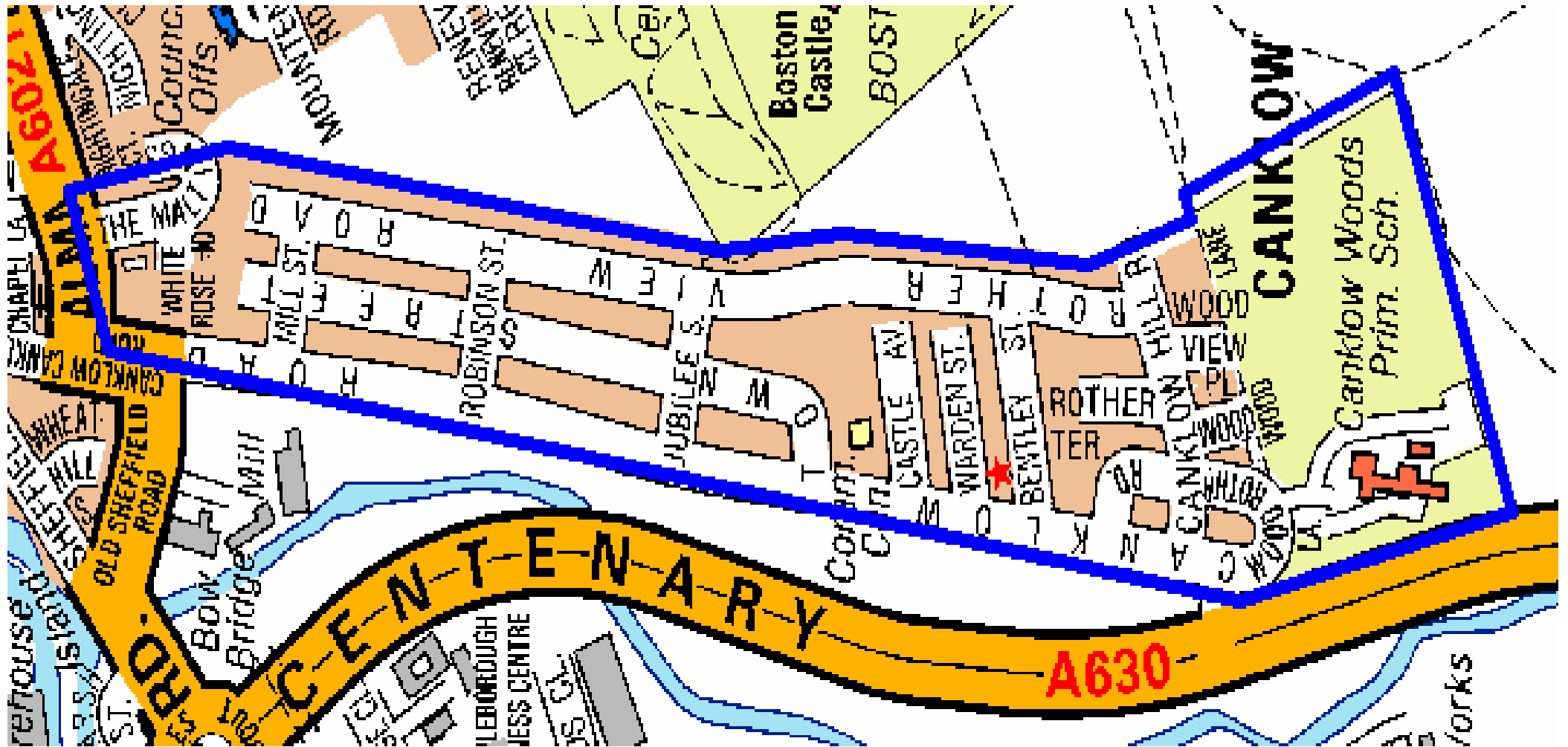
The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues. The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation Manager in Housing & Neighbourhood Services.



Helen Allison is the Local Ambition Programme Officer.

Andrea Mason (pictured left) is the dedicated **Local Ambition Co-ordinator for Canklow** and is co-located at RMBC Depot, Canklow Road.

Canklow Neighbourhood Profile



Canklow Neighbourhood Profile

- Canklow is part of the **Boston Castle Ward**
- It is part of the **Rotherham South Area Assembly**
- Canklow has a population of **1463 – 10% BME Population**
- There are **716 households**
- **70% of housing is owned by the Local Authority**
- The area is ranked as the **2nd most deprived neighbourhood** in Rotherham (IMD 2008)
- Nationally, the area sits within the **bottom 1% for child well being**
- Just **17% of young people go on to achieve 5 or more GCSE's** including Maths & English
- **31% of the area's working age adults** are claiming workless benefits
- **Unemployment in Canklow is more than double** the borough average
- **Mental health admissions from the area are the highest** in Rotherham

Summary of Consultation

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

- A face to face **Household Survey** with 248 households undertaken by BMG Research
- A **Stakeholder Consultation** event with over 30 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- Work with the **Primary School Council** consulting with around 190 Children aged 4-11
- **Youth Work Consultation** sessions with young people aged 11-19
- Consultation with members of the **school Parents Group**
- Consultation with **visitors to the GP's surgery**
- **Street** Consultation
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- Rotherham 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 Canklow Local Ambition Improvement Plan.

Key Priorities 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)

Monitoring / Reporting Mechanisms

The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
 - More Confident
 - Better Connected
 - Cleaner & 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 baselines have been set and KPI's will be established.

Monitoring progress of the plan

- A Task and Finish group will be established
- 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 plan

- The Rotherham 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 meeting

Reporting progress of the Improvement Plan

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

Our measures of success...

PRIORITY 1	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	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

PRIORITY 2	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	We will increase the number of people of feel they can influence decision making	43%		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 feel well informed about local decision making	56%		Household survey
	Reduce the number of people who disagree that parents from the local area take responsibility for the behaviour of their children	34%		Household survey
Reduce the number of people who feel that people do not treat each other with respect and consideration	54%		Household survey	

PRIORITY 3	Measure of Success	Canklow Baseline	Canklow Target	How we will measure success
	We will increase the number of people who are aware of the SNT	36%		Household survey
	We will increase the number of people who know how to contact their SNT	29%		Household survey
	We will increase the number of people who believe local services are working to make the area cleaner and greener	71%%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	68%		Household survey
	We will reduce the number of people who perceive ASB to be a problem in their area	53%		Household survey
	We will Reduce overall Crime incidents	161		CIU
	We will reduce overall ASB incidents	299		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010)	57		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010)	75		CIU
	We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Flytipping accounts for 62 of all SP reports	45		CIU

As part of the evaluation which will take place Autumn 2011 the following will also be measures of success:

- More effective partnership working (measured through interviews, 1:1s etc)
- Additional funding levered into the area

Communication Plan

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:

- Rotherham South SNT, monthly
- The Childrens Centre Steering Group, quarterly
- Canklow Woods Parents Group, fortnightly during term time
- Community Learning Forum, bi monthly
- Canklow Woods Primary School Council, monthly
- Maltings Youth Centre, monthly

Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for Canklow 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 The Hub (formally New Life Christian Centre), Canklow Road
- **Monthly Canklow Surgery** held at a locally accessible venue

Priority 1 – More Confident

Our commitment

- 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.

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	Apr 2010	Commitment from JC+ Neighbourhood Base	Jane Frost Outreach Manager, JC+	Sessions of the drop in continue to take place on a weekly basis at The Hub, Canklow
Identify how Childrens centre services can be delivered on an outreach basis	June 2010	Commitment from <ul style="list-style-type: none"> • Children and Young Peoples Services 	Andrea Mason LAP Co-ordinator	
Promote the Home Access Grant to enable children from low income families to have access to IT facilities	Sept 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods Primary School • Oakwood Technology College 	John Henderson Head Teacher, Canklow Woods Mr Naisbit Head Teacher Oakwood	Information sent through to Canklow Woods Primary School
Develop a homework club for young people from the area	August 2010	Commitment from <ul style="list-style-type: none"> • Maltings youth centre • Extended services Funding required for support staff,	Christine Godber Senior Youth Worker Kate Bujor Extended Services Officer	

	Develop a programme of visits to the school by the children, teachers and parents of children from the secondary catchment schools, to help young people build relationships and to improve perceptions of young people from Canklow.	September 2010	Commitment from school and parents. Funding for transport, materials etc.	Sue Lumb Learning mentor	
	Gather together information about accessible 0-5 childcare provision, including the promotion of Childminding as an employment opportunity and promote within the community	July 2010	Commitment from Children and Young Peoples Services	C&YPS	
	Support the development of adult learning opportunities within the community, including basic skills, confidence building etc	October 2010	Commitment from training providers	Sarah Kennedy Rotherham Learning Network	LAP co-ordinator to attend Inspire Rotherham family day at Magna with a group of Canklow Families (3 rd July)
	Support community members to develop a programme of neighbourhood events and activities	July 2010	Commitment from local people £500 quick wins 'enterprise fund' for start up costs	Andrea Mason Local Ambition Co-ordinator	Meeting will take place this week to explore set up of community group (constitution etc.)
	Work with Canklow Woods Primary School to recruit and work with volunteers to develop a Sensory Garden	June 2010	Commitment from local people as volunteers £500 quick wins for purchase of equipment	Sue Lumb Learning mentor	Involvement from Business in Community Inspire Local volunteers
	Establish the library provision that is available for access by people from the Canklow area	July 2010	Commitment from the Library Service	Elenore Fisher Cultural Services Manager	
	Deliver 2 neighbourhood Events bringing together advice and support from a range of agencies and local businesses to support people back into employment, consider self employment, volunteering and learning opportunities. Brand the events as 'making work pay', deliver at the schools with the parents group	Sept 2010 March 2011	Commitment from agencies; <ul style="list-style-type: none"> • Volunteering Centre / VAR • Local Businesses • JC+ • Rotherham Enterprise • Financial Inclusion • Key Choices • Affordable Housing • Childcare 	Helen Allison LAP Officer, RMBC Sue Lumb Learning mentor Parent Group Canklow Woods Primary	

	involved in the design and delivery ensuring maximum appeal.		<ul style="list-style-type: none">• FE/HE• Local learning opportunities• Carers/Independent Living• DWP• Smoking cessation• NHS Rotherham <p>Use of LAP consultation /marketing budget</p>		
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Priority 2 – Better Connected

Our Commitment

- 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

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Explore how the existing buildings in Canklow can be better utilized for community use	August 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods School • Maltings Youth Centre • Extended Services 	Andrea Mason Local Ambition Co-ordinator Kate Bujor Extended Services Officer Sharon Pedersen Property Investment Co-ordinator Helen Allison LAP Officer	
Produce a promotional leaflet that will promote Canklow Corporately, as a venue for events that attract people from across the borough.	August 2010	Commitment from partner agencies	Helen Allison LAP Officer	
Develop a robust communications plan that will deliver clear and transparent messages to the wider community.	July 2010	Commitment from LAP team and partner agencies	Helen Allison LAP Officer	

	Develop a programme of events that will give children and young people the opportunity to meet service providers and Elected Members, ask questions and give their points of view.	September 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods Primary • Maltings Youth Centre • Area Assembly • Elected Members • Partner Agencies 	Helen Allison LAP Officer Kay Bacon Community Involvement Officer	
	Work with service providers to increase visibility in the area, building relationships with the wider community. Who's who in my community	July 2010	Commitment from <ul style="list-style-type: none"> • Area Assembly • SNT • 2010 • Elected members • Neighbourhood Investment Team 	Andrea Mason Local Ambition Co-ordinator	Discussions have taken place with SNT
	Explore the further development of more robust tenancy management and the support that is given to vulnerable families who are moved into the area.	September 2010	Commitment from 2010 Ltd	Ayuba Lawan	
	Work with Chief Exec's to explore options to involve Canklow in the 'One Town One Community' initiative	Aug 2010	Commitment from <ul style="list-style-type: none"> • Chief Exec's 	Carol Adamson , Equalities & Diversity Officer, RMBC	
	Match sports provision with identified need, promote provision widely, encourage the community to access	July 2010 July 2010	Commitment from <ul style="list-style-type: none"> • Providers • Canklow Woods School 	Andrea Mason LAP Co-ordinator	Promote Mega Active through the school
	Work with the community to develop a programme of diversionary activity for children and young people, such as the continuation of the PS3 club	July 2010	Commitment from <ul style="list-style-type: none"> • Area Assembly • Youth Service • Local Community • Extended Schools 	Andrea Mason LAP Co-ordinator	
	Explore the possibility of acquiring a new 'Welcome to Canklow sign'	August 2010	Commitment from Street Pride	Colin Knight/ Ady Antcliffe Street Pride	

Priority 3 – Cleaner and Safer

Our commitment

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

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Update
Develop a Junior Wardens Scheme	June 2010 September 2010 September 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods Primary • Rotherham Wardens 	Martyn Green , Warden Supervisor, RMBC	Been to school and given an initial overview of the project. Applications to go out September
Work with the local primary school to develop a publicity campaign aimed at discouraging people from littering and dog fouling	June 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods Primary • Rotherham Streetpride • Rotherham Wardens Fund secured through Community Leadership, Area Housing Panel for production of materials	Ady Antcliffe Streetpride Co-ordinator	Funds secured through Community Leadership Competition Launched in School Assembly Entries have been collected
Work with Greenspaces and Rotherham Wardens to make existing play area's safer and more accessible for children	June 2010	Commitment from	Martyn Green Rotherham Wardens Supervisor	

			<ul style="list-style-type: none"> • RMBC Greenspaces • Rotherham Wardens 	Peter Cunningham Play Development Officer Elesha Smith Ranger Service	
	Establish a weekly walkabout in Canklow with the SNT which will increase their visibility, enable data sharing and provide a proactive response from service providers	July 2010	Commitment from <ul style="list-style-type: none"> • SNT • 2010 • Elected members • Neighbourhood Investment 	Andrea Mason LAP Co-ordinator Shaun Mirfield , Area Partnership Manager, RSAA	First walkabout to take place 5 th July
	Work with relevant service providers to arrange and undertake door to door IMPACT weeks in Canklow on a six monthly basis	July 2010	Commitment from; <ul style="list-style-type: none"> • CPU • Streetpride • RSAA • Carers/Independent Living • Adult Social Services • CYPS • SNT • SYFRS • NHS 	Andrea Mason LAP Co-ordinator Shaun Mirfield , Area Partnership Manager, RSAA	
	Work with Community Protection / Wardens/2010 Rotherham Ltd. to look at enforcement options in terms of flytipping, littering, dog fouling, noise pollution, asb, breach of tenancy agreements and how to encourage/promote residents to report issues	Aug 2010	Commitment from <ul style="list-style-type: none"> • Community Protection • 2010 Rotherham Ltd 	Chris Stone , Community Protection Manager, RMBC Ayuba Lawan	
	Work with Canklow Woods Primary, Rotherham Wardens and the Police to tackle parking issues outside the school.	September 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods Primary • SNT • Rotherham 	Nigel Cooper Proactive Wardens Team Dan Sharpe PCSO	

			Wardens	Vince Boulter Road Safety Officer	
	Educate children/young people about the effects of vandalism/graffiti and involve children in cleaning graffiti away.	September 2010	Commitment from <ul style="list-style-type: none"> • Canklow Woods School • Rotherham Wardens • Parent Volunteers 	Nigel Cooper Proactive Wardens Team	
	Pilot a 'clean and Tidy' neighbourhood Agreement for Canklow. You are responsible for..... You are entitled to....	September 2010 January 2011 May 2011	Commitment from: <ul style="list-style-type: none"> • Residents • Waste Management • Streetpride • Neighbourhood Investment • SNT • Community Protection • Elected members • 2010 	Colin Knight Street Pride Area Manager	
	Regular visits to school by the various enforcement agencies, including visits to breakfast club and parents group	October 2010	Commitment from <ul style="list-style-type: none"> • SNT • Canklow Woods School 	Sue Lumb Learning mentor	