

AGENDA MANAGEMENT SHEET

Name of Committee **Stratford-on-Avon Area Committee**

Date of Committee **15 March 2006**

Report Title **Stratford on Avon Well being Fund
Potential Commissions**

Summary That the Area Committee consider whether to approve the Well being Fund commissions set out in the report

For further information please contact:

Martin Gibbins	Doug Henderson
Area Manager - Stratford on Avon	Community Partnership Officer
Tel: 01789 290784	Tel 01789 290787
martingibbins@warwickshire.gov.uk	doughenderson@warwickshire.gov.uk

Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers None

CONSULTATION ALREADY UNDERTAKEN:- Details to be specified

- Other Committees
- Local Member(s) George Atkinson, Jill Dill Russell, Bob Stevens as Area Committee Funding Sub Group
- Other Elected Members
- Cabinet Member
- Chief Executive David Carter - Reporting Officer
- Legal Peter Endell – Senior Solicitor
- Finance David Preece – Finance Officer
- Other Chief Officers
- District Councils
- Health Authority

Police

Other Bodies/Individuals

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by this Committee

To Council

To Cabinet

To an O & S Committee

To an Area Committee

Further Consultation

Agenda No

Stratford On Avon Area Committee – 15 March 2006.

Stratford on Avon Well being Fund Potential Commissions

Report of the Strategic Director of Performance and Development

Recommendation

That the Area Committee Approves the Well being Fund proposals set out in Section 3 below

1. Introduction
 - 1.1 The Well being Fund seeks to address the social, environmental and economic well being needs of local communities in the District. This is achieved by commissioning projects that meet priorities identified by Stratford on Avon Area Committee. The priorities are based on those identified through the Stratford District Community Plan, the County Strategic Plan or the Area Business Plan.
 - 1.2 Potential commissions can be identified by the Key Group of the Stratford District Partnership (the Local Strategic Partnership) in support of the actions identified in the Community Plan, by the local Area Managers and by Area Committee.
 - 1.3 This report contains funding proposals that have been considered by the members of the Area Committee's Funding Sub Group. Further details of any of these proposals can be obtained from the County Councils Stratford on Avon Area Office.
2. **Well being Fund – Available Resources**
 - 2.1 A total of £162,290 is available to the Area Committee in this years Well Being fund to commit in 2005/06. This includes an uncommitted balance of £98,370 from 2004/05 and an allocation of £63,920 for 2005/06. £33,000 has been committed at a previous meeting leaving an available balance of £129,290.

- 2.2 If approved the 11 projects set out below involve an allocation of funds totalling £122,050. A balance of £7,240 will be uncommitted.

3. Well being Fund Proposals

3.1 Good Feeling.....Gone

a) Description of the Project

The aim of this pilot project is to develop and undertake a number of linked community safety initiatives using a common theme – Good FeelingGone. This will raise awareness of community safety for local people and an association with the common message. This approach of developing a number of linked community safety initiatives has not been tried before within the District.

There are a variety of issues that can be addressed using the theme of Good FeelingGone. It could include safety outside schools in the morning and afternoon when parents are dropping off or collecting their children. It can be used to promote safety messages for young people who are often the victims of crime, with older people to address home safety issues.

As the theme has a broad application it could also be used to promote awareness of a particular local issue for example highway safety at a particular location or with a particular group for example young inexperienced drivers,

The media chosen for the individual campaigns will vary depending on the target group. It could take the form of advertisements in the local press, posters, leaflets, beer mats etc. The style and content of the safety message will also vary depending on the target audience. The basis for all campaigns will be to highlight the positive aspects and contrast it with negative images to highlight where things can go wrong. The advantage to using a common theme is that it is adaptable and can be used in a promoting a very wide range of safety messages.

The individual safety initiatives will be developed in such a way that they compliment other safety initiatives so that the resources can be targeted at specific local issues.

At the end of this pilot project it will be evaluated to establish how successful it has been in raising awareness of community safety within the District. The evaluation of the project will be used, if successful, to seek funding from other sources

b) Proposer of Project

Warwickshire County Council Local Area Managers Group

c) Amount of Funding sought

£15,000

d) Total Cost of the Project

£15,000

e) Contribution to Area Committee Priorities

The project will address the Community Safety and Improve Health priorities set by the Area Committee. It will also contribute towards the Corporate Priority of Reduce Crime and Improve the Safety of the Community.

3.2 Studley Retail Radio Link Pilot Scheme

a) Description of Project

Studley has for a number of years experienced issues concerning young people, nuisance behaviour and crime. In an effort to help to address this issue a number of actions have been identified. One of which is to establish a retail radio link for local businesses and potentially community facilities such as the Village hall..

The proposal is to install the retail link radio scheme which will be linked into the current CCTV camera system. This will enable local traders to have links to each other and local Police so that they raise concern about suspicious behaviour very quickly with others in the scheme. The scheme will be utilised by local business and commercial premises in the High Street, which are currently subjected to crime and high levels of anti-social behaviour.

The funding will fund the initial set up costs. The ongoing costs such as monitoring of the CCTV etc will be met by those involved in the project.

b) Proposer of Project

Crime & Disorder Reduction Partnership

c) Amount of Funding sought

£15,000

d) Total Cost of the Project

£15,000

e) Contribution to Area Committee Priorities

The project will contribute to the Community Safety priority of the Area Committee. It will also contribute to the County Council priority of Reduce Crime and Increase Community Safety

3.3 Wellesbourne Youth Centre Refurbishment

a) Description of Project

Wellesbourne has over recent months experienced an increase in nuisance youth incidents. Facilities for young people are limited and one of those facilities, the existing Youth Centre, is in poor condition and in need of refurbishment. In order to provide a more welcoming environment for the young people of the community it is proposed to undertake a small scale refurbishment programme which will include:

- Decorating the main hall in bright universally friendly colours.

- Replace the existing heating system with a more cost effective and efficient system.
- replace kitchen units and cooker

These improvements will make the Centre more welcoming and enable a wider range of activities to be provided and as a result the centre will be better used by young people. Young people will be involved in the project and will be encouraged to undertake some of the work, particularly the decorating.

By making the improvements to the Centre, involving the young people, the problems currently associated with the young people should be reduced.

b) Proposer of Project

Community Workers Key Group

c) Amount of Funding sought

£6,500

d) Total Cost of the Project

£6,500

e) Contribution to Area Committee Priorities

The project will contribute the Young People and Community Safety priorities of the Area Committee.

3.4 Studley Community Consultation

a) Description of Project

The aim of the project is to gather the views of the whole community, in a variety of ways, as to the needs of Studley as a whole. The consultation is expected to reveal ways forward to empower those disadvantaged members of the community who at the moment feel they have no voice, thus improving community cohesion, and in particular to improve relationships between the different generations, to decrease fear of crime and to decrease antisocial behaviour.

Although the latest crime statistics for Studley have decreased significantly, with the area benefiting from multi-agency intervention with 'Positive about Young People', Connexions and Community Education making invaluable contributions, there has been a recent rise in reports of anti-social behaviour making Studley a 'hotspot' requiring attention.

Some current local perceptions are negative. There are issues over facilities and young people. Although it has also been recognised that there are a number of community groups and agencies working in the area and they come together on occasions, generally they work separately, which can lead to duplication of provision. There is a definite barrier between the young and old in the community, which has led to general lack of confidence and raised fear of crime. Inter-generational work is of paramount importance to bring the community back together, and it is believed that other ways will emerge from the consultation.

There is a recognition in the area that the community believe that a detailed piece of consultancy work would be the best way forward and that the research needed to be carried out by an independent consultant. The most important element of the research is to engage with and involve as many people of the community as possible. In order to do this the project will use several methods of data collection with both a Consultation Week and a Consultation Day set up to collect raw data. Following this period of consultation a feedback day will be held to provide the community with both the results of the consultation and a chance to add further input into the project phase.

- b) Proposer of Project**
Community Workers Key group
- c) Amount of Funding sought**
£6050
- d) Total Cost of the Project**
£6050
- e) Contribution to Area Committee Priorities**
Community Safety – Reducing fear of crime through engaging community. Reducing Crime and Promoting Community Safety.
Community Involvement – Promoting Community Cohesion. Local Initiatives (targeting the most deprived communities locally). Working with the Community and Voluntary Sector.

3.5 Shipston Skate Park

a) Description of Project

Until recently Shipston had a very basic skateboarding area and equipment on a section of land owned by Stratford on Avon District Council but rented to Shipston Town Council. A new swimming pool complex has been built and the previous skate park was removed in the process due to being unsafe. Recently the District Council has undertaken a consultation exercise with young people that identified the need for new skateboarding facilities.

The most appropriate material for constructing the skate park is concrete as it is low noise, low maintenance, and long lasting and is estimated to cost £55,000.

Although Stratford on Avon District Council are leading on this project local young people will be fully involved including in fund raising, design and publicity. This has given them ownership of the project, which can lead to increased skills and increased confidence in their own ability. As this is such a strong young people led project it is much more likely to be utilised as the voice of the young people has gone into the planning process.

- b) Proposer of Project**
Stratford on Avon District Council, Community Workers Key Group

c) Amount of Funding sought

£15,000

d) Total Cost of the Project

The total cost of the project is £55,000. Contributions of £15,000 each from the District Council and Shipston Town Council have already been secured. Youth bank have awarded £7,500 and Crimebeat £500. Other contributions have been secured from LedBetter Construction £500, Local sponsorship & fundraising £1,000 and Local business £500.

e) Contribution to Area Committee Priorities

The project will address the Area Committee priorities of **Community Involvement** – Local groups, statutory bodies and local residents providing a partnership approach to support a young person's scheme, **Young People** and **Community Safety**.

3.6 Summer Activity Voucher Scheme

a) Description of Project

The Summer Activities Voucher Scheme (SAVS) enables young people aged 5 – 16 years, living within Stratford District, and from families in receipt of one or more means-tested benefits, to attend local summer holiday activities free of charge. If funding is secured, every eligible family will be contacted to register young people on the SAVS.

All eligible young people who register will receive vouchers to be handed in to their chosen activity scheme as payment for their place on the day. It is the parent's responsibility to book their child onto the activities of their choice. The vouchers will enable attendance at 5 sessions of activities (half or full day). The activity schemes will then return the vouchers to the District Council at which point the scheme will be reimbursed the correct amount from the funding raised.

All known summer activity schemes within the District, e.g. leisure centres, ILEAP, play schemes and independent schemes, will be approached to be involved in the SAVS. A positive response has been received from independent play schemes on this as one of the outcomes of the scheme is an increase in attendances at no additional cost to the participating play scheme, leisure centre, etc. This will particularly benefit certain play schemes in more rural locations that may suffer from low attendance figures, but are still offering important facilities/services during the school holidays. (NB any Stratford-on-Avon District Council Play scheme Grants awarded will be conditional on participation in the SAVS).

The scheme ensures that all children in the District can participate in at least one week of summer activities and are not disadvantaged simply because of low income. It is expected that at least 850 young people between the ages of 5-16 will benefit from this project

b) Proposer of Project

c) Amount of Funding sought

£12,000

d) Total Cost of the Project

The total cost of the project is approximately £50,400 over three years. Funding is provided by the District Council, £30,000, Stratford Town Trust contribute approximately £8400 (to enable children from Stratford upon Avon to participate). A one off contribution of £12,000 (£4,000 pa for 3 years) is proposed from the Well being Fund. Conditions would be attached to ensure that it is only spent on this project.

e) Contribution to Area Committee Priorities

The project will contribute to the Area Committees priority of Young People.

3.7 Healthy Communities

a) Description of Project

There is a recognition the participation in leisure and recreational activity by certain groups is low and needs to be increased. The target groups include Older People, Women people on low incomes. There are many benefits including principally those related to improved health and healthier lifestyles.

This project is being led by the Health & Well being Group and developed in partnership with the District Council. The District Council will employ a part time sports development worker specifically to work those in the target groups. Their role will be to encourage greater participation in a range of healthy activities suited to the target audience. The project will work with a range of partners in developing specific activities and identifying participants. These could include health services such as doctors, health visitors, sports clubs, older peoples organisations, the County Councils Adult, Community and Health Service, etc.

The initial Activity Programme includes:

- Promote & extend the Walking programme in the District (including recruiting volunteers to help the project)
- Support & Extend the Exercise Referral Scheme from GP's in the District
- Support & extend target group activity sessions at SDC leisure centre
- Support & extend target group activity sessions at community centres across the District
- Support and extend Lunch Clubs activities across the District
- Link with South Warwickshire Housing Association – sheltered housing activity programme
- Link with Age Concern's activity programme

The County Council contribution to the project will be to provide a small development budget for the part time worker who will be funded by the District Council.

- b) Proposer of Project**
Health Improvement & Well being Group
- c) Amount of Funding sought**
£12000
- d) Total Cost of the Project**
The total cost of the project is £61,500 and will run over 5 years. The funding from the Well being Fund will be used to provide a small development budget of £2400 pa. Stratford on Avon District council will be funding the development worker at a cost of £49412 over 5 years.
- e) Contribution to Area Committee Priorities**
The project will contribute towards the Area Committees priorities of Improving Health and Community Involvement.

3.8 Emerging Communities Research Project

a) Description of Project

The aim of the project is to provide some up to date information about the numbers and issues as a result of the increase in numbers of people from new and emerging communities living and working within the District. There is little to no information currently available about the new and emerging communities as many people have only moved to the District since the recent expansion of the EU in 2004. This project is not aimed at asylum seekers or illegal immigrants

The research project will enable the County Council, and other service providers (statutory and non statutory) to be able to develop responses to be able to address needs that arise..

There is some anecdotal evidence of the issues beginning to emerge. An increasing number of Polish children are entering schools in the District, increased number of requests for books, access to computers in different languages in Libraries, an increased workload for organisations such as CAB,, increasing demands on health services etc. However there is little hard information on which to base any service developments.

The research project will help to address the issue by identifying the numbers of people involved, the jobs they are filling, the issues they are facing and identifying how these issues might be addressed by the County Council and other Partners including the District Council..

- b) Proposer of Project**
Warwickshire County Council Local Area Managers in Partnership with Stratford on Avon District Council and others
- c) Amount of Funding sought**
£7,500

d) Total Cost of the Project

The total cost of the project will be £12,000. The District Council have confirmed that are willing to contribute at least £1,000 plus officer time to the research project.

e) Contribution to Area Committee Priorities

The project will contribute to the Area Committee priority of Community Involvement and the themes of Community Cohesion. It will also contribute to the Corporate objectives of the County Council.

3.9 Rural and Land based Careers Day

a) Description of Project

The aim of the project is to provide a rural and land based careers day for year 10 and 11 students across Warwickshire, students already studying in this field and year 9's who actively participate in projects such as Nova and Swift. Although participants are expected to come from across Warwickshire given the rural nature of the District it is expected that many participants will be local young people.

This event will be held on March 23rd 2006 at Charlecote Park and over 30 exhibitors have been confirmed already. This year students will be invited to attend from all over Warwickshire and it is hoped that over 500 will attend.

When the initial Land based careers day was held in 2004 there were 25 exhibitors promoted career choices within the rural and land based skills sector and it attracted 350 attendees. This careers day was only on offer to young people in the South Warwickshire area and was deemed a great success by all who supported and attending the day.

The event is being promoted by Lantra, the sector skills council for the environment and land based industry, who are keen to promote career pathways for school leavers to enter this field of employment. In such a rural area as Stratford District the rural economy is very important and careers based on that economy are likely to be important into the future. Attracting young people to work in the rural economy is important as the average age of the existing workforce is rising.

b) Proposer of Project

Community Workers Key Group

c) Amount of Funding sought

£3,000

d) Total Cost of the Project

The total cost of the project is £7,000 of which £4,000 has been raised from other sources.

e) Contribution to Area Committee Priorities

The project will contribute to the Area Committees priority of Young People. It will also contribute towards the Corporate Strategic Objective of Develop and

Maintain a Vibrant Local Economy which Promotes Employment and Prosperity for all.

3.10 Barriers to Learning

a) Description of Project

The aim of the project is to increase the participation of people in hard to reach groups in lifelong learning opportunities by addressing the barriers to learning that exist. It is important to recognise that the apparent wealth of South Warwickshire, as reflected in the key statistics of the National Census 2001, masks a set of underlying issues, with a number of specific locations having a range of deprivation issues, including income, access to services and learning, and levels of skills and qualifications.

The communities, which the ACLP would wish to target, would be:

- ♦ Lighthorne Heath
- ♦ Long Compton and surrounding area
- ♦ Lower Quinton
- ♦ Shipston
- ♦ Studley

The project would be delivered through two groups. The first would focus on Advice, Guidance and Publicity and would investigate and develop innovative ways of giving advice and guidance to learners in the priority communities. It would also develop ways of publicising learning opportunities which engage learners of all ages including the use of technology.

The second group would focus on Hard-to-Reach Groups by developing strategic and collaborative ways of reaching the groups of learners in the priority communities who would not normally access learning opportunities, including joint delivery, mobile provision and the development of transport opportunities

b) Proposer of Project

Area Community Learning Partnership

c) Amount of Funding sought

£15,000

d) Total Cost of the Project

The total cost of the project is £15,000

e) Contribution to Area Committee Priorities

The project would contribute towards the Area Committee priorities of Young People, Community Involvement. It would also contribute towards the Corporate objective of Promoting Lifelong Learning and Personal Development.

3.11 Studley & Wellesbourne Targeted Activities Programme

a) Description of Project

The aim of the project is to reduce youth crime and anti-social behaviour in primarily in Studley and also in Wellesbourne during the short and long term. This will be achieved by targeting young people, aged 13-19, who are 'at risk ' of offending or offenders and engaging them in positive activities during the school holidays and

also supporting these young people back into education or training, thus, helping these young people achieve their full potential.

The target group for this work are those excluded, truanting, looked after young people, offenders, young people subject to an Acceptable Behaviour Contract, and those involved in ASB targeted to take part. Young People who are non attendee's, truanting or excluded from school will be targeted to take part in the Programme. Participants can be referred by the Police, Youth Offending Team, Studley High School, Connexions looked After Team. The lead for the work will be taken by the Connexions staff based in Studley, working with staff from the Youth and Community Service.

These targeted young people will engaged and supported in activities which include personal development programmes as well as a whole range of sporting activities particularly during the school holidays where traditionally youth crime is at its highest. Programmes that will be offered will be of a holistic nature, and incorporate models of informal education, and this should highlight to YP the 'values' of community and positive citizenship.

It is expected that between 150 and 200 young people from Wellesbourne and Studley will take part in school holiday provision, between April 2006 and March 2007. A high proportion of the participants, between 70-90, will have been targeted to take part in the programme

- b) Proposer of Project**
CDRP
- c) Amount of Funding sought**
£15,000
- d) Total Cost of the Project**
£19,326
- e) Contribution to Area Committee Priorities**
Community Safety and Young People

DAVID CARTER
Strategic Director of
Performance & Development

Shire Hall
Warwick

12 February 2005