



The Local Ambition Programme in Ferham Improvement Plan 2010/2011



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.

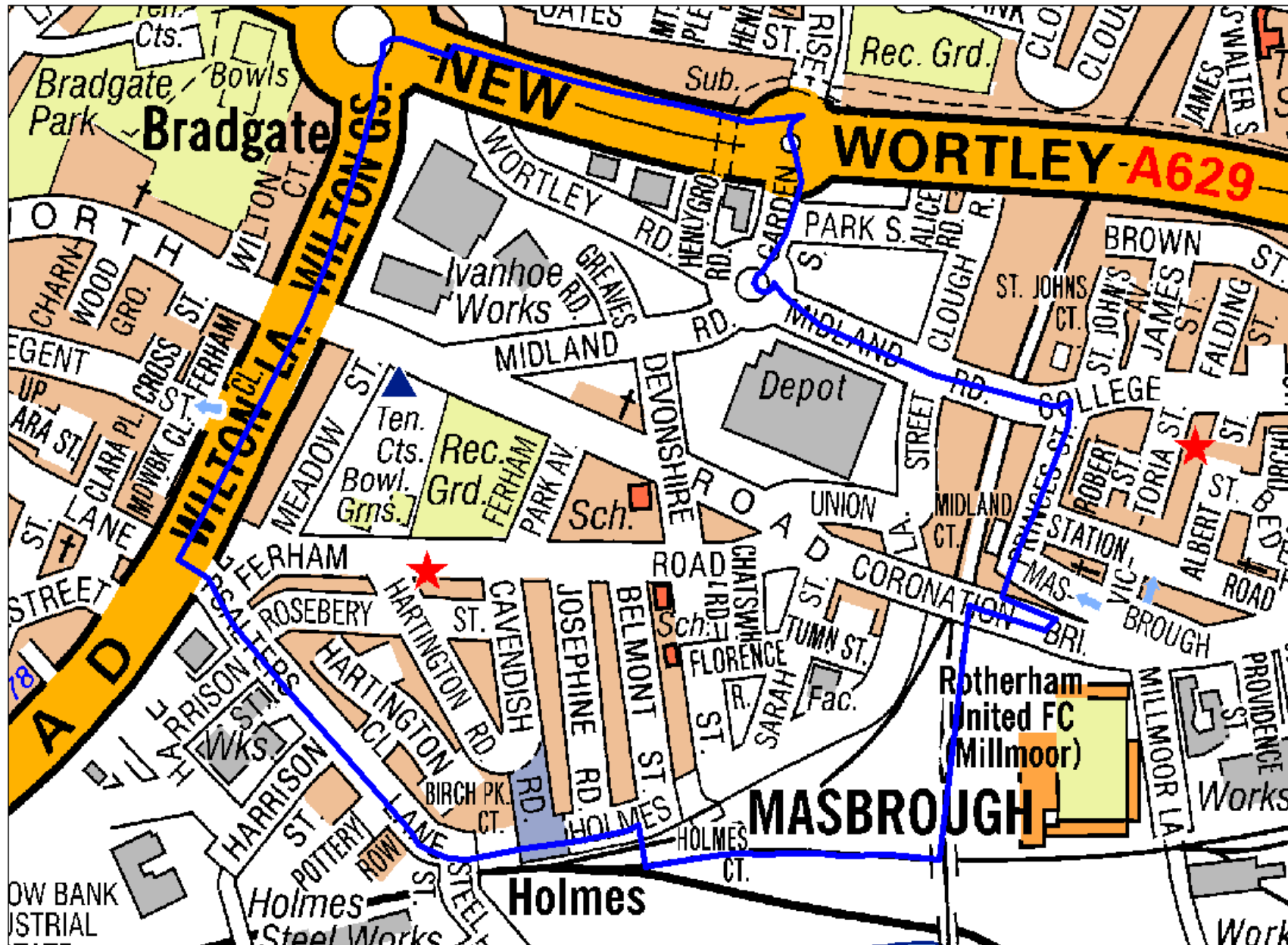


The Local Ambition Programme will act as a 'catalyst' in the three Local Ambition Neighbourhoods ensuring services are delivered which meet the needs of local people and local issues. The Local Ambition Programme is delivered by a dedicated team and is managed by Catherine Dale the Neighbourhood Transformation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

Helen Allison is the Local Ambition Programme Officer.

Lindsey Gibson (pictured left) is the dedicated **Local Ambition Co-ordinator for Ferham** and is co-located at Ferham Children's Centre.

Neighbourhood Profile – Ferham



Neighbourhood Profile – Ferham

- Part of the **Rotherham West Ward**
- Falls within **Rotherham North Area Assembly**
- Area consists of **678 Dwellings** with **1,641 residents**.
- 82% terraced housing (4 times the borough average) and **23%** of the housing tenure is **private rented** (3xs the borough average)
- Ranked **fifth most deprived neighbourhood** in Rotherham (IMD 2007) and in top 4% nationally.
- 70.5% of the population in the area are **White British**.
- Diverse mix of cultures in the community including Somalian, Iraqi, Eastern Europeans, Polish, Russians, South Africans and the Roma community from Czech Republic, Slovakia and Romania.
- Average **household income** of £22, 457 compared with £34,724 national average.
- Over a quarter of the working age population are **claiming workless benefits**.
- High proportion of **lone parents** claiming workless benefits (2xs borough average)
- Unemployment almost 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 1% nationally for **child wellbeing**
- Just 14% achieve 5 or more GCSE's incl Maths & English

Summary of Consultation

During spring 2010 extensive consultation was undertaken in Ferham to establish residents and stakeholders issues and priorities for improvement. This included:

- A face to face **Household Survey** with 252 households undertaken by BMG Research
- A **Stakeholder Consultation** event with 35 Stakeholders present and consulted
- **1:1 Interviews** with Key Stakeholders
- A **classroom activity** with 140 Primary School Children aged 4-11
- Funding Rotherham North SNT to run a **Playstatio 3 club session** with young people aged 11-19
- Consultation at various **community group meetings** and activities
- **Street Consultation**
- Consultation with **Local Businesses**
- Research findings from **Rotherham Central Needs Assessment**
- **Rotherham North 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 Ferham Local Ambition Improvement Plan.

Key Priorities 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

Monitoring / Reporting Mechanisms

The Improvement Plan

- The Local Ambition Improvement plan is divided into three sections;
 - A thriving neighbourhood
 - A stronger community
 - A cleaner and safer neighbourhood.
- 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.

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 Rotherham North 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...

PRIORITY 1	Measure of Success	Ferham Baseline	Ferham 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
	We will identify NEETs and engage in a variety of activities	0	5	Monitoring forms

PRIORITY 2	Measure of Success	Ferham Baseline 2010	Ferham Actual 2011	How we will measure success
	We will increase the number of people who feel they can influence decision making	47%		Household survey
	We will increase the number of people who want to be involved in local decision making	10%		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	25%		Household survey

Our measures of success (cont'd)

PRIORITY 3	Measure of Success	Ferham Baseline 2010	Ferham Actual 2011	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	66%		Household survey
	We will increase the number of people who believe local services are working to make the area safer	67%		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	35%		Household Survey
	We will reduce overall Crime incidents (Baseline May 2009 – Apr 2010)	246		CIU
	We will reduce overall ASB incidents (Baseline May 2009 – Apr 2010) Rowdy-Inconsiderate accounts for 278 of all ASB	410		CIU
	We will reduce overall Arson incidents (Baseline May 2009 – Apr 2010)	14		CIU
	We will reduce overall Environmental Health reports (Baseline May 2009 – Apr 2010) Rubbish accounts for 56 of all EH reports	83		CIU
We will reduce overall Streetpride reports (Baseline May 2009 – Apr 2010) Flytipping accounts for 62 of all SP reports	96		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:

- Operation Curve meetings – attendance on a weekly basis – links to Priorities 2 & 3
- Rotherham North SNT briefings – attendance on a monthly basis – links to Priority 3
- Ferham Community Group meetings – attendance on a monthly basis – links to Priority 2
- Bronze Project Group meetings (links to Prevent agenda – attendance on a monthly basis – links to Priority 2
- Joint Improvement Partnership Race & Social Inclusion meetings – attendance on abasis - links to Priority 2
- Universal Information & Advice sub group – attendance on a monthly basis – links to Priority 2
- Rotherham Central Children's Centre Board – attendance on a bi-monthly basis – links to Priorities 2 & 3

Informing Residents about the Local Ambition Programme

As part of the Local Ambition Programme for Ferham 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
- Attendance at and involvement of **Ferham Community Group** in the delivery of the Improvement Plan
- **Weekly JobCentrePlus drop in** sessions held at Rotherham Central Children's Centre
- **Engagement activities** to target the most hard to reach communities in Ferham

Priority 1 – A thriving neighbourhood

Our commitment

- Assist people to get a job
- Increase volunteering
- Promote self employment as a career option
- Focus on 16-18 year olds Not in Education, Employment & Training (NEET's)

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Pilot a weekly JC+ Outreach provision in a co-located neighbourhood base	Apr 2010	Commitment from JC+ Neighbourhood Base	Jane Frost Outreach Manager, JC+	JC+ Drop in session established and operates from Ferham Children's Central every Tuesday 10-3pm
Deliver local workshops exploring barriers to employment	June 2010	Use of LAP consultation budget Commitment from the LSP/CXs	Michael Clark Rotherham LSP	First focus group scheduled for 30.06.2010 at Apna Restaurant, Ferham
Promote the Home Access Grant to enable children from low income families to have access to IT facilities	Sept 2010	Re-prioritisation of existing resources	Lindsey Gibson LAP Co-ordinator, RMBC	
Work with C&YPS & Connexions to identify NEETs and promote options around education, employment and training	Sep 2010	Commitment from; <ul style="list-style-type: none"> • C&YPS • Connexions • RUFC • Activ Regen • Rotherham Titans • SYFRS • SYP • Rotherham Youth E'prise • Children's Centre • FE/HE • Local Businesses 	Lindsey Gibson LAP Co-ordinator, RMBC	

	Action	Start Date	Resources	Lead Responsibility	Progress
	Work with the Children's Centre & Skills for Life Team to promote Living in my Community and ESOL classes running at Children's Centre	Sept 2010	Commitment from; <ul style="list-style-type: none"> • Children's Centre • Skills for Life Team 	Jason Brennan Outreach & Development worker, RMBC	
	Work with residents, local businesses and service providers to identify and publicise a pool of local role models who can promote benefits of volunteering, self employment, and employment to the community. The 'Amazing People campaign'	Sept 2010	Commitment from; <ul style="list-style-type: none"> • Volunteering Centre • Rotherham Enterprise • Local media Use of LAP consultation /marketing budget	Lindsey Gibson LAP Co-ordinator, RMBC Helen Allison LAP Officer, RMBC	
	Work with BR Chamber & RNAA to set up a Ferham business forum to determine if local businesses require any support and what they can bring to the community in terms of volunteering/employment opportunities.	Oct 2010	Commitment from; <ul style="list-style-type: none"> • Rotherham North Area Assembly • Rotherham Enterprise • Local Businesses 	Brig Chaggar, BR Chamber	
	Deliver 2 neighbourhood ' Raising Ambition in... ' Events bringing together advice and support from a range of agencies and local businesses to support people back into employment and to consider self employment/volunteering as a career option	Jul 2010	Commitment from agencies; <ul style="list-style-type: none"> • Volunteering Centre / VAR • Local Businesses • JC+ • Apprenticeships • Benefits • Rotherham Enterprise • Financial Inclusion 	Helen Allison LAP Officer, RMBC	1st event scheduled for 25.07.10 to coincide with Rotherham North Summer Festival

		Jan 2011	<ul style="list-style-type: none"> • Key Choices • Affordable Housing • Childcare • FE/HE • Local learning opportunities • Carers/Independent Living • DWP • Smoking cessation • NHS Rotherham • Inspire Rotherham <p>Use of LAP consultation /marketing budget</p>		
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Priority 2 – A stronger community

Our Commitment

- Promote cohesion and integration
- Involve the community in effective and innovative ways
- Raise awareness of existing service provision

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Work with RUFC & RNAA to run 10 weeks of engagement activity targeting the European community in Ferham and also open to other communities to support social integration through sport, utilising the local park which is under used and potential to be a hub for community activities. Targetting parents and children aged 2 – 11 years old.	Jul 2010	Commitment from <ul style="list-style-type: none"> • RUFC • RNAA • Unity Centre • Greenspaces 	Zanib Rasool , Community Manager, RUFC Pat Michaels , CIO, RNAA	
Make links with the INSPIRE Rotherham Programme to promote in Ferham	June 2010	Re-prioritisation of existing Resources	Deborah Bullivant Inspire Rotherham Manager	Meeting held 16.06.10 with DB to discuss projects in Ferham.
Work with Rotherham North Summer Festival sub group to promote community cohesion at this year's event (held at Ferham Park)	Jul 2010	Commitment from; <ul style="list-style-type: none"> • Rotherham North • Summer Festival Sub Group • RUFC 	Tanya Stanley , Area Partnership Manager, RNAA Dale Spilby , RUFC	
Meet with Chief Exec's to explore options to involve Ferham in the 'One Town One Community' initiative	Jul 2010	Commitment from <ul style="list-style-type: none"> • Chief Exec's 	Carol Adamson , Equalities & Diversity Officer, RMBC	
Develop a robust communications plan that will deliver clear and transparent messages to the wider community.	July 2010	Commitment from <ul style="list-style-type: none"> • LAP team • Partner agencies 	Helen Allison , LAP Officer, RMBC	

	Action	Start Date	Resources	Lead Responsibility	Progress
	Work with Adult Social Services, JIP and the Universal Information & Advice (UIA) Sub Group to promote options available to enable independent living;	Aug 2010	Commitment from; <ul style="list-style-type: none"> • Adult Social Services • JIP • UIA 	Claire McLoughlin , Change Management Officer, RMBC	LAP Added as an agenda item at UIA sub group meeting in Aug 2010
	Develop a quarterly LAP community newsletter that Ferham Community Group can contribute content to	Jul 2010 Oct 2010 Jan 2011 Apr 2011 Jul 2011 Oct 2011	Commitment from <ul style="list-style-type: none"> • Ferham Community Group • Elected Members 	Helen Allison , LAP Officer, RMBC	First edition
	Work with Groundwork Dearne Valley & Ferham Community Group to develop and deliver a 'Pride in Ferham' community project that will involve and integrate the community	Oct 2010	Re-prioritisation of existing resources £1000 Quick Wins Funding	Groundwork Dearne Valley	
	Work with RNAA & RSAA to produce a mimed 'Welcome' DVD involving the local community, targeting new arrivals and those with learning disabilities / sensory impairments into Ferham & Eastwood. Content will include how to volunteer, access benefits, advice, information about JC+ and Rotherham Enterprise	Aug 2010	Commitment from <ul style="list-style-type: none"> • RNAA • RSAA £3000 Quick Wins Funding	Pat Michaels & Kay Bacon Community Involvement Officers, RMBC Mikal Bily , Unity Centre	
	Work with RNAA & Ferham Community Group to increase resident's involvement in local decision making. RNAA to hold public PACT meetings at a local venue	Jan 2011	Commitment from <ul style="list-style-type: none"> • RNAA • Ferham Community Group 	Pat Michaels Community Involvement Officer, RNAA Tanya Stanley Area Partnership Manager, RNAA	LAP Co-ordinator attending monthly Ferham Community Group meetings and is member of their funding sub-group
	Work with Ferham Community Group to set up an exchange visit to Eastwood Village Community Association who are an establish community group in Eastwood Village to share good practice	Oct 2010	Commitment from RNAA / RSAA Ferham Community Group EVCA £300 Quick Wins Funding – Transport & Room Hire	Pat Michaels & Kay Bacon Community Involvement Officers, RMBC	

Priority 3 – A cleaner and safer neighbourhood

Our commitment

- Improve the street scene
- Address road safety concerns
- Increase visibility of the Safer Neighbourhood Team
- Safeguard and improve the well-being of children and young people

How we will achieve this

Action	Start Date	Resources	Lead Responsibility	Progress
Establish a weekly street surgery / walkabout in Ferham with the SNT which will increase their visibility, enable data sharing and provide a proactive response from service providers	Jun 2010	Commitment from <ul style="list-style-type: none"> • RNAA • SNT • Community Protection 	Tanya Stanley , Area Partnership Manager, RNAA Dave Baines , Sergeant, RN SNT Chris Stone , Community Protection Manager, RMBC Elected Members	First walkabout scheduled for Wed 14 th July 2010, meeting 1.30 at Ferham Children's Centre
Through Operation Curve, work with Streetpride & Community Protection to explore alternative options & communication methods for Recycling & Waste Management	Jun 2010	Commitment from <ul style="list-style-type: none"> • Streetpride / Waste Management • Community Protection 	Adrian Gabriel , Waste Strategy Manager, RMBC Chris Stone , Community Protection Manager, RMBC	LAP Co-ordinator attended Op curve meeting 17.06.2010 and will attend future meetings
Work with SYFRS to collect further intel on bin fires in Ferham	Jul 2010	Commitment from; <ul style="list-style-type: none"> • SYFRS 	Shaun Pilley , Station Manager, SYFRS	

Priority 3 – A cleaner and safer neighbourhood (cont'd)

Action	Start Date	Resources	Lead Responsibility	Progress
<p>Work with relevant service providers to arrange and undertake 2 IMPACT weeks in Ferham and undertake a mapping exercise of the community (to enable identification of any vulnerable adults & vulnerable pre-school children) as part of the IMPACT weeks.</p> <p>Second IMPACT week scheduled for Feb 2011</p>	w/c 26 Jul 2010	Commitment from; <ul style="list-style-type: none"> • CPU • Streetpride • RNAA • Carers/Independent Living • Adult Social Services • CYPS • SNT • SYFRS • NHS • Children's Centre 	Lindsey Gibson , LAP Co-ordinator, RMBC Helen Allison , LAP Officer, RMBC	First IMPACT week to be undertaken w/c 26 July to coincide with Summer Festival at Ferham Park
<p>Work with RNAA & SNT to establish a weekly PS3 Club in Ferham to improve engagement with young people aged 13-19</p>	Jul 2010 Oct 2010	Commitment from <ul style="list-style-type: none"> • RNAA • SNT • Ferham Community Group <p>£TBC Quick Wins Funding – Room Hire</p>	Paul Newman , PCSO, RN SNT	
<p>Work with RMBC Planning & Transportation & SY Police to explore traffic calming/reduction options and speed limits in residential areas and enforcement routes.</p>	Aug 2010	Commitment from <ul style="list-style-type: none"> • Planning & Transportation • NIS • SY Police <p>Funding to undertake any agreed options</p>	Mathew Lowe , Engineer, RMBC Kalpana Desai , Project Co-ordinator, RMBC	
<p>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</p>	Aug 2010	Re-prioritisation of existing resources	Chris Stone , Community Protection Manager, RMBC	
<p>Work with Children's Centre to identify current provision & explore options of developing responsible parenting classes</p>	Aug 2010	Commitment from <ul style="list-style-type: none"> • Children's Centre 	Judith Higgins , Children's Centre Co-ordinator, RMBC	

Priority 3 – A cleaner and safer neighbourhood (cont'd)

<p>Work with Children's Centre to undertake targeted work with vulnerable pre-school children & parents identified through IMPACT week</p>	<p>Aug 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> Children's Centre CYPS Locality Team 	<p>Judith Higgins, Children's Centre, Manager</p> <p>Brian Wood, Locality Manager, CYPS</p>	
<p>Develop a co-ordinated activity programme for children and young people in Ferham</p> <p>Audit existing provision Identify gaps in provision Develop 'what's on guide' Promote to young people and parents</p>	<p>Aug 2010 Sept 2010 Oct 2010 Nov 2010</p>	<p>Existing resources</p>	<p>Judith Higgins, Children's Centre Co- ordinator, RMBC</p> <p>Dawn Heald, Senior Youth Work, CYPS</p>	
<p>Work with Education Welfare Officer to tackle the issue of truancy and school registrations</p>	<p>Sept 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> Education Welfare Officer 	<p>Sue Taylor, Education Welfare Officer, Rotherham North</p>	
<p>Work with Rotherham Wardens & Ferham Primary School to develop a Junior Wardens Scheme with school children aged 4 – 11</p>	<p>Sept 2010</p>	<p>Commitment from</p> <p>Ferham Primary School Rotherham Wardens</p> <p>£1000 quick wins funding</p>	<p>Martyn Green, Warden Supervisor, RMBC</p>	
<p>Work with the local Primary School 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</p>	<p>Oct 2010</p>	<p>Commitment from;</p> <ul style="list-style-type: none"> Ferham Primary School Streetpride <p>£500 quick wins funding</p>	<p>Mick Greenwood Streetpride Area Co- ordinator</p>	
<p>Work with RMBC Transportation and Ferham Primary School to deliver road safety education to all pupils</p>	<p>Oct 2010</p>	<p>Commitment from;</p> <ul style="list-style-type: none"> Transportation Ferham Primary School 	<p>Sandra Crofts, Road Safety Officer, RMBC</p>	
<p>Work with Streetpride to identify, recruit and promote local 'champions'</p>	<p>Nov 2010</p>	<p>Commitment from</p> <ul style="list-style-type: none"> Streetpride 	<p>Mick Greenwood Streetpride Area Co- ordinator, RMBC</p>	