



Cherwell local strategic Partnership

**Breaking the Cycle of Deprivation
and Tackling Health Inequalities**

The Brighter Futures in Banbury Programme

Annual Report 2014/15

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**BRIGHTER FUTURES
in Banbury (BFiB)**



1. Foreword

Brighter Futures in Banbury: a strong long term partnership programme delivering new opportunities, innovative projects and high quality focussed services in Ruscote, Neithrop and Grimsbury and Castle Wards.

The Brighter Futures programme is now moving into its sixth year, and as we look back on our achievements I can say that we continue to make progress and remain as focused on its goals as ever.

Brighter Futures is about ensuring that the wealth of opportunities and high quality of life we enjoy in Banbury is accessible to all, regardless. Our aims are outlined in detail throughout this report, but for me the most important elements of the programme are ensuring young people growing up in the area have opportunities to build a future through access to training, education and healthy lifestyles, family support where needed, and are able to grow in strong and safe communities.

The programme is rooted in strong partnership working and you will see many examples in this report of partnership in action, whether it be directly funding local community groups to provide services or sponsor new projects or working with local business to help match skills to jobs.

During 2014/15, we have continued to meet our objectives and address the challenges we face. In December 2014, we increased our organisational effort through a successful voluntary partner's engagement event hosted by Banbury and Bicester College. Arising from this was a public volunteering market place event in January 2015 in Banbury Town Hall where new volunteers were given a wide choice of opportunities.

Particular successes in the last year include

- A third year reduction (over a third reduction) in the number of people claiming job seekers allowance
- Increase the numbers of children who achieve the national expectation in phonics at Year 1
- Improved outcomes for children who access pupil premium funding
- On-going reduction in the number of recorded crimes
- Increased support to carers
- Increased take up of health screening and smoking quitters, reduction in teenage pregnancy and good take up of carer's breaks.

However and despite these successes, there is still much more improvement to be achieved most notably in educational attainment, a reduction in the number of NEETS, health related matters and support for those in most need.

As a partnership we've worked to address new challenges such as welfare reform with a series of workshops to communicate the new requirements and ensure that local partners are working effectively together. However, there are several significant challenges ahead of us. The whole public sector is still under fiscal pressure with on going austerity measures. This means we have to work even harder and become more focussed with the partnership resources we have.

We know that the County Council will this year review its Children Centres and Early Intervention Hubs services. In the Brighter Futures wards, these are vital services to local people most in need. In addition, the County Council is reviewing its community transport and dial a ride services again with the intention of reducing costs. It is essential the Brighter Futures partnership responds to these challenges.

It is important to periodically review the Programme and in light of the above challenges, now is an appropriate time. When doing so, we need to take account of the strengths we have but also to consider what other partnership opportunities there are along with specific issues which are relevant to the people of the wards we are supporting. This is why the additional focus proposed in section 5 of this report is so important in the changing environment we are working in. Partnership activity concentrating on child poverty, health inequalities, employability and supporting the most vulnerable are all inter related, relevant to the Brighter Future's Programme's objectives and capture other partnership opportunities which are in place.

Our aim for 2015/16 is to continue the work of the last year, to renew our efforts and work to support local communities, business and community groups to make Banbury a thriving and economically sustainable town, a great place to live, work and raise a family.

Councillor John Donaldson
Cherwell District Lead Member for Brighter Futures in Banbury

2. Overview of the Brighter Futures in Banbury Programme

Cherwell Sustainable Community Strategy - Our District, Our Future

The Cherwell Sustainable Community Strategy, Our District, Our Future, was launched in February 2010, following extensive consultation with over 100 local organisations and community groups. This strategy sets out a long term vision for the future of the district and shapes how the Local Strategic Partnership will work together. The Brighter Futures in Banbury programme is a fundamental part of delivering this shared vision; 'a diverse economy with opportunities for all, vibrant communities connected by a sense of pride, place and purpose'.

Brighter Futures in Banbury is a targeted programme of work, set up to increase life chances and address health inequalities within three wards in Banbury. A priority within Our District, Our Future is to tackle areas which rank on the lower end of the Indices of Multiple Deprivation. There are several areas in Banbury across the three wards of Ruscote, Neithrop and Grimsbury and Castle which rank amongst the 20% most deprived in the country.

Brighter Futures in Banbury – Programme Aims and Objectives

The programme is entering its sixth year and has a long term aim 'to create brighter futures for Banbury people', by tackling evidenced disadvantage and health inequality. The overall aim is to break the cycle of deprivation, but it is recognised that route to a brighter future will be different for each individual. This programme recognises that individuals have diverse needs covering issues around health, skills, access to services, housing and financial stability.

For individuals to realise their full potential the basic ingredients need to be right: a decent home and physical surroundings, access to services and opportunities, secure income, good health and well-being, a feeling of safety and a sense of connection or belonging in the local community.

There has been considerable investment by many agencies over many years into deprivation and health inequalities. For example, the Council's stock transfer to Charter Community Housing in 2004 created the investment needed to bring many of the homes in the area far above a minimum decent standard. However, on-going research highlights the areas of Ruscote, Neithrop and Grimsbury and Castle as being where this programme should focus, particularly to:

1. improve skill levels and educational attainment
2. improve employability, focusing particularly on young people
3. improve financial situations, addressing debt and financial inclusion
4. improve educational attainment through better numeracy skills and family engagement
5. good quality mixed housing, affordable and in well managed environments

6. good access to amenities including shops, health centres and leisure facilities
7. improve life expectancy with improved overall health and well being
8. reduce the clear inequality gaps with low life expectancy
9. reduce the high rates of teenage pregnancy
10. build a safer more connected community where residents feel socially included
11. target specific support to vulnerable people, families and children in need

But this programme is not all about new initiatives, much will be about improving the outcomes from current activities through better co-ordination, co-location and better multi-agency working.

This programme has long term aims and objectives as listed above, however it also aims to adapt to changing circumstances and respond to local needs. As part of this each of the themes across the programme has responded to the on-going economic challenges that have an inevitable impact on the local area, its businesses and economic wellbeing.

Likewise where new policy provides an opportunity to do things differently the programme responds to these. Examples over recent years have included early adoption of the 'Thriving Families' agenda, implementation of strong partnership approaches to early intervention through the Banbury Hub, proactive work to address the impacts of welfare reform and the use of Local Strategic Partnership Funds to directly support projects that support the programme objectives.

This report sets out the key themes that made up the programme during 2014/15 and some of their associated work to improve the lives of residents in the least affluent areas of Banbury. It also looks forward, setting out new priorities and areas of focus for 2015/16.

In addition to the themes in the Action Plan, there are three core principles for this programme:

- ➔ community engagement and consultation
- ➔ raising aspiration and ambition
- ➔ capacity building through multi agency working

Lead Partners involved in the direct delivery of the programme's work themes

Cherwell District Council

Oxfordshire Clinical Commissioning Group

Oxfordshire County Council

Thames Valley Police

Six Themes to Deliver the Programme Objectives

Programme Objectives	Theme	Key Priorities
<ul style="list-style-type: none"> → improve educational attainment through better numeracy skills and family engagement → improve skill levels and educational attainment 	<u>Theme 1</u> Early Years, Community Learning and Young Peoples Attainment	Ensuring children get off to the best start in life, that young people, families and communities are supported in their aspirations and educational attainment
<ul style="list-style-type: none"> → improve skill levels and educational attainment → improve employability, focusing particularly on young people 	<u>Theme 2</u> Employment Support and Skills	Working with local residents and businesses to support skills development, access to training and employment support.
<ul style="list-style-type: none"> → Target specific support to vulnerable people, families and children in need → improve employability, focusing particularly on young people 	<u>Theme 3</u> Family support and young people not in employment, education or training	Supporting children, young people and families with complex needs.
<ul style="list-style-type: none"> → improve financial situations, addressing debt and financial inclusion → good quality mixed housing, affordable and in well managed environments → good access to amenities including shops, health centres and leisure facilities 	<u>Theme 4</u> Financial Inclusion and Housing	Ensuring there are accessible advisory and support services for those facing challenging financial situations and delivering high quality affordable housing options and opportunities
<ul style="list-style-type: none"> → improve life expectancy with improved overall health and well being → reduce the clear inequality gaps with low life expectancy → reduce high rates of teenage pregnancy 	<u>Theme 5</u> Health and Wellbeing	Improving life expectancy and reducing health inequalities through improved health and well-being
<ul style="list-style-type: none"> → build a safer more connected community where residents feel socially included 	<u>Theme 6</u> Safer and Stronger Communities	Reducing crime and anti-social behaviour and ensuring local residents feel safe

3. Progress Update 2014/15

THEME 1: Early Years, Community Learning and Young People's Attainment

- Narrowing the gap for our most disadvantaged and vulnerable children
- Improved outcomes for SEND children achieving L4 at KS2
- Raising achievement for all children and young people
- Improving leadership and governance of schools
- Build capacity through training such as subject leader training.
- Provide opportunities for working in partnership

There are three primary schools in each of the two wards, Grimsbury and Castle and Ruscote. One of the schools is an academy, one is a Catholic school and two are Church of England (LA controlled). They vary in size from 438 to 173 pupils on roll. *(Note that end of key stage 2 data (11 year olds) is not available for one of the schools.)*

Narrowing the gap for our most disadvantaged and vulnerable children

- Improved outcomes for children who access pupil premium funding

In the Grimsbury and Castle ward, the attainment of 11 year olds in receipt of the pupil premium grant in reading, writing and maths was better than that of similar pupils across the county; as it was in 2013. Their attainment was also better than that of the cohort as a whole.

The picture in the Ruscote ward was less positive largely because figures are only available for two of the three schools meaning that the sample size is small.

- Improved outcomes for SEND children achieving L4 at KS2

The attainment of 11 year olds with special educational needs was lower than national figures in both wards; figures have fallen from previous years.

Raising achievement for all children and young people

- Increase the number of children in good or outstanding schools

All of the six primary schools have been inspected or have received HMI monitoring during 2014. Three are now "good", three "require improvement". Two of the schools retained their "good" judgement. One school fell from "good" to "requires improvement" although their subsequent HMI monitoring visit concluded that the school was taking effective action to address weaknesses. One school continues to "require improvement" but has had positive a HMI monitoring visits. One school has moved from "requires improvement" to "special measures. One school has moved from "special measures" to "good".

- Increase the numbers of children attaining a good level of development at the end of the EYFS

The proportions of pupils attaining a good level of development by the end of the foundation stage improved in 2014 in comparison with 2013. However, figures improved nationally so attainment in the two wards was still below national and Oxfordshire average, reflecting the low starting points for these pupils; the gap between the two wards and the average figure widened in 2014. Attainment in the Ruscote ward is lower than that in Grimsbury and Castle.

- Increase the numbers of children who achieve the national expectation in phonics at Year 1

The proportions of pupils attaining the required standard for phonics at the end of year 1 improved in 2014 in comparison with 2013. However, figures improved nationally so attainment in the two wards was still below national and Oxfordshire average.

- Increase the numbers of children who achieve 2b in reading at KS1

There has been a marked improvement in attainment in reading for 7 year olds with the proportions achieving the national expectation in the Grimsbury ward matching national and Oxfordshire figures. Attainment in the Ruscote ward was lower but has continued to improve on 2012 and 2013 figures.

- Increase the numbers of children who achieve the national expectation in reading, writing and maths at KS2

Attainment by age 11 remains too low. Attainment in the Ruscote ward fell in comparison with 2013 and is below national and county levels. The picture is worse in the Ruscote ward but because figures are only available for two of the three schools, the sample size is small.

- Increase the numbers of young people who achieve 5 GCSEs at A*-C including English and Maths

Pupils from the Brighter Futures wards attend a range of secondary schools none of which are located in the wards. Attainment for Banbury secondary schools fell between 2013 and 2014; it was just above national figures but is now below national and local authority figures.

Improving leadership and governance of schools

- Improve the number of schools where leadership and management/governance is judged to be good or outstanding

Leadership and governance is judged to be good in three of the six schools. In schools where it is not good, Ofsted have commented on the lack of impact of senior and middle leaders or the lack of understanding and challenge of governors. Recruitment of senior leaders and governors is an issue in some of the schools. The school that has moved from “requires improvement” to “special measures” is likely to convert to academy status as a sponsored academy.

- Build capacity through training such as subject leader training.

Professional development opportunities are available both from the local authority, with courses such as “Middle Leaders: what is Ofsted looking for”, and locally through subject leader networks run by the schools with some input from the local authority. The

Oxfordshire Teaching School Alliance (OTSA) provides induction for new head teachers in partnership with OCC.

- Provide opportunities for working in partnership

The Banbury Partnership of Schools is a strong partnership that has representatives from primary, secondary and special schools. The partnership has been a productive forum for sharing information and good practice and receiving updates on e.g. safeguarding from the Local Authority Designated Officer.

Working with the Local Authority:

Schools in the Banbury partnership have bought in the services of a local authority officer to chair the partnership meetings and coordinate partnership activities. There is a well-supported network of subject leader meetings, early years and special needs coordinator meetings attended by both local authority maintained and academy staff. The termly head teacher meetings address current issues facing all schools and the local authority officer is able to give up to date briefings and also access support from appropriate staff. Examples of current issues include:

- A concern identified by many schools is the attainment of pupils with Pakistani heritage; the officer is coordinating support from the BaME service and the safeguarding team to address pedagogical and community issues.
- The government have removed the existing assessment systems in schools – the officer is coordinating discussions with external expertise to move towards a possible agreed partnership approach to assessment.
- The government expects schools to engage in the “school led system” where schools support each other. The officer has encouraged schools to group into small “school improvement groups” to begin to provide both challenge and support to each other. All of the schools in the Grimsbury and Castle and Ruscote wards have engaged in this initiative.
- Schools in the wards that are classed as “requires improvement” continue to receive support from a local authority improvement leader who coordinates other support from the primary support team and leading teachers for English and maths, the Early Years team, the inclusion team and governor services.

There has been an increase in the number of families attending the three children’s centres (Sunshine Centre, East Street and Britannia Road) within the Brighter Futures area 2014-15. There has been a significant increase in the number of workless families, BME and lone parents that have attended and outcomes from advice given particularly in terms of economic well-being have been tracked. Support for families experiencing domestic abuse has increased considerably this year.

Eight parenting courses have been delivered across the 3 children’s centres. 3 HENRY courses (Health and Nutrition for the Really Young) and courses that help develop parents’ own education e.g. English as a Second Language (1 course)), Maths 9 courses) and English courses. (4 courses) Employability (1 course) Baby massage (12 courses), Introduction to Working with Children. (1 course)

Children's centres support families in all aspects of family life and provide services to support children in being ready for school. This includes courses for parents as to how they can support children's learning and development

Further information:

Theme Leads: David Burrows/ Pam Beal / Sue Currie
Oxfordshire County Council

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group: Other link agencies/ staff are:

- Links to schools and other county services – adult learning, family learning, extended schools services, children's centres and libraries. Family learning in children's centre provides an opportunity for community engagement.
- Strong links to schools and other county services around education and attainment – adult learning, family learning, extended schools services, children's centres and libraries.

THEME 2: Employment Support and Skills

- Developing people: help into work through skills, apprenticeships and job clubs
- Developing business: promoting enterprise and jobs for all
- Developing place: creating an environment that works

- Run Job Clubs in Banbury
- Enhance work readiness skills and apprenticeships available locally

- Job Clubs have been provided at various locations in Banbury by the District Council, the County Council, BYHP and Sunshine Centre. Co-ordination has meant that the support is available within Brighter Futures wards almost every day of the working week. In addition, the BFiB programme funded intensive support in coaching, ICT and job search skills to the over 40s who had been unemployed for over 12 months. Including 2 major Job Fairs each attracting around 30 employers, the total number of visits to the Job Club network in Banbury (April to December 2014) was 1,491.
- The Cherwell Apprenticeships programme has continued at the District Council, accredited by Banbury & Bicester College. Apprenticeship open days have been supported and businesses have been informed of opportunities to recruit both apprentices and traineeships in order to ensure all young people have options to gain skills and experience to match the needs of employers.

- Increase business start-up investment and expansion
- Reduce unemployment levels (as measured by the number of claimants)

- The District Council's stewardship of the countywide enterprise agency (Oxfordshire Business Enterprises) has built a network of local business advisers to provide residents with independent one-to-one advice and guidance on starting a business. The service helped 95 Banbury residents from April to December 2015. Further business support has been introduced for existing businesses through the Oxfordshire and South East Midlands Local Enterprise Partnerships.
- The number of Job Seeker Allowance claimants in Cherwell has decreased from 865 (0.9%) in December 2013 to 588 (0.6%) in March 2015. However, the number of Employment Support Allowance claimants has remained consistent in recent years at 3,700 (4.1%) latest figures –February 2015.
 - Ward based figures for BFiB indicate that the JSA & ESA claimant levels are higher than this district average and therefore require further attention.

- Take action to enhance the appearance of the wards to encourage further investment

In addition to the day-to-day environmental services of the District and County Council, a working group was formed by the District Council and Banbury Chamber of Commerce to identify and tackle any issues on the Beaumont Rd Industrial Estate. The Police and County Council were also involved, attracting over a dozen businesses to each meeting, building co-operation to support a thriving industrial estate. A similar approach is being planned for Wildmere Rd and Thorpe Way industrial estates.

The Local Plan (up to 2031) has been recently adopted. The policies contained within the Plan should ensure that all new development is of a high quality, not only in appearance but also in sustainable operation for years to come.

Further Information

Theme Lead: Steven Newman

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group: Other link agencies/ staff are:

- Job Clubs: Coordinated by Cherwell District Council (CDC), working with Oxfordshire County Council (OCC), Job Centre Plus (JCP), Oxford and Cherwell Valley College (OCVC), Oxfordshire Business Enterprise and local employers
- Skills Development is led by OCC, OCVC (Get that Job) and at Children's Centres such as the Sunshine Centre
- Career Advice and Guidance :through Next Steps contracts held by providers such as OCC Adult Learning and OCVC
- Volunteering as a route back to employment: V-involved and Community and Voluntary Sector
- Work Ready schemes: Job Centre Plus
- Apprenticeships, Future Jobs Fund and Foundation Learning: OCC, OCVC and National Apprenticeship Scheme

Theme 3: Family Support and Young People not in Employment, Education or Training

- Reducing the number of young people not in employment, education or training
- Reducing the numbers of young people offending including first time entrants to the criminal justice system
- Supporting young people with inappropriate caring responsibilities
- Supporting children in need

The primary focus of this theme is providing support to children, young people and their families with complex and diverse needs. The project uses an early intervention approach and aims to ensure that young people can make the most of the opportunities available to them. As well as providing support to families with specific needs, such as young carers, the objectives within this theme aim to prevent issues before they occur and work undertaken includes diversionary activities to prevent anti-social behaviour, crime and school exclusions.

The work undertaken as part of the project is done so out of the Banbury Hub which is based in the Woodgreen area of the town. This theme sits alongside the work undertaken by other County Council departments including the children's centre and work supporting educational attainment and early year's development.

Achievements 2014/15

The NEET (young people not in education, employment or training) figure is currently 4.7% and we are within the Oxfordshire County Council target of 5%.

Our programme of activities and interventions (including partnership work) to reduce the number of young people not in education employment and training includes:

North Neglect Pilot

The pilot focuses on a cohort of children and young people on Child Protection Plans for neglect in the north of Oxfordshire. The pilot provides a designated Thriving Families Employment Adviser to tackle worklessness within the families and a Transition Coordinator to support smooth transition for children between Schools.

NEET Drop In

Drop in (open access youth session) available at the hub every Thursday throughout the year between 1-4pm. Staff also signpost young people to opportunities and encourage them to participate in learning through open access sessions

Banbury, Employment and Training Forum

This forum meets quarterly (contains 50-60 members) to share information and best practice and generate new activities to reduce the numbers of young people who are 'NEET'.

Working with Job Club Partners

By working together and joining up adult and young people's services we now have job clubs and drop-ins running in all areas of Banbury every day of the week at varied times.

Teens and Toddlers

This programme has a proven track record in reducing unintended teenage pregnancies and post 16 'NEET'. This is currently running at North Banbury Children's Centre with students at risk of becoming NEET from North Oxfordshire Academy. Participants gain an award in interpersonal skills.

Duke of Edinburgh (DofE)

The Duke of Edinburgh open groups allows young people aged 14-24 to participate in the DofE programme outside of school context. The award is highly valued by employers and has proven links to support education, employment and training.

National Citizenship Service

National Citizen Service (NCS) is open to all 16 and 17-year-olds in England. It helps to build skills for work and life, helps young people to take on new challenges and meet new friends. NCS provides a valuable personal development opportunity for young people to bridge into employment, education or training on leaving School.

Prospects

For young people aged 16-19 years old or 25 for those who have a learning disability who require more intensive support to find education, training, apprenticeships and employment opportunities.

Youth Contract Mentors – YMCA Training

For young people aged 16 or 17 year olds who are not currently in training, specifically young people who are or were in care, young people who have one GCSE at A*-C (or less than 2 GCSEs) or young offenders released from custody.

Banbury Hub Early Intervention Offer to Schools

A full menu of projects and programmes offered to Banbury Primary and Secondary School including workshops designed to support students to engage with their learning including, music, art and cycle and outdoor learning programmes.

Youth Engagement and Opportunities Team (YEO)

Part of the work of this team is to collect and use data to track young people after leaving school to ensure they do not become 'NEET'.

OXME website

Oxfordshire's website for young people. It is split into two sub sites, one for young people aged 8-13, the other for young people aged 13-19 (up to 25 where there are difficulties, vulnerabilities, or disabilities). They provide young people, staff, parents and partners with a variety of information and communication tools including e-info bulletins, direct mailing, social networking, secure web chat and more. OXME contains a directory of Foundation Learning Provision and employment and training opportunities available locally.

Volunteering and Mentoring

Volunteering and mentoring programmes are offered by the hub and these can often lead to sustained employment within the County Council or with other employers.

Further information:

Theme Lead: Helen Kilby
Oxfordshire County Council

Key Partners: TVP, CDC Economic Development, Housing and young people teams, local schools, OCCG and any voluntary or community sector group pertinent to a particular issue would be invited onto the theme sub-group, specific activity or initiative.

THEME 4: FINANCIAL INCLUSION AND HOUSING

- Ensuring that there are strong and accessible advisory and support services for those facing challenging financial situations and prevent people getting into debt
- Ensuring there are high quality affordable housing options and opportunities in Banbury

Achievements in 2014/15

Ensuring that there are strong and accessible advisory and support services for those facing challenging financial situations and prevent people getting into debt.

Interventions on debt and money and advice

Access to good advice services in this area remains vital for this theme to be delivered. Residents are often finding themselves in challenging situations and continue to need to be able to access advice and support at the earliest opportunity to help address problems before they become a crisis or resort to measures that leave them in greater difficulty. This has been supported through the following pieces of work.

Citizens Advice Bureau (CAB)

Cherwell District Council's tender for debt and money advice has been awarded to Citizens Advice Bureau for the past three years. This year the council has taken up the option to extend this contract for a further two years to cover until the end of March 2017. By extending the contract residents in Cherwell continue to have access to advice and support for money and debt issues. This will continue to help support with the challenges that have been faced by changes under the government's welfare reform agenda and will assist with the introduction of Universal Credit in 2015 for Cherwell.

In total, 5033 people accessed services provided by the Citizens Advice Bureau. 2421 of those people gave their address to be within the Brighter Future wards, this is 48% of the total number of people seen by the Citizens Advice Bureau.

Ward/Qtr	Q1	Q2	Q3	Q4	Total
Grimsbury & Castle	216	462	199	235	1112
Neithrope	91	195	103	120	509
Ruscote	155	321	193	131	800
Total	462	978	495	486	2421

Although the advice provided by the Citizens Advice Bureau covers many different aspects of someone's life, CAB has focussed much of this work on three key areas that link into this theme. These are support with Benefit and Tax Credits (33.16%), Debt (17.84%) and Housing (10.32%).

In addition to the contract between Cherwell and the Citizens Advice Bureau, funding is also received from the council's Housing Department, to provide a specialist, fast track housing advice service which allows the council to refer people who are at risk of homelessness. 58 people used this service last year of which 24 (41%) were from Brighter Future wards.

Ward/Qtr	Q1	Q2	Q3	Q4	Total
Grimsbury & Castle	8	3	7	5	23
Neithrope	1	0	4	4	9
Ruscote	3	7	9	7	26
Total	12	10	20	16	58

CAB also continues to develop a new partnership as part of funding received from the Big Lottery Fund called the North Oxfordshire Advice Partnership (NOAP). This partnership has concentrated on helping to develop closer working relationships between advice services within the North and West of Oxfordshire and includes partners such as Mind (a mental health charity) and BYHP (Banbury Young Homeless Project – supporting young people). The project is now a year old and has started to help share best practice between agencies and to ensure that people are directed to the right advice agency at the first time of being seen and has helped to reduce duplication and a better overall service to the user. Cherwell is a signatory and is invited to NOAP meetings which we can use to help develop service delivery across the voluntary sector.

Credit Union

The Credit Union has been set up to act as a community banking facility for Cherwell and is designed to benefit its members. Previously, Credit Unions have been designed to allow members to have access to savings and loans facilities. They offer small loans to members at favourable interest rates, and assist people who may not be able to access mainstream lending facilities and have to resort to high interest options such as payday loans, loan sharks or doorstep lenders.

During the last year Cherwell District Council has been working with Northamptonshire Credit Union to provide a service for residents within the district. A development officer has been in place for the past year supporting the introduction of new products and service points within the district. The Credit Union was officially launched in July 2014 at Banbury's Castle Quay Shopping Centre. To date there are 63 members with a connection to Cherwell, 32 of these live within the Brighter Future wards. It is estimated that the Credit Union has already provided savings of over £9225 for those who have taken loans out from the Credit Union when compared to the average amount of interest charged for the same amount from door step lenders.

The development worker has also helped to launch a number of service points in Banbury including Banbury CAB (Monday mornings), The Sunshine Centre (Friday afternoons) and a new service point is planned to open in Grimsbury and Castle, at St Leonards Church in the spring.

The development worker has also played a key role in introducing a new banking facility called Budget Plus. This account allows people who do not have a bank account or have

difficulty with managing their money to have their income (wages or benefits) paid into a Budget Plus account and allows for their money to be “jam jarred” to ensure that their income is separated and held to pay their essential living costs (rent, utilities, council tax for example) and allows for any remaining income to be used for daily living costs. The introduction of this banking facility is considered to be extremely timely with the introduction of Universal Credit being rolled out to single claimants from the 5th May 2015. Development is on-going and further service points across the district still need to be developed.

The Hill

The Hill is a youth and community project based in Bretch Hill (Neithrope Ward). The Hill runs a number of activities and events for young people and their families to develop skills to live independently and to maintain a home. This is done through a variety of activities held at the centre and includes informal advice about benefits, accessing household essentials and development of cooking/budgeting skills by demonstrating how people can eat well on a low budget.

The Council has formed a project team to explore options to refurbish the existing facilities. Initial consultation with the community has been sought to gain views about what people would like to see from any possible re-provision of this service. This has been done in partnership with Sanctuary Housing Association to consider whether there are any benefits to regenerating the amenities surrounding the Hill to help improve the local area further. Further work will continue in the coming year on this.

Support with Employment, Education and Training

Increasing the opportunities available to people is essential to helping increase their financial capabilities and independence. This continues to be done in Cherwell through a number of different programmes to provide people with the appropriate skills, education and experience opportunities.

Volunteer Connect

Volunteer Connect has been in existence since April 2012 and has close links to the Citizens Advice Bureau. They aim to promote volunteering, liaise with charitable organisations and those who want to volunteer. It acts as a link between people who wish to give up their time to volunteer and charitable organisations looking for support and assistance. Volunteers are supported to develop new skills, meet new people, and be involved with activities taking place within their community whilst also gaining experience that can be used to help them access future employment opportunities. In the past year, Volunteer Connect has worked with 43 people living in the Brighter Future Wards. Of these, 39 people participated in volunteering activities, 8 of these progressed into employment and 21 people participated in training courses.

BYHP

BYHP (Banbury Young Homeless Project) works with young people across Banbury who find themselves in a variety of different situations including being vulnerably housed and is based in Grimsbury. As part of their work they also support young people to identify

opportunities to enter into training, education and employment. Part of this work is done via a social enterprise programme called 'BYHP on a Roll'. This programme gives young people opportunities to gain experience within the catering and customer service industries, through first-hand experience and experienced trainers. The programme works closely with Banbury and Bicester College to support young people to gain qualifications and employment.

The Beacon Centre

The Beacon Centre provides services to people who are homeless or vulnerably housed. The centre provides holistic services including support from Connection Floating Support who attend two days a week and help to support individuals with matters such as claiming benefits, debt and will also provide advice and refer to other agencies such as GP's, drink and drug or mental health services where required and gain assessments as necessary.

Total Number of Visits to the Centre	4988
Total Visitors	248
Visitors helped by targeted Support	120

Ensuring there are high quality affordable housing options and opportunities in Banbury

New Housing Units

The Build! Programme has continued to be involved in delivering a number of properties throughout the district this year. Cherwell District Council continues to work towards delivering a number of other sites throughout the district including West Street and the Causeway within the Brighter Future wards being progressed in the coming year. It is hoped that these will continue to benefit the Brighter Future wards and provide new house opportunities for the community.

Private Sector Housing Grants awarded within the Brighter Future areas

In the past 12 months the council have been involved in improving the standard of 78 properties within the three Brighter Future wards.

Grants	Q1	Q2	Q3	Q4	Total
Small Repair	5	16	19	2	42
Essential Repair Grants	0	0	1	0	1
Disabled Facility Grants	0	3	2	2	7
Landlord Home Improvement Grant	6	4	10	3	23
CHEEP	2	0	3	0	5
Total	13	23	35	7	78

The table above shows the type of work undertaken by the council. Most notable from these figures is the number of properties that have been brought into use through the Landlords Home Improvement Grant.

The Landlord Home Improvement Grant allows for work to be completed improving the standard of a privately rented property which is then made available for tenants nominated by the council. This has multiple advantages for the council as it allows for the condition of properties to be improved whilst also supporting the prevention of homelessness by supporting people into settled accommodation that would not have been available without the council's intervention.

Cherwell Bond Scheme

The Cherwell Bond Scheme continues to be used to help people who are at risk of homelessness by supporting them to access suitable, affordable accommodation within the private sector. Properties let through this scheme are inspected by a Private Sector Housing Inspector to ensure that the property meets approved standards. Prospective tenants also have to pass a financial assessment to ensure that they can sustain the tenancy once they have moved into the property. Properties are let at Local Housing Allowance rates to help support sustainability.

Reduce the number of people accepted as Statutorily Homeless Homelessness

There has been an increase nationally in the number of people approaching local authorities as being homeless. This increase has also been seen in Cherwell where 174 households approached the local authority for assistance compared to 128 the previous year. Of these 174 households, 80 were owed duties by the local authority. 14% of these were from the brighter future wards compared to 20% the previous year. This equates to a 6% reduction in the number of people owed duties by the local authority under homeless legislation from the Brighter Future Wards.

The council continues to work hard to prevent homeless throughout the district by being pro-active and trying to identify solutions before someone has to approach the council for further assistance.

Further information:

Theme Lead: Chris Weight
Cherwell District Council (Housing Team)

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group: Other link agencies/ staff are:

- Sanctuary Housing Group, Central Government (DCLG) Citizens Advice Bureaux, Homes and Communities Agency, Oxfordshire County Council, Banbury Community Church, Oxford and Cherwell Valley College, Housing and Habitat for Humanity, BPHA, Age UK
- Benefit support, debt counselling, debt prevention – JCP, CDC's Benefits Advisors, Citizens Advice Bureaux, Christians Against Poverty, Banbury Food Bank

Theme 5: Health and Wellbeing

- Reduce the risk of premature deaths from smoking
- Reduce the risk of premature deaths from heart disease
- Reduce the number of teenage conceptions
- Improve support to carers
- Improve access to benefits
- Improve access to services for BME communities

1. Reduce The Risk of Premature Deaths From Smoking.

The number of smoking quitters across the six Banbury GP Practices and local pharmacies for 2014/ 15 was 155:

Smoke Free Pledges project

This project was aimed at 'hard core' smokers, who may not yet be ready to quit, but who want to protect their family members, particularly children, from the harmful effects of their smoke. People signing a pledge received an information pack and the opportunity to have a free home fire safety check.

The number of smoke free pledges made:

Total of 52 pledges from households in OX16 and OX15 since the launch of the campaign in February 2013. Of those:

- 37 households have smokers living in the house,
- 42 households have children living at home.
- 14 pledgers admitted smoking in 1 room before taking the pledge,
- 13 pledgers smoked in most rooms,
- 14 pledgers smoked in the car,
- 20 did not smoke in the house but wanted to re-affirm their stance.

Follow ups at 3 months:

Telephone contact attempted with 44 pledgers but only able to speak to 19 pledgers.

Of those:

- 16 achieved a smoke free home,
- 15 achieved a smoke free car,
- 8 pledgers are thinking about giving up smoking,
- 1 pledger has quit as a result of the campaign.

10 referrals were made to the Fire and Rescue service for a free home fire safety visit.

2. Reduce The Risk of Premature Deaths From Heart Disease

- NHS Health Checks for 40- 74 year olds
- Cooking skills sessions in targeted wards

NHS Health Check Programme:-

Banbury GP Practices:

Windrush Surgery

West Bar Surgery

Horse Fair

Hightown Surgery

Woodlands Surgery

Banbury Health Centre

2014/15 activity	Eligible population	2014/15 Target to offer	2014/15 Target to give	Offered NHS Health Check	NHS Health Check completed	% of NHS Checks offered (Target 20%)	% NHS Checks Done (Target 13.2%)	% Uptake of offered (Target 66%)
BFiB Practices	17,193	3,439	2,269	3,546	2,141	20.6%	12.5%	60.4%
North Oxon Locality Practices	31,267	6,253	4,127	6,752	4,126	21.6%	13.2%	61.1%

As part of the proposed Health Inequalities Commission programme, a focussed project will be conducted in early 2015 in one Banbury GP Practice, to increase the uptake of NHS Health Checks in those aged 40- 50 who have been invited but not attended. This comprised a telephone conversation to discuss the barriers faced by patients and to encourage them to book an appointment. Five patients took up an appointment after a telephone call.

Cooking Skills Programme

From Jan 2014- July 2015, 25 courses have been held, plus two tailored sessions and a course for NEETs (Not in Employment, Education or Training) clients. Two courses were also run at St Leonards School with a group of parents referred by the Community School Link worker. Some of the courses have comprised healthy 'take-away' meals, by request of the participants.

More than 124 individuals have attended, but the course will have influenced their family members who have benefitted from having home cooked, healthy meals. The majority of the clients are from a white, British background, but a number of Black African and Asian client have also attended.

Outcomes:

Before the course, only 17% were cooking from scratch on 7 days of the week. This increased to 25% after the course. 30% of participants increased their fruit and vegetable consumption on 7 days of the week, compared to 18% before the course. The % of those participating and eating take-aways on 1-2 days of the week reduced from 68% to 33% and those buying ready meals on 5-6 days of the week reduced from 13% to 1%.

3. Reduce the Number of Teenage Conceptions

- Local service provision as part of the Teenage Pregnancy Strategy

Data at ward level is available annually, but for two retrospective combined years. This is to enable correct figures due to the gestation period and whether the pregnancy resulted in a live birth. Figures are aggregated due to small numbers and data confidentiality. In 2010-12 five Oxfordshire wards with a high number of conceptions but not a particularly high rate included Banbury Grimsbury & Castle and Banbury Ruscote. The next ward level data (2011-13) is due Summer/ Autumn 2015.

4. Improve Support to Carers

- Improve the number of carers identified by GP Practices.
- Increase the number of carers accessing breaks.
- Promote carers support with BME groups.

There are continued efforts to identify carers. During the month long pharmacy campaign held in Carers Week in June 2014, almost 3,000 new carers were identified in Oxfordshire.

Uptake of GP Carer breaks:

<i>GP Practice</i>	<i>Total quota breaks</i>	<i>Quota dispensed</i>	<i>% of allocation</i>
Banbury Health Centre	9	9	100%
Horsefair	25	22	88%
Hightown	17	20	118%
West Bar	21	24	114%
Windrush	13	3	23%
Woodlands	8	8	100%

The GP carers' breaks will no longer be allocated. The funding is now integral to the carers' assessments from Oxfordshire County Council, as part of the new Care Act.

Because people from some Black and Minority Ethnic groups (BME) don't consider themselves as carers when caring for family members, they often don't access the support they are entitled to. A bespoke 'Confidence to Care' in 'bit size' sessions has been delivered to some individual BME community members

5. Improve Access to Benefits

Increase the number of people accessing benefits through the Benefits in Practice initiative.

Benefits in Practice- Q1 2014-15

Sessions are held by Citizen's Advice Bureau advisers in Horsefair Surgery and Hardwick Surgery (a branch surgery of West Bar) weekly, for clients referred by health

professionals. Across the year 96 sessions were held and as well as ongoing support for existing clients, a total of 78 new cases were opened. The majority issues were housing, benefits and tax credits.

Example case study: An elderly client (85) was concerned that her husband's declining health will preclude him being able to drive her to medical appointments. They are on a low income and public transport is not feasible. A pending application for attendance allowance could increase their income by over £4k per annum.

The total annualised value of benefits realised for clients was over £141k

6. Improve Access to Services for BME Communities

Improve uptake of cervical screening in women from South Asian community

Improve access to diabetes education sessions for patients from BME communities.

Increased uptake of cervical screening appointments:

144 women from one Practice had been invited to attend a cervical screening appointment but had not attended. They were women from all communities, including South Asian. After telephone invitations were conducted, of those 144, 72% were non contactable and 27 women said they would book an appointment to attend.

Improved access to diabetes education sessions for BME patients.

Due to the diabetes care pathway currently being re-designed, this project is not currently running.

7. Improving Physical Activity

In addition to the OCCG led activities listed above, there have been a number of CDC led initiatives around increasing physical activity. This year saw the introduction of "Activate Banbury" a new project within the Activator initiative working solely with our Brighter Future wards of Neithrop and Ruscote and in partnership with Sanctuary housing to engage 'hard to reach' groups of young people and those living in social housing. The project runs 4 separate sessions each week for 8 week blocks making links to different sports and helping sign post young people and link them to local clubs. The project has retained 163 young people over the year and out of that total 56% are Sanctuary residents. The Activate Banbury project will continue into 2015/16.

Sportivate - As part of Sport England's people, place and play programme the Sport Development team obtained £17,5k for delivery of programmes from April 14 - March 15. Programmes are 8 week blocks of sessions at a heavily reduced cost (or free) with an incentive of FREE membership to a linked club or leisure centre if young people attend 6 times. Specific programmes were delivered in conjunction with BYHP and referrals from the Youth Offending Service offering young people in BF areas the opportunities to participate in an 8 week programme of multi sports at the end linked into local clubs (Drayton Golf, Banbury Boxing, Cherwell Canoe Club) for FREE membership. There were also specific Sportivate programmes in BF areas such as Banbury Boxing Club, Judo, Woodgreen Gym & Swim, Cherwell Canoe Club, Cherwell Tri Club, Golf, Basketball and

more. Overall 2000 young people throughput on the Sportivate programme 14/15 with 750 young people linked into clubs and leisure centres. As a result new clubs have been developed in BFIB communities.

SEN Gym programme - From September 2014 all 7 secondary schools were offered an 8 week block of varied gym activities (Gym, Spin, Body Combat, Circuits). These young people are targeted by the SENCO in their school. Once they have attended 6 times they will be offered a FREE month Gym membership.

Buddy Scheme – Launched in March 2015. In partnership with MIND, Adults are either referred or self refer if they feel the programme would help with self-esteem and other issues. There is an initial coffee morning at Spiceball the 1st Friday of the month where interested individuals are given the opportunity to meet buddies (from MIND and Parkwood) who will be a friendly face to accompany individuals at the centre. Individuals on the course are offered 8 weeks of FREE sessions then a Link membership afterward the block of 8 sessions to continue if they wish to continue. This is a pilot in Oxfordshire and as it has been a success it is being rolled out across the county. So far 26 people have taken up the offer and has been adopted by Parkwood Leisure for sustainability.

Further information:

Theme Lead: Maggie Dent
Oxfordshire Clinical Commissioning Group

Key Partners: Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group: Other link agencies/ staff are:

- Smoking Advice Service
- Public Health colleagues
- Community Health staff
- Children's centre staff
- Home Start
- Expert Patient Programme
- Sexual health services
- Black and Minority Ethnic Groups
- Learning Disability Trust
- Drugs and Alcohol Team (DAAT).

Theme 6: Safer and Stronger Communities

- Reduction in crime rates
- Work with partners to ensure local residents have opportunities to participate in their communities
- Activities to target key groups to reduce offending
- Partnership projects to tackle local issues

This theme is led by TVP and contains activities largely about crime prevention, increasing community safety and safeguarding awareness amongst young people, community engagement and police visibility and reassurance.

- The team continue to hold 'have your say' events where we aim to include all members of the community. We have held 3 HYS dates at the Hub, 2 at the Hill youth group, the Redlands centre, seniors coffee mornings, St Francis Church & the Mosque.
- PC Yeoman & PCSO Walker have delivered F.A.K.E training (Firearms and Knife crime Education programme) to year 6's at Orchard Fields, Hillview, Hanwell Fields, Hardwick & St Josephs Primary school. F.A.K.E training is an interactive discussion process using visual aids with a large selection of suitable videos for a particular audience and year group.
- PCSO Preedy & PCSO Walker completed talks with the children at the Sunrise Multi Cultural Project & PCSO Baylis continues to sit on the committee & work closely with the project.
- On 9th July members of the team visited a busy coffee morning at St Pauls centre, Prescott Avenue, Bradley Arcade & Ruscote shops to deliver crime prevention advice to residents as part of a summer burglary initiative.
- The team have completed 2 bike marking events, the first on 13th July at Broughton Castle & the second was at the Hub & the team have marked & registered over 60 bikes at these events.
- In July PCSO Baylis attended the annual Banbury play day in Peoples Park, it was a fantastic event where we got to meet so many parents & young people. There was the opportunity to have your fingerprints taken & put into a key ring or fridge magnet, to try on some police uniform & sit in the cage of the police van & an information area on bike safety. In total nearly 300 fingerprints were taken & it was great that the team got to meet so many people.
- On 26th August the team went canoeing with a group of young carers from the hub, it was a great opportunity for the team to engage with the group & to have the day to get to know them.
- The neighbourhood team have worked closely with the retailers and local businesses at the Lockheed Close retail park. A number of the stores have joined the Cherwell Crime Partnership which is an accredited crime reduction scheme and has close working relationships with Thames Valley Police and local councils to combat crime, disorder and anti-social behaviour. There had been complaints that there were a number of people using the car park at the retail park in an anti-social manner. Recently CCTV has been installed at the location which has seen a dramatic reduction in calls in relation to this issue. We are

also inviting retailers into the Police station to offer them the opportunity to view the range of cameras & to meet the operators so they can build a direct link which will allow immediate contact with them to capture footage of offenders in shopliftings etc.

- PCSO's from the team visited the local primary schools during October to talk with children about staying safe and anti-social behaviour at Halloween and bonfire night. Over this period the team increased patrols to ensure everyone had a safe and enjoyable time.
- PC Ian Allen visited the boys youth group at the Sunrise Multi Cultural project in December to talk about his role and answer any questions the boys had about the police and PCSO Paul Gale visited the Britannia Road Saturday club to show the children the police van and talk to the children about people that help us.
- The team worked alongside local retailers to provide Christmas hampers for the elderly and vulnerable residents within our neighbourhood. Hanwell Fields community school hosted a Christmas dinner for these residents and the children sang Christmas carols. The team handed out the hampers after lunch and a great time was had by all.
- In January PCSO Paul Gale and PC Alethia Cox visited the junior youth group at the Hub in January. They fingerprinted the children and put them into key rings for the children to keep. They also showed them around the police van.
- Over January and February members of the team are attending Junior Citizens at Oxford fire station. Thames Valley Police run scenarios on Internet safety and 'stranger alley'. The children have a chance to make an emergency 999 call and debrief their feelings before we discuss safety advice with them.
- The team have issued a number of acceptable behaviour contracts (ABCs) in order to tackle difficult behaviour in the community. Some conditions have included drug swabbing of properties which have led to the occupants of two being evicted.
- All members of the team have conducted proactive parking patrols over all 6 of the primary school in the neighbourhood. Advice was given regarding road safety at all times and particularly drop off and pick up times. Numerous fixed penalty notices have been issued.
- PC Dan Hopkins and PC Andy Baylis have issued a section 59 notice for anti-social driving of a quad bike and a mini-moto. The team continue to patrol areas prone to such behaviour.
- On 16th April, Sgt Jade Hewitt, PCSO Rebecca Preedy, PCSO Paul Gale and PCSO Sarah Walker held a road show at Bradley Arcade alongside the crime prevention officer and neighbourhood watch co-ordinator. Bike marking was provided for the public with literature and advice regarding home security. The team also took to foot to reach out to more vulnerable residents who were not able to attend and provide security advice at the door.
- 8 acceptable behaviour contracts have been issued by the team to youths on the area to tackle anti-social behaviour. Conditions include curfew times. The team continue to monitor hotspots and deal with this matter robustly.
- Sgt Jade Hewitt, PCSO Paul Gale and PCSO Rebecca Preedy held a 'have your say' at TESCO, Lockheed Close focusing on home security. This location allowed us to reach out to a very large audience and advise as many people as possible.
- A theatre production relating to Child Sexual Exploitation (CSE) was held at the Early Intervention Hub was attended by PCSO Rebecca Preedy and PCSO Paul Gale. They were able to talk to young people and parents to help raise awareness of CSE and help to recognise the signs and share contacts of other agencies able to help.

- On 23rd March PCSO Sarah Walker spoke with year 6 children of Orchard Fields Primary School regarding internet safety and use of inappropriate messages shared on social network sites. She also spoke about the dangers of gangs and gang mentality.
- Over the Easter holidays members of the youth club who attend the HUB scripted a play revolving around bullying and self-harm. PCSO Paul Gale and PCSO Rebecca Preedy attended this and spoke with the young people about any worries or concerns they had regarding bullying.

Top 10 Neighbourhoods by ASB incident numbers (most recent rolling 12 month May 2015)			
Neighbourhood	Previous Rolling 12 Month	Most Recent Rolling 12 month	% Change
Banbury Town	666	659	-1%
Ruscote / Hardwick / Neithrop	429	518	21%

Looking at the highest figures from November-March

We have had a number of ASB issues which we have created Problem Profiles and added as our Neighbourhood Tasking's: **All our victims are encouraged to report further incidents & shows trust in their neighbourhood policing team to act on the information they are supplying.**

Bradley Arcade approximately 7 calls: Still on-going store now have a very good CCTV system and we have had some positive results with dealing with ASB and identifying offenders.

Regular ASB offenders (young teens) approximately 23 calls: Issues around the areas in which they lived and a number of repeat victims offenders were placed on ABC's. Incidents have reduced considerably, multiagency approach thriving families /Social Services supports now support a number of the families. Although tasking's and work still continues.

Kings Road approximately 6 calls: Alcoholic male with complex needs: multi agency approach still on-going

Bretch Hill approximately 9 calls: House hold reporting glass being thrown into the garden, since CCTV was put in place incidents have ceased.

Bretch Hill approximately 5 calls: Frequent calls around noise, multiagency approach, noise equipment was put in was not considered to be a nuisance, although neighbours were moved.

Further information:

Theme Lead: Inspector John Batty
Thames Valley Police

Key Partners: There are a number of forums for dealing with prolific offenders, crime and disorder issues, community development objectives and family support involving joint working with:

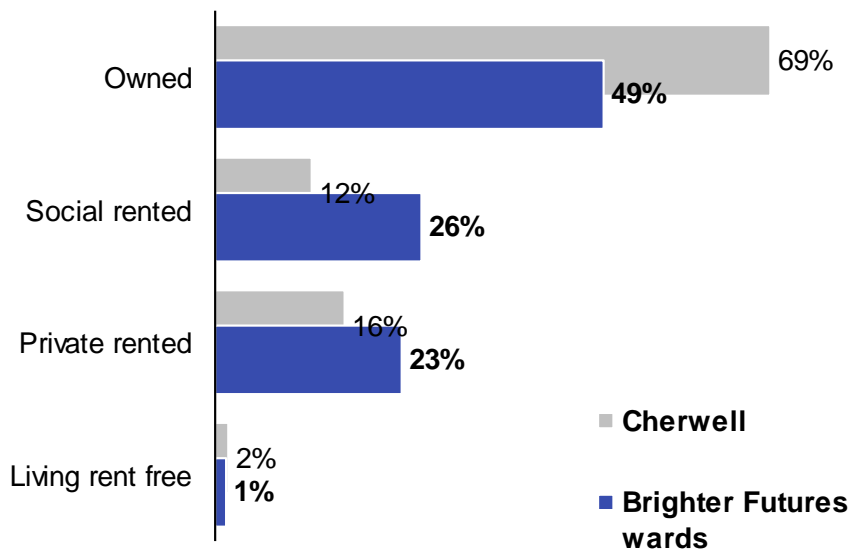
- Thames Valley Probation

- Oxfordshire County Council: Youth Offending Services, Social Services and Fire Service
- Cherwell District Council Housing, ASB and Environment, Cleansing and Street Wardens
- Registered Social landlords
- Community groups and voluntary providers linked to a range of bodies including the Community Development team of Oxfordshire CC, Cherwell DC, and The Hill Youth Club

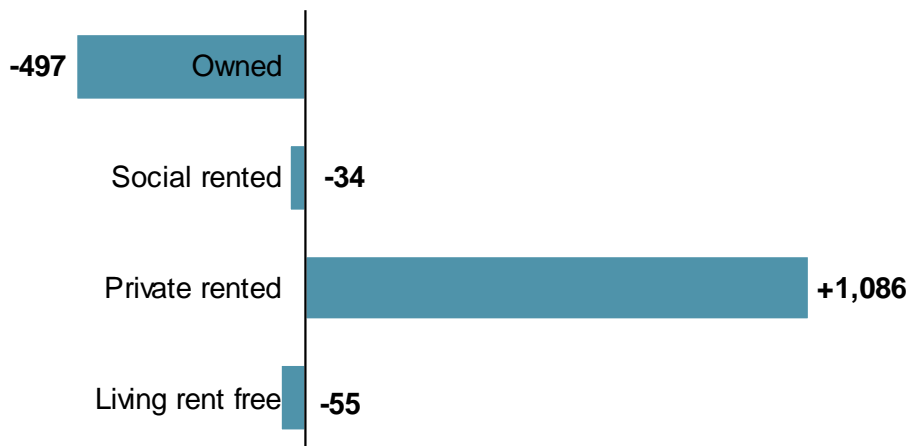
4. 2001 to 2011 Census Data and Relevant Trends

In 2014, we had the benefit of the analysis of the 2011 census data being issued. This provided an opportunity to review the key issues and trends in the Brighter Future wards. The following is a high level summary of the key changes which have taken place since 2001.

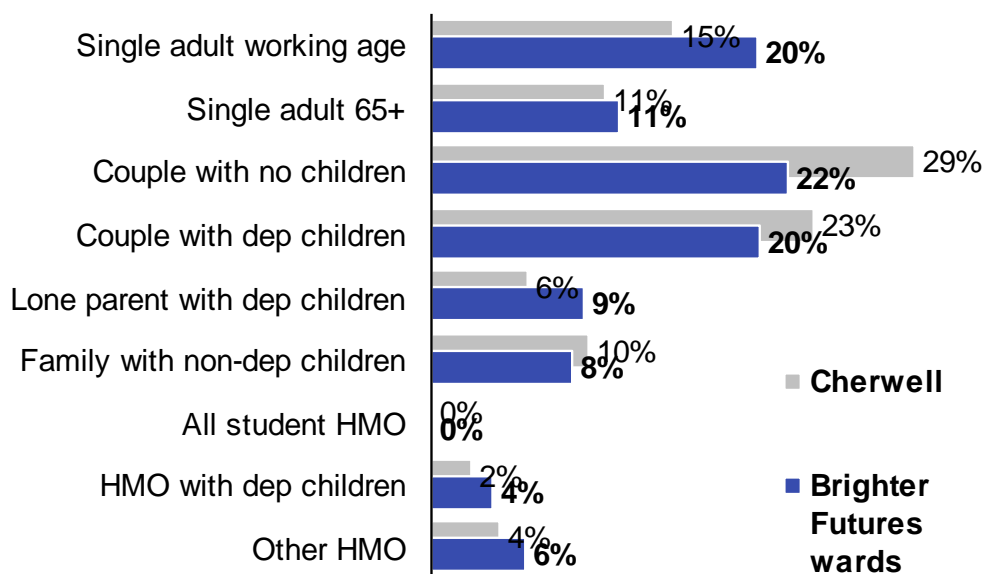
Over half of households in Brighter Futures wards rent their accommodation – 35% of households in Grimsbury & Castle ward are privately rented, well about the average for Cherwell, Oxfordshire, the South East and England (15%)



Big increase in private rented households

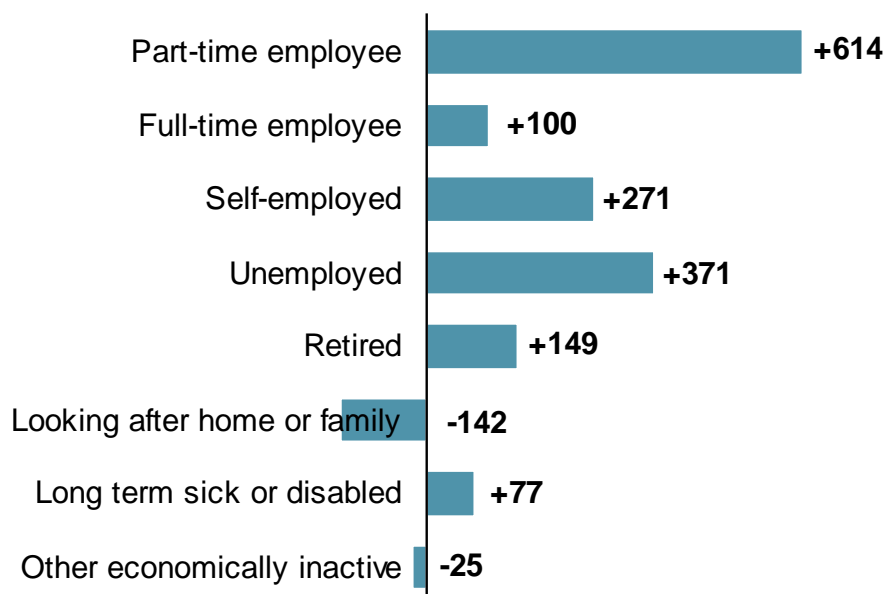


The Brighter Futures wards has seen an increase in single adults, lone parents and HMO's

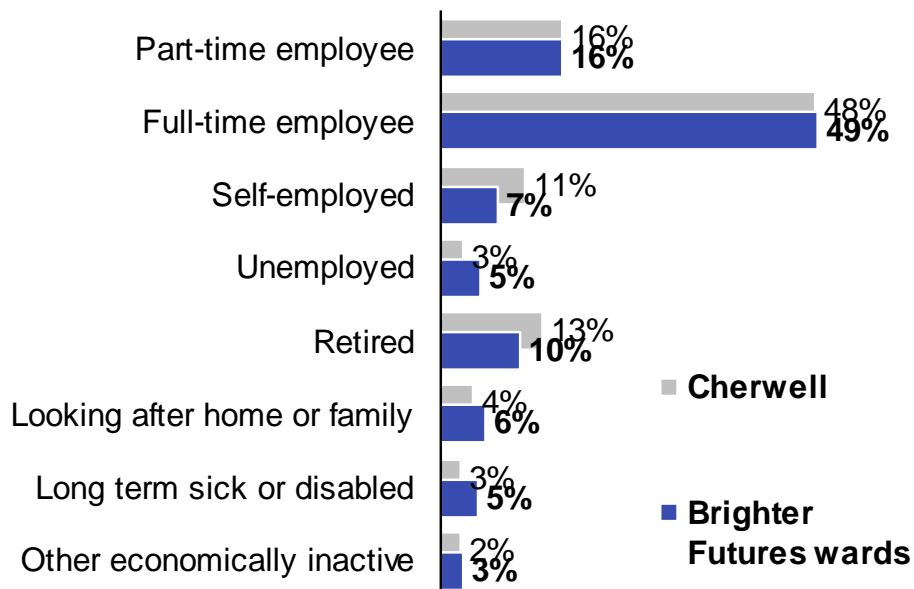


Between 2001 and 2011 there was an increase in part time and unemployed people in the Brighter Futures wards. Compared with Cherwell, BF wards has above average rates of unemployed, looking after home and long term sick.

Change in population by economic activity 2001 – 2011, Brighter Future Wards



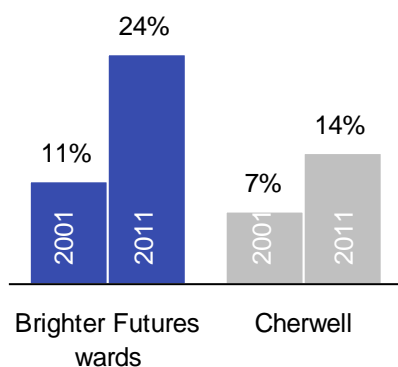
Resident population aged 16+ by economic activity, 2011



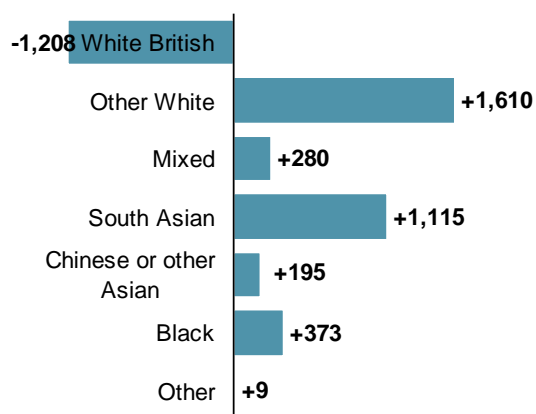
% of people aged 16 to 74 (excl. full-time students)

Almost a quarter of the resident population of BF wards are of ethnic minority background – over double the proportion in 2001 with the most notable increases in ‘other white’ and South Asian populations (Indian, Pakistani, Bangladeshi)

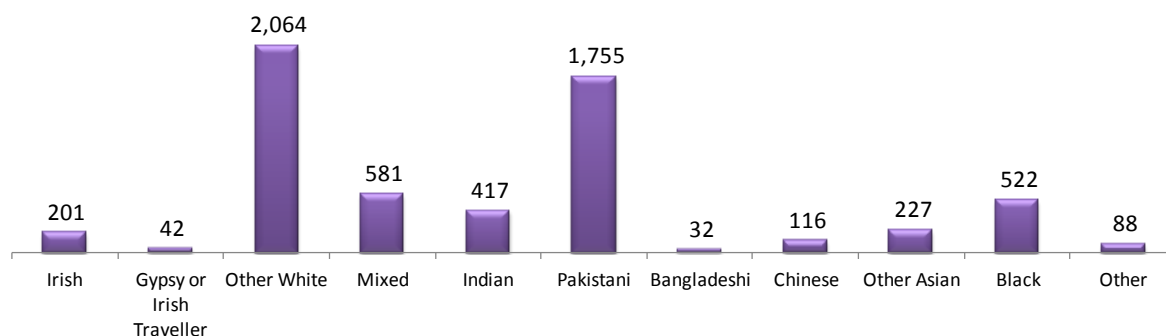
% of residents from non-white British ethnic group



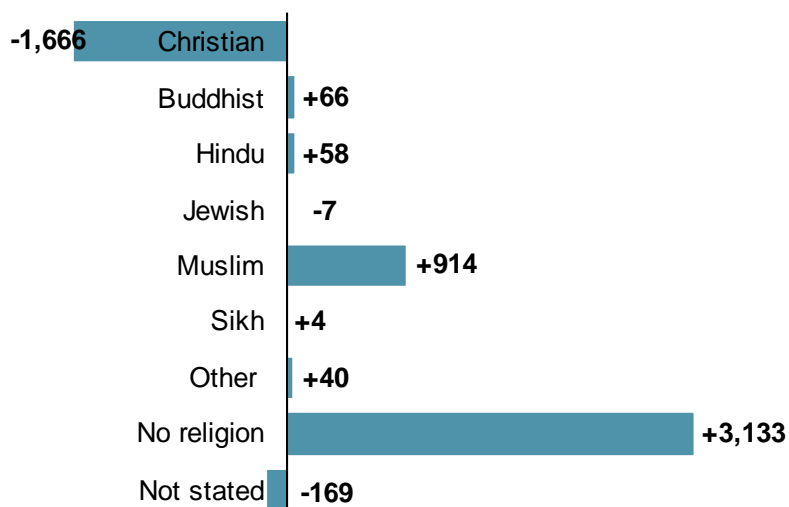
Change in population by ethnic group 2001 to 2011



The two largest ethnic minority groups in Brighter Futures wards are 'other white' and Pakistani. Brighter Futures wards include: - 18% of Cherwell's total population
29% of Cherwell's 'other white' population and
74% of Cherwell's Pakistani population



There is a growing Muslim community as in 2011, 8% population of BF wards (count = 1,907) were Muslim compared with 2% in Cherwell and 2% across Oxfordshire. Over 900 more people identified themselves as Muslim in BF wards in 2011 compared with 2001 census. Change in resident population by religion 2001 - 2011

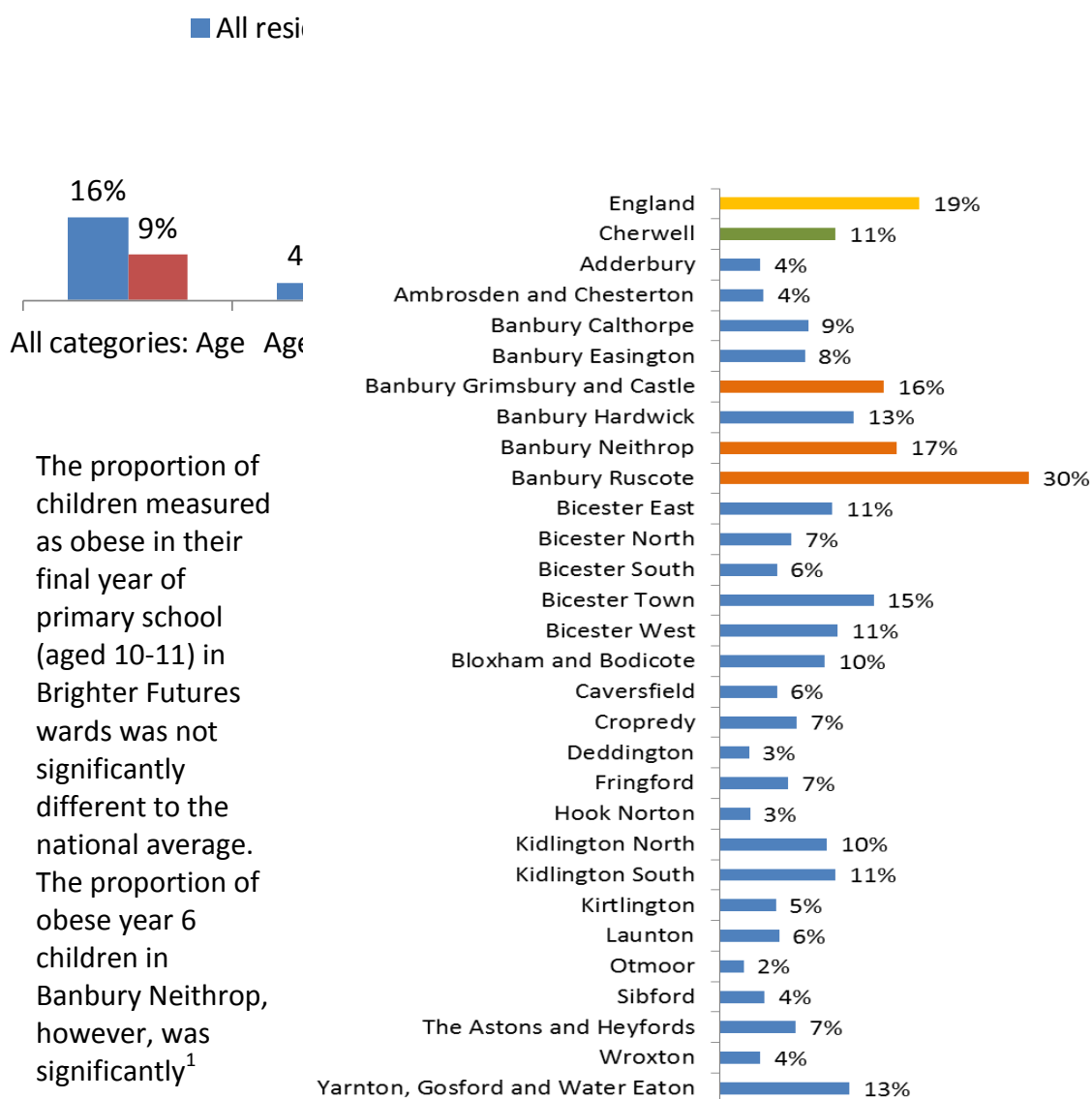


High % child poverty in Banbury Ruscote Ward

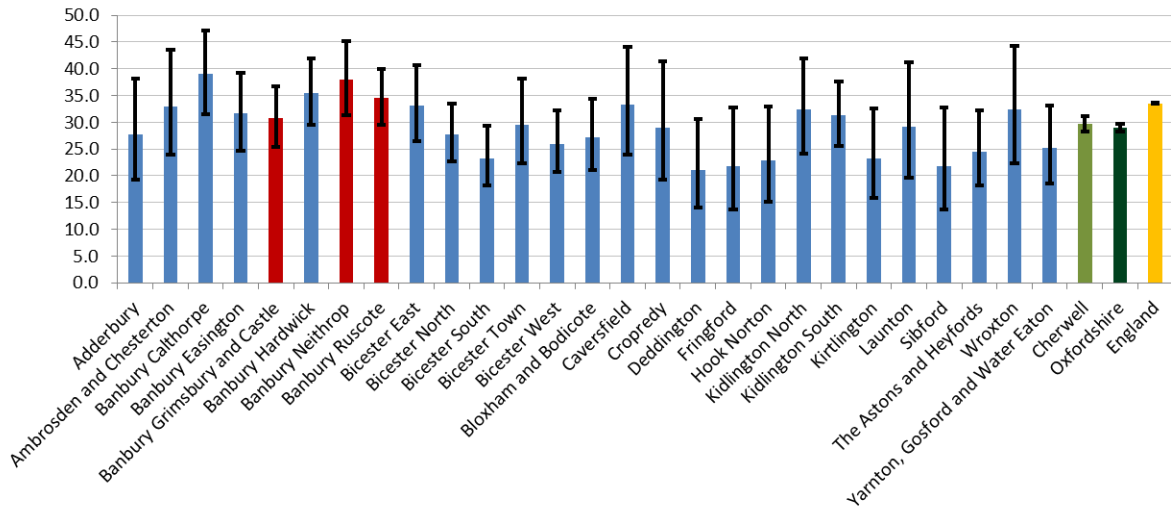
As of 2012, a total of 1,680 children (aged under 16) in Banbury live in poverty. Of these 1,250 live in Brighter Futures wards.

30% of children in Banbury Ruscote ward are living in poverty – well above the district average (11%) and national average (19%)

Residents of BF wards in poorer health than average. 16% of residents of Brighter Futures wards have day to day activities limited (a little or a lot) because of a long term health problem or disability. This is above the average for Cherwell district (14%). A relatively high proportion of older Asian residents appear to be affected by poor health – however this does not impact overall average as the numbers are small

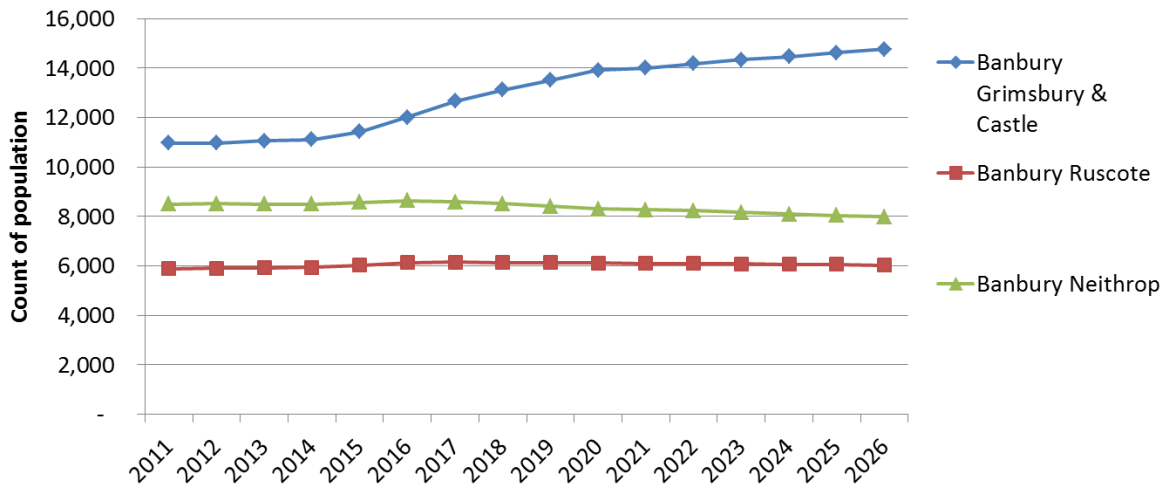


above the Oxfordshire average.



According to Oxfordshire County Council’s housing-led population forecasts updated May 2015, between 2011 and 2026:

- the total population of Banbury Ruscote is expected to stay at a similar level;
- there is a slight decline predicted in the population of Banbury Neithrop;
- the population of Banbury Grimsbury & Castle is expected to grow from 11,000 to 14,800 an increase of 3,800 people (+35%).



5. Key Issues and Future Changes to Inform Priorities for 2015/16

A Review of 2014/15

The Brighter Futures in Banbury has been established as a long term multi agency programme aimed at breaking cycles of deprivation and disadvantage. Part of this long term approach is through this annual report, the opportunity to review and take stock of progress, emerging issues and the need for a change in focus.

The six theme leads have reviewed their areas of responsibility and activities and outcomes in 2014/15 which are described in detail in Section 3 above. Opportunities have been taken to exploit the benefits of strong partnership working and local strengths. Examples include capitalising on the on-going effectiveness of the Banbury Early Intervention Hub, continuing to build upon the successful programme of Connecting Communities events, using the new relationships and opportunities afforded by the new Oxfordshire Clinical Commissioning Group and working to communicate the impacts of welfare reform. There remains a deep commitment to building safe and strong communities, tackling health inequalities and supporting educational attainment and aspiration. This commitment is needed as there is still much improvement to be achieved for a number of issues.

There was a continuation in 2014/15 to offer some financial support to partnership projects where they are of direct relevance to the Brighter Futures programme objectives. The following projects were supported and undertaken successfully;

- Aspiration days for primary school children in years 5 and 6 taking part in Banbury and Bicester College workshops and activities which encourage their skills and talents
- Intensive support in coaching, ICT and job search skills to the over 40s who had been unemployed for over 12 months
- English speaking and listening skills for carers at the Sunshine Centre
- Voluntary sector engagement and volunteer recruitment events
- Sunshine Centre Summer day trips for disadvantaged children
- Support for BYHP young people activities

2014/15 saw a greater push on engagement with the voluntary and community sector in Banbury with a range of support initiatives. This commenced with a sector engagement workshop in December 2014 hosted by Banbury and Bicester College and was followed by a volunteering 'market place' event in January 2015 in the Town Hall aimed at encouraging and recruiting more volunteers. Both events were regarded by those attending as a success with greater support being provided to those voluntary sector bodies requiring it and over 100 members of the public registering a wish to volunteer.

The Programme to date has been progressed based on a number of theme lead meetings for coordination purposes and occasional wider Steering Group meetings to consider the overall Programme and its direction. This has required support from CDC to administer and is dependent on the availability of key representatives in different organisations being able to attend. This has proven challenging on occasions due to the additional pressures caused by on going changes in partnership organisations.

Future Challenges and New Partnership Opportunities

The recently obtained 2011 census information has identified changes in the make-up of the ward population in relation to a big increase in private rented households, an increase in single adults, lone parents and HMOs, increasing ethnic diversity, from 11% minority groups in 2001 to 24% in 2011 and specific need such as a lack of qualifications of lone parents. Of particular concern is the comparatively high level of child poverty in our wards.

As a partnership we have worked to address new challenges such as welfare reform with a series of workshops and advisory services to communicate the new requirements and ensure that local partners are working effectively together. However, there are several significant challenges ahead of us. The whole public sector is still under fiscal pressure with on going austerity measures and welfare reform will continue. This means we have to work even harder and become more focussed with the partnership resources we have to ensure they are targeted at those most in need.

It is anticipated that there will be a greater emphasis by OCCG in 2015/16 through its Health Inequalities Commission on tackling health inequalities which supports perfectly the emphasis placed on this through the health and wellbeing theme.

Child poverty has recently had a new emphasis given to it by Government. This originally stemmed from the paper produced (2012) by the Centre for Social Justice (set up in 2004) "Rethinking Child Poverty" – the paper argues the current measure is inadequate and fails to acknowledge that poverty is about more than lack of income. Very recently, Iain Duncan Smith announced a new way of measuring child poverty which would focus on "root causes" of poverty. He has stated that in place of the Child Poverty Act 2010, new legislation will use:

- the proportion of children living in workless household
- long-term workless households
- educational attainment of all pupils and the most disadvantaged pupils at age 16.
- a range of other measures and indicators of root causes of poverty will also be developed by the Government, including family breakdown, debt and addiction, details of which will be set out in a children's life chances strategy.

However, the Children's Society, Charities 4Children and the Child Poverty Action Group have all spoken out against the move, saying new proposals are inadequate and that income is at the heart of child poverty. The new criteria might fit into some of the Troubled Families work rather better, but it also dilutes the impact of low income and the changes to tax

credits or benefits. Either way, the activities of the Children Centres and Woodgreen Hub will be critical.

We know that the County Council will this year review its Children Centres and Early Intervention Hubs services. In the Brighter Futures wards, these are vital services to local people most in need. In addition, the County Council is reviewing its community transport and dial a ride services again with the intention of reducing costs. It is essential the Brighter Futures partnership responds to these challenges.

Proposed Changes for 2015/16

It is important to periodically review the Programme and in light of the above challenges and change, now is an appropriate time. When doing so, we need to take account of the strengths we have but also to consider what other partnership opportunities there are along with specific issues which are relevant to the people of the wards we are supporting.

Each of the current themes, and the objectives and priorities that underpin them, contribute to the longer term aims of the programme, reflect local needs and issues and takes into account the impact of factors such as the recession, availability of housing, accessibility of public services, changes to the benefits system and educational attainment. Each theme aims to work at a local level to ensure that tangible outcomes are delivered to help improve quality of life and opportunities across Banbury. This approach should continue.

However, how this is done should change to ensure there is a key focus on specific issues and best use is made of the resources we have. It is proposed that, supported by the continued work of the six themes, there should be four quarterly workshops which bring together all relevant organisations and experts to consider with each workshop focusing on one of the following four issues;

- Partnership activity concentrating on **child poverty** influenced by this being a local pressure and anticipated changes in legislation.
- Partnership activity concentrating on **health inequalities** supported by the OCCG led development and work of a Health Inequalities Commission.
- Partnership activity concentrating on **employability** to capture the critical on going work of raising educational attainment and aspiration, ensuring young people are fit for employment and to match the needs of the local economy.
- Partnership activity concentrating on **supporting the most vulnerable** which brings together the key County Council services, TVP, Cherwell's housing services with its RSL partners and the voluntary sector

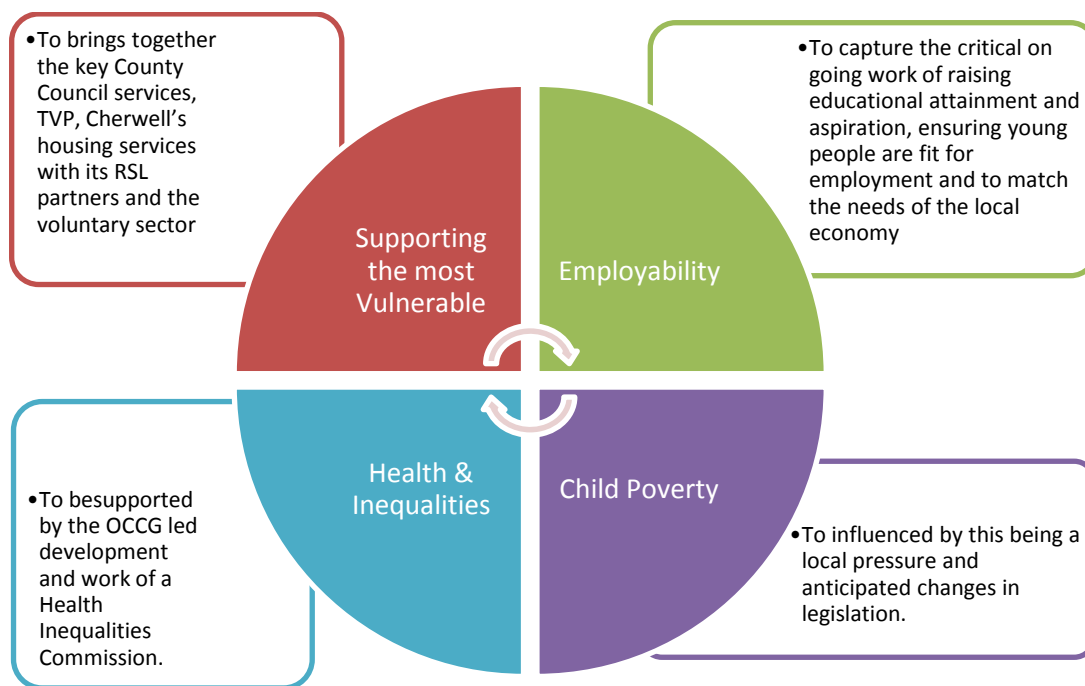
Many of the above are inter related where overlaps will exist but all are particularly relevant to the Brighter Future's Programme's objectives and capture other partnership opportunities which are either emerging or are in place.

It is envisaged that all lead partners will continue the current activities but that greater focussed partnership working and opportunities will arise from the workshop approach

described above rather than the Theme Leads Steering Group meetings. Workshops are proposed on a quarterly basis in October, January, April and July to which wide partner invitations will be issued. This approach will be supported by the engagement of a workshop facilitator to work with the lead agencies in planning the content, agreeing contributors, arranging venues etc and following up with the agreed actions and outcomes of each.

As with this Annual Report, it is proposed that the outcome of each workshop is captured as additional information in future extended Annual Reports and submitted to the Cherwell Local Strategic Partnership and all partner bodies.

Workshop Priorities 2015/16



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