



**Cherwell local
strategic Partnership**

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

The Brighter Futures in Banbury Programme

**Annual Report
2011/12**



Contents

	Page Number
Introduction	
Foreword	3
Overview of the Brighter Futures in Banbury Programme	5
Reports for programme themes:	
Theme 1: Early Years, Community Learning and Young People's Attainment	7
Theme 2: Employment Support and Skills	8
Theme 3: Family Support and Young People not in Employment, Education or Training	10
Theme 4: Financial Inclusion and Housing	11-12
Theme 5: Health and Well-being	13-14
Theme 6: Safer and Stronger Communities	15-16
Looking Forward	
Priorities for 2012/13	17-21
Partnership Projects and initiatives for 2012/13	22-24
Contact details	25-26
Appendix 1	
Performance Measures: Basket of Indicators	27-34

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Foreword

Brighter Futures in Banbury: a strong partnership delivering new opportunities, innovative projects and high quality services throughout 2011/12 in Ruscote, Neithrop and Grimsbury and Castle Wards.

Looking back over my first year as the lead member for the Brighter Futures in Banbury Programme I remain as passionate and committed as ever to the ambitious and long term aims of the programme. Working in partnership, pooling our collective talents, skills and resources and supporting the local business and voluntary sectors to help break the cycle of deprivation, tackle disadvantage and increase opportunities is essential for the long term prosperity of Banbury residents and businesses.

It continues to be both a privilege and a challenge to lead this programme with its focus on long term outcomes around raising attainment and aspirations, providing opportunities to improve skills and supporting vulnerable families. Throughout 2011/12 I have heard directly from many residents, in my role as a local councillor and through the Connecting Communities events that we hold to promote our services and listen to the concerns of local people. I know that we have strong foundations upon which to build including the skills of local residents, vibrant community groups and strong neighbourhoods. This has helped us shape our actions.

I'm particularly proud to have been a part of Brighter Futures in Banbury in a year that has seen:

- The '*The Miller Road Self-Build Project*' engaging young people who are not in employment, education or training in construction experience, life skills training and construction training win a national award for innovation
- The launch of a food bank in Banbury to provide help for vulnerable people at times of financial need.
- The launch of a new local advisory service run in partnership with the Citizen's Advice Bureaux providing advice and support for volunteering.
- Funding Age UK Oxfordshire to deliver a one off lunch event to ensure that during the winter months older people had access to appropriate and timely information, advice and support to enable them to combat the cold, alleviate financial pressures brought on by higher fuel costs, poorly insulated houses and heating homes for longer, and to tackle loneliness, so that they can live safely, keep well and have a good quality of life.
- Opening of '*The Banbury Hub*' a superb new facility in Banbury that works to support young people and families access new opportunities.
- The '*New Year, New Start, New Ideas*' Connecting Communities event in January 2012 – organised at the Banbury Hub. The purpose of the day was to engage with young people from the local area provide advice for local families and showcase the Hub's facilities. The event was packed with things to do including art activities, information displays, climbing wall, video interviews, consultation wall, ethnic dances and live music performances. Nearly 200 people attended and over 40 organisations provided stalls and displays.

- On-going development of our highly commended approach to supporting local job clubs, with targeted and specialist events aimed at bringing together local job seekers with local employers.
- Targeted and proactive advice for customers affected by benefits changes and work with local voluntary groups to ensure that advice providers are able to support local people through these changes.

What are the Priorities for Brighter Futures in Banbury for 2012/13?

The coming years will continue to be challenging. The impact of the recession, reducing public expenditure and changes to policy mean that scarce resources will need to stretch further and partners will need to work together to support local communities and businesses through these changes.

With this in mind, the Local Strategic Partnership (LSP) and the Brighter Futures in Banbury Steering Group will be focusing attention on areas where this programme can make a real difference with the resources available. At the end of this report each of the six themes in the programme set out priorities for the coming year and a number of LSP funded projects are also highlighted.

During the course of 2011/12 we have continued to focus delivery of joined up services, innovative projects and delivery of new opportunities for local people in spite of challenging economic circumstances. Our aim for 2012/13 is to continue this work, to renew our efforts and work to support local communities, business and community groups 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

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 third 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:

- improve skill levels and educational attainment
- improve employability, focusing particularly on young people
- improve financial situations, addressing debt and financial inclusion
- improve educational attainment through better numeracy skills and family engagement
- good quality mixed housing, affordable and in well managed environments
- good access to amenities including shops, health centres and leisure facilities
- improve life expectancy with improved overall health and well being
- reduce the clear inequality gaps with low life expectancy
- reduce the high rates of teenage pregnancy
- build a safer more connected community where residents feel socially included
- 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 report sets out the key themes that made up the programme during 2011/12 and some of their associated work to improve the lives of residents in the least affluent areas of Banbury.

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

Six Themes to Deliver the Programme Objectives

Theme 1- Early Years, Community Learning and Young Peoples Attainment This theme aims to ensure that children get off to the best start in life, that young people, families and communities are supported in their aspirations and that educational attainment supports opportunity to build a long term economically independent futures.

Link to Programme Objectives

- improve educational attainment through better numeracy skills and family engagement
- improve skill levels and educational attainment

Theme 2 - Employment Support and Skills This theme focuses on working with partners to support skills development, access to training and employment support. The theme also works with local employers to help ensure that over the longer term local skills match local employers' needs.

Link to Programme Objectives

- improve skill levels and educational attainment
- improve employability, focusing particularly on young people

Theme 3 - Family support and young people not in employment, education or training This theme aims to support children, young people and families with complex needs to ensure that young people are able to make the most of the opportunities available to them.

Link to Programme Objectives

- Target specific support to vulnerable people, families and children in need.
- improve employability, focusing particularly on young people

Theme 4 - Financial Inclusion and Housing This theme has two main objectives. Firstly it works to ensure that there are strong and accessible advisory and support services for those facing challenging financial situations. The theme also aims to prevent people getting into debt. The second element of this theme also aims to ensure that there are high quality affordable housing options and opportunities available in Banbury.

Link to Programme Objectives

- 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

Theme 5 - Health and Wellbeing This theme has an overall objective to improve life expectancy and reduce health inequalities through improved overall health and well-being.

Link to Programme Objectives

- improve life expectancy with improved overall health and well being
- reduce the clear inequality gaps with low life expectancy
- reduce the high rates of teenage pregnancy

Theme 6 - Safer and Stronger Communities This theme aims to reduce crime and anti-social behaviour and also works to ensure that local residents feel safe through community engagement activities.

Link to Programme Objectives

- build a safer more connected community where residents feel socially included

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

This theme aims to ensure that children get off to the best start in life, that young people, families and communities are supported in their aspirations and that educational attainment supports opportunity to build a long term economically independent futures.

Link to Programme Objectives

- ➔ improve educational attainment through better numeracy skills and family engagement
- ➔ improve skill levels and educational attainment

Achievements 2011/12

Issue	Progress
<p>Providing Support for Learning</p>	<ul style="list-style-type: none"> • Home to school community link workers – 8 workers appointed to provide a direct link between home and schools to support educational attainment and family learning. • Family Learning courses were successfully completed. Many of the participants have re-engaged with education for the first time since leaving school and as well as acquiring skills to support their child's education a significant number progressed onto individual programmes of study. Difficulties in recruitment at Britannia Road meant that this course had to be merged with other Children's Centres
<p>Educational Attainment</p>	<p>A continued increase in attainment at Banbury secondary schools:</p> <ul style="list-style-type: none"> • Banbury School has increased % 5 A*-C 2009-2011 from 68.5% to 82.2%. • North Oxfordshire Academy increased % 5 A*-C grades including English and maths from 25.7% to 50.8%. • Pupils involved in the Every Child a Writer programme are on track to meet age related expectations by the end of the academic year. This programme was designed to accelerate progress across KS2 so that children make two levels of progress across the whole key Stage • 4 Banbury primary schools were supported by the Every Child Counts programme. Average number age gains after each three month intervention were: - <ul style="list-style-type: none"> i) Autumn: 13.1 months ii) Spring: 15.4 months After the end of the intervention the average number age gain was 4.8 months • Numeracy Project funded from Brighter Futures 2011/12 This project involved a partnership between schools, 4 children's centres, the Family Learning Team and the Primary Maths Adviser.

	<p>A very successful course was completed at the Sunshine Centre which attracted 12 attendees. A number of parents progressed to Level 1 National Accreditation City & Guilds and 6 parents progressed to level 2 equivalent to GCSE maths. Some have progressed to the existing Skills for Life Provision. At East Street 9 parents/carers completed the course. Four then transferred to a Level 1 Numeracy course at the Sunshine Centre. North Banbury CC ran a successful course from May with 8 families.</p>
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Further information:

Project Lead	<p>Oxfordshire County Council Sue Bainbridge</p>
Key Partners	<ul style="list-style-type: none"> • 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, but currently no voluntary sector links per se from this theme. • 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

<p>This theme focuses on working with partners to support skills development, access to training and employment support. The theme also works with local employers to help ensure that over the longer term local skills match local employers’ needs.</p>	
Link to Programme Objectives	<p>➔ improve skill levels and educational attainment</p> <p>➔ improve employability, focusing particularly on young people</p>

Achievements 2011/12

Issue	Progress
Supporting Employment	<ul style="list-style-type: none"> • A programme of work to support apprenticeships has been delivered including special events with local business to encourage the establishment of new apprenticeships, business breakfasts and exhibitions. • The job club programme has continued to run with both general and targeted events, they provide opportunities for local employers to

	access job seekers and also opportunities for people seeking work to gather advice on all things related to the job application process and advice in terms of skills development.
Skills Development	<ul style="list-style-type: none"> •An advice service for people wishing to start their own business has been established this year. •A young people’s expo was held at Banbury College which attracted over 175 attendees and provided support on activities such as CV writing and training. Local employers were also present at the event to showcase opportunities.

Further information:

Project Lead	Cherwell District Council Steven Newman
Key Partners	<ul style="list-style-type: none"> • Job Clubs: led by Tony Baldry MP, coordinated by Cherwell District Council (CDC), working with Oxfordshire County Council (OCC), Job Centre Plus (JCP), Oxford and Cherwell Valley College (OCVC) and Connexions, Oxfordshire Business Enterprise and local employers (Bicester Village, CTG Ltd, Order of St John’s) • 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 and Connexions • Transition Workers: OCVC and Connexions • Connexions and OCC • 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

Family support and young people not in employment, education or training This theme aims to support children, young people and families with complex needs to ensure that young people are able to make the most of the opportunities available to them.	
Link to Programme Objectives	<ul style="list-style-type: none"> ➔ Target specific support to vulnerable people, families and children in need. ➔ improve employability, focusing particularly on young people

Achievements 2011/12

Issue	Progress
<p>An integrated approach to providing support service for young people and families</p>	<p>A key milestone in 2011/12 was the launch of the Early Intervention Hub which brings together support and advice services for children and young people, successes include:</p> <ul style="list-style-type: none"> •Open access youth clubs – with services for 8-11 years (averaging 90 attendees per week) 11-13 year olds (average attendance 400 per week) and 13-19 year olds (average attendance 80 per week) •Music workshops, making the most out of the hub’s studio and recording equipment •Street Dance and Sports Activators sessions •NEET drop-ins and appointments, to help young people explore education and employment opportunities (30 attendees per week) • Health drop-ins for young people ages 11-19, information and advice from a school nurse and hub worker •Young carers group – a support group for young carers aged 11-16 <p>The hub also provides specialist services including:</p> <ul style="list-style-type: none"> •Direct work with families to support those with complex and challenging needs •Diversion activities for young people at risk of entering the criminal justice system •Strengthening families programme – for families with children aged 10-14 years

Further information:

<p>Project Lead</p>	<p>Oxfordshire County Council Helen Kilby</p>
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Theme 4: Financial Inclusion and Housing

Theme 4 - Financial Inclusion and Housing This theme has two main objectives. Firstly it works to

ensure that there are strong and accessible advisory and support services for those facing challenging financial situations. The theme also aims to prevent people getting into debt. The second element of this theme also aims to ensure that there are high quality affordable housing options and opportunities available in Banbury.

Link to Programme Objectives

- ➔ 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

Achievements 2011/12

Issue	Progress
<p>Advice and services to help support financial inclusion</p>	<ul style="list-style-type: none"> • This year has seen the launch of a Food Bank to help local people at times of extreme financial hardship • A new service to provide advice and support around financial matters and volunteering has been commissioned from the Citizens advice bureaux. This will increase the availability and accessibility of information services.
<p>Provision of high quality and affordable housing</p>	<ul style="list-style-type: none"> • 40 Extra Care Units for vulnerable older people have been delivered at Orchard Meadows. Recruitment for care workers was undertaken in partnership with the job clubs and the project therefore supported both high quality affordable housing objectives but also skills development and new jobs for the area. • The self build project at Miller Road provided new affordable housing whilst giving opportunities for developing new skills in the construction industry for young people not in employment education or training. The scheme has been hugely successful and won a national award for innovation. • Neighbourhood litter blitzes have taken place in Ruscote, Hardwick and Neithrop to help improve the quality of the local environment. This reflects local priorities around ensuring public areas are well cared for.
<p>Support to vulnerable people to prevent homelessness and support housing</p>	<p>Launch of the YMCA training centre in partnership with Sanctuary Housing aiming to prevent youth homelessness and working with young people to provide support and opportunities for foundational learning and apprenticeships.</p> <p>Other community partnership work with Sanctuary Housing included:</p> <ul style="list-style-type: none"> • OYAP Trust – The Hill Choir community singing project based at

	<p>Bretch Hill has two choirs, Junior Pop Choir and the Community Choir that is intergenerational, has been running since April 2011. The Community Choir engages 20-30 people from ages 5 – to adults per session, the Junior Pop Choir averages between 10 and 20 young people aged 8 -14 yrs old per session. The Choirs have performed at the Cowley Road Carnival and 13 young people worked towards achieving their Arts Award at the Hill. The project has helped participants gain confidence and self esteem and dealt with issues of isolation and lack of engagement to foster a better community spirit.</p> <ul style="list-style-type: none"> •Oxfordshire Play Association (OPA) – Banbury Play Day July 2011, as part of OPA’s wider play days initiative during 11/12 over 1,000 people attended the Banbury event. The focus of the project was to get families involved in physical activity, providing young people with opportunities to get involved in a range of different activities such as wall climbing, bowls, and go-carting. In addition arts and craft incorporated into play e.g. badge making, and play using recycled materials, encouraging parents to engage with children through play provided positive quality time for families to share. •Peoples Church Community Support Days – volunteers assist households with tasks they can’t manage for a variety of reasons e.g. gardening, painting and decorating, de-cluttering, and general DIY across Banbury.
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Further information:

Project Lead	<p>Cherwell District Council Martyn Swann</p>
Key Partners	<ul style="list-style-type: none"> • Sanctuary Housing • Central Government (DCLG), Citizens Advice Bureaux, Homes and Communities Agency, Oxfordshire County Council, Banbury Community Church, Oxford and Cherwell Valley College, Connexions, Housing and Habitat for Humanity, BPHA, Age UK • Benefit support, debt counselling, debt prevention – JCP, CDC’s Benefits Advisors, Citizens Advice Bureaux and their Capability Workers, Sanctuary Housing Association Inclusion Team, Christians Against Poverty and Oxfordshire Advice Project • Access to hardship resources – hardship loans (JCP and Social Services), Furniture (CVS and Faithworks), Food (Peoples Church, Banbury Town Council, Sanctuary Housing Association and Cherwell District Council), affordable warmth (CDC)

Theme 5: Health and Wellbeing

This theme has an overall objective to improve life expectancy and reduce health inequalities through

improved overall health and well-being.

Link to Programme Objectives

- ➔ improve life expectancy with improved overall health and well being
- ➔ reduce the clear inequality gaps with low life expectancy
- ➔ reduce the high rates of teenage pregnancy

Achievements 2011/12

Issue	Progress
Working to improve life expectancy through overall health and wellbeing activities	Several programmes now in place to improve health and well being: NHS Health Checks; Smoking Cessation initiatives; alcohol initiatives; support for carers; benefits advice; NHS cancer screening services; support for BME communities.
Improve access to Benefits	'Benefits in Practice' benefits advice available in GP Practices in Banbury. Between 1st January and 31st March 2012, 11 sessions were conducted at Hardwick and 12 at Horsefair. From the total of 23 sessions, the majority of enquiries were around benefits advice (74%). Many clients are experiencing problems repaying loans, due to financial constraints and clients seeking advice to go bankrupt or obtain Debt Relief Orders. Two case studies highlight that the total of financial benefits gained was £24,786.
Increase the number of carers in GP Practices accessing carers breaks	Changes to carers breaks funding: five of the Banbury GP Practices have allocated 15 breaks to carers.
Promote community cohesion in Banbury	A community group has been set up to utilise surplus funds from Food Festival and co-ordinate further funding for a garden project in Moorfield Park. Incorporates community work with East Street Children's Centre and Restore.
Improve access to health services for BME communities	Pro-active support to GP Practices to increase uptake of cervical screening by South Asian women. Two out of 6 Practices completed and one Practice in process.
NHS health checks	59% of all patients offered a health check during Q4 were checked, an improvement on the previous figure of 53%.
Alcohol awareness	Two pilot alcohol identification and brief advice training sessions (IBA) took place in Oxford and Kidlington in March, with 21 attendees. Further sessions are planned between April and December 2012 for practitioners across the county, including Banbury.

<p>Reduction in under 18 conceptions</p>	<p>Current data indicate that the numbers are lower, but there are still annual anomalies.</p> <p>Consecutive decreasing yearly rates affirm improvement - the under 18 conception rate reduced by 24.4% (2008-2010) compared with 1998/2000</p>
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Further information:

<p>Project Lead</p>	<p>Oxfordshire NHS Maggie Dent</p>
<p>Key Partners</p>	<p>Any voluntary sector group pertinent to a particular issue would be invited onto the theme sub-group, for example the British Trust for Conservation Volunteers will be involved once funding for the “Green Gym” is approved. Several other organisations have been made aware of the programme via the community development network: Other link agencies/ staff are:</p> <ul style="list-style-type: none"> •Smoking Advice Service; •Public Health colleagues; •commissioning colleagues from the PCT; •Community Health Oxfordshire staff (eg Health Visitors and School Health Nurses); •children’s centre staff; •Home Start; •GP Practice staff; •Expert Patient Programme; •other NHS Trusts; •sexual health services; •midwives; •Black and Minority Ethnic Groups; •Ridgeway Partnership; •Smart; •Drugs and Alcohol Team (DAAT).

Theme 6: Safer and Stronger Communities

<p>This theme aims to reduce crime and anti-social behaviour and also works to ensure that local residents feel safe through community engagement activities.</p>	
<p>Link to</p>	<p>➔ build a safer more connected community where residents feel socially</p>

Programme Objectives	included
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Achievements 2011/12

Issue	Progress
Build a safer and more connected community, where residents feel socially included	<p>There has been a reduction throughout the year in levels of overall crime and disorder within the BFiB neighbourhoods.</p> <p>The rise in serious acquisitive crime seen earlier in the year has been reversed and a number of successful engagement activities have been undertaken. Funding has been secured for delivering "Community Noticeboards", focused primarily on these wards and the range of youth activities provided by different groups continues to expand.</p>
Reduction in offending by core group of repeat offenders	<p>The cohort of offenders being managed through the integrated offender management scheme continues to show a reduction in their offending. Many now wish to engage in positive activities and work with all agencies in the criminal justice system. Features of the scheme have been adopted to focus policing activity on those suspected of their continued involvement in crime.</p>
% Change in crime levels	<p>The period between April 2011 and March 2012 saw an overall reduction in reported crime of 11% in the Brighter Futures wards. Within that, levels of vandalism fell nearly 15% and the number of minor assaults fell 20%.</p>
% Change in levels of reported anti-social behaviour	<p>There has been a massive drop in the levels of reported anti-social behaviour across all the wards. Overall levels have fallen nearly 40% during the year. Where incidents have been reported, a joined-up approach between all the relevant organisations has resulted in swift action being taken</p>
% change in levels of serious acquisitive crime rates	<p>The final quarter has seen the number of offences categorised as "Serious Acquisitive Crime" (burglary, robbery and car crime) fall markedly in both neighbourhoods following some intensive police activity. Disappointingly, the end of year result was that was no reduction in the number of offences in both neighbourhoods, but given the level of increase which was reported at the beginning of the year this is still a strong result.</p>
Number of community engagement opportunities for local residents stating details in the comments	<p>A series of successful "Connecting Communities" events have been run throughout the year, including:</p> <ul style="list-style-type: none"> •Bretch Hill (June 2011) – a successful day organised outside Bradley Arcade. The event was very visible and attended by many people who were just passing by. Local residents had an opportunity to talk to various services and organisations. Young people played games organised by CDC Youth Activators and planted flowers in nearby Princess Diana's Park. •Grimsbury Community Day (September 2011) - organised with

	<p>Banbury Young Homelessness Project outside their premises. The day proved to be a good opportunity for BYHP to promote their service to local residents and communities. Many local residents commented there was a good mix of services and activities and they would like to see more events in Grimsbury.</p> <p>•New Year, New Start, New Ideas (January 2012) – organised with Banbury Hub with the aim of showcasing the available services. Over 200 local people attended and over 40 local community and public services were represented.</p> <p>The ‘Cherwell Leaders’ scheme was piloted by Cherwell District Council’s Street Wardens in partnership with The Hill to encourage and coach 12 young people through a structured programme of community projects. Linked to this was a successful inter-generational programme bringing young and old people together which was organised by Oxfordshire County Councils early Intervention Service.</p>
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Further information:

Project Lead	<p>Thames Valley Police Sergeant Adrian Thomas</p>
Key Partners	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ Thames Valley Police ○ Thames Valley Probation ○ Connexions ○ 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, The Hill Youth Centre and the Police Neighbourhood Action Groups.

Priorities for 2012/13

Priorities by Theme 2012/13

Following a review at the end of 2011/12 the Brighter Futures in Banbury Steering Group has made a series of changes to the themes that underpin the work programme. These changes reflect new local working arrangements and a number of new team members working within the programme. They also reflect new local opportunities that have come on stream during 2011/12 such as the new community hub in Banbury which is a facility dedicated to supporting children, young people and their families.

Following this review the Brighter Futures in Banbury Programme for 2012/13 will be comprised of the following themes and priorities and these will form the basis of performance reports for the coming year.

Each of these themes reflects 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.

Theme 1	Early Years, Community Learning and Young Peoples Attainment
	This theme aims to ensure that children get off to the best start in life, that young people, families and communities are supported in their aspirations and that educational attainment supports opportunity to build a long term economically independent futures.

Project Lead	Oxfordshire County Council
2012/13 Priorities, Key Projects and Activities	<p>1. Focusing on the needs of vulnerable families accessing pre-school and using local child-minders.</p> <ul style="list-style-type: none"> • Encouraging take up of provision • Using data to link to the Oxfordshire County Council Thriving Families Programme • Sharing best practice as part of the fourth year of the Banbury Initiative <p>2. Working in partnership to improve outcomes in mathematics across all key stages</p> <ul style="list-style-type: none"> • The Improving Learning consortium (aspiration Network funded) will improve maths outcomes for pupils and staff skills in 4 primary schools and 2 Academies (1 primary and 1 secondary) • Using Every Child a Writer to continue to develop outcomes in

writing for 4 primary schools

- Using Every Child Counts to improve mathematics outcomes for 5 primary schools

3.Reducing the need for exclusions in Banbury schools

- Working with hub staff, a partnership of primary schools, central primary consultants and the community to develop a primary provision to reduce disengagement of primary pupils and develop positive attitudes to learning
- Developing a secondary inclusion resource at Banbury secondary school to improve attendance and reduce the need for exclusions, linking to police to develop restorative practice approach and local businesses to provide positive opportunities for young people

4.Early Years, Attainment And Community Learning – Primary Attainment

- To improve English and maths outcomes for all pupils in KS2
- To narrow the performance gap between identified vulnerable groups and their peers at KS2
- To improve levels of progress in English and maths between KS1 and KS2

5.Early Years, Attainment And Community Learning – Key Stage 4 Skills Development & Careers Development

- To improve English and maths outcomes for all pupils at KS4
- To narrow the performance gap between identified vulnerable groups and their peers at KS4
- To improve levels of progress in English and maths between KS2 and KS4
- To encourage wider participation at school post 16

6.Early Years, Attainment And Community Learning – The Role Of Children’s Centres

- To engage families accessing children’s centres in Every Child a Reader and Every Child a talker campaigns
- To improve home learning environment for disadvantaged families through identified support programmes
- To improve links with health providers to improve parental knowledge re nutrition and exercise
- To increase the engagement of families in adult courses to support children’s education

This theme focuses on working with partners to support skills development, access to training and employment support. The theme also works with local employers to help ensure that over the longer term local skills match local employers' needs.

Project Lead	Cherwell District Council
2012/13 Priorities, Key Projects and Activities	<ul style="list-style-type: none"> • Improve employability, focusing particularly on young people • Job clubs – weekly clubs in Banbury including outreach and specialist events including at the Mill and Neithrop Library • Business development – including jobs matching service, workshops to encourage entrepreneurship, inward investment • Skills – working with the college to support the development of locally needed skills • Apprenticeships – working with local employers to increase the number of apprenticeships • 'Career Ladders' – a programme to help young people progress their careers within companies and to help companies grow their own talent.

Theme 3 Family support and young people not in employment, education or training

This theme aims to support children, young people and families with complex needs to ensure that young people are able to make the most of the opportunities available to them.

Project Lead	Oxfordshire County Council
2012/13 Priorities, Key Projects and Activities	<ul style="list-style-type: none"> • Reduce persistent absence and exclusions from school • Reduce the number of young people (under 19's) not in employment, education or training • Reduce the numbers of young people offending including first time entrants to the criminal justice system • Reduce the levels of young people admitted to hospital for non accidental injuries including self harm • Foundation stage profile results for vulnerable and disadvantaged groups • Support those with inappropriate caring responsibilities • Attendance and attainment of children looked after • Work to support children in need • The Phoenix Project – aiming to improve the attitude and behaviour of young people (school years 8 and 9) on the fringes of education • Kick Arts – an arts based programme for looked after children who

	<p>are at risk of exclusion</p> <ul style="list-style-type: none"> •Positive Images Programme – working with school groups to focus on self-esteem, body image, emotional wellbeing, relationships, health and assertiveness. •Intergenerational Project – target age group 10-18 years, the project aims to break down stereo types and build relations between young and old within the community •National Citizens Service Summer Challenge – a voluntary programme for 16-17 year olds aiming to promote a more cohesive and responsible society by bringing together young people from different backgrounds to make a difference within their communities. •Cycle Workshop – recycling and distributing old bicycles •Parent Talk – parenting programme •Education Programme for young people on verge of exclusion • Family support work and interventions
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Theme 4 Financial Inclusion and Housing

This theme has two main objectives. Firstly it works to ensure that there are strong and accessible advisory and support services for those facing challenging financial situations. The theme also aims to prevent people getting into debt. The second element of this theme also aims to ensure that there are high quality affordable housing options and opportunities available in Banbury.

Project Lead	Cherwell District Council
2012/13 Priorities, Key Projects and Activities	<p>Increasing the supply and access to housing</p> <p>Working with Registered Providers on the 2011-15 affordable homes programme. CDC has produced a new “Strategic Housing Offer” to support developments coming forward. CDC has agreed a Tenancy Strategy that sets out the Council’s position on the provision of affordable homes including the use of flexible tenancies, affordable rents and the use of the private sector tenancies for homeless households.</p> <ul style="list-style-type: none"> • Develop plans to refurbish the Gillet Close old common room to provide a two-bed bungalow and improve the environment. • Deliver the Dashwood Primary School site to provide 18 affordable homes that would assist Banbury housing applicants. • Bring forward future sites that will deliver affordable housing through a Banbury Programme Board. • Initial allocation of Stanbridge hall Extra Care units

	<p>Developing financially and socially sustainable communities</p> <ul style="list-style-type: none"> • Delivery of the advice, volunteering and car driving scheme through Banbury CAB. • Investigate setting up a Credit Union in the District. • Monitoring impact of the Tenancy Strategy. • Researching the intelligence available regarding BFIB and how it impacts on housing activity by the Council partners. <p>Housing for our most vulnerable residents.</p> <p>Undertake an evaluation of the Miller Road project (Donaldson Court) and ensure lessons learnt can be applied to future opportunities and delivery.</p> <p>Ensuring homes are safe, warm and well managed.</p> <ul style="list-style-type: none"> • Update CDC's housing management standards to help raise housing management standards. • Delivery of a Priority Neighbourhood initiative at Samuelson Court, Banbury by the A2 Dominion Group to improve neighbourhood management and community engagement. • Delivery of local community initiatives with Registered Providers including the Sanctuary Group. • Scope out the commissioning of a private sector stock condition survey to capture specific information about BFIB. <p>Preventing homelessness.</p> <p>Review of the Council's Allocations Policy.</p>
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Theme 5	<p>Health and Wellbeing</p> <p>This theme has an overall objective to improve life expectancy and reduce health inequalities through improved overall health and well-being.</p>
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Project Lead	Oxfordshire NHS
2012/13 Priorities, Key Projects and Activities	<ul style="list-style-type: none"> • Improve access to health services for BME communities • Reduce high rates of teenage pregnancy and 18 conceptions • Increase the number of carers in GP Practices accessing carers breaks • Improve access to benefits • Citizens Advice Bureaux Outreach Services in GPs surgeries • Work to support carers • Early diagnosis • Health Promotion

	<ul style="list-style-type: none"> • Community cohesion and diversity, including local community events
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Theme 6	Safer and Stronger Communities This theme aims to reduce crime and anti-social behaviour and also works to ensure that local residents feel safe through community engagement activities.
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Project Lead	Thames Valley Police
2012/13 Priorities, Key Projects and Activities	<ul style="list-style-type: none"> • Reduction in crime rates including: <ul style="list-style-type: none"> ○ Reducing anti-social behaviour ○ Reducing repeat offending ○ Reducing serious acquisitive crime rates ○ Reduction in violent crime • Work with partners to ensure local residents have opportunities to participate in their communities • Integrated Offender Management Project • Targeted and specific support to vulnerable people, families and children in need (link to the Oxfordshire County Council Thriving Families Programme) • Work to improve the night-time economy through strengthened local partnerships • Deliver a series of Connecting Community events that provide local people with improved opportunities to access services and to provide feedback about local priorities • JATAC - Joint Agency Tasking and Co-ordinating Group to help identify and join up around local problems • Neighbourhood action groups • Enhanced Neighbourhood Policing • Banbury Youth Partnership • Introduce self-managed Community Notice Boards

Partnership Projects and Initiatives for 2012/13

During 2011/12 the Local Strategic Partnership was able to allocate nearly £80,000 of Local Area Agreement Reward Grant funding for local projects with community and voluntary groups which directly support the aims of the Brighter Futures programme. These projects will be implemented over the course of the coming year.

A summary of these projects is set out below:

The Hill Youth Community Centre (Banbury)

The Hill received funding to cover the start-up costs and first years funding for an additional weekly open access session for young people aged 11+. The amount includes video and photography equipment, staffing costs for two music tutors and one project co-ordinator, all materials and gold membership to the community albums website.

- The Hill will open its doors for an additional night of the week, providing an opportunity for young people to have a safe, consistent group to attend where they know they will be listened to and their needs cared for.
- Create a platform to build relationships and provide informal education, typically issue based work around bullying, self-harm, building healthy relationships, sexual health, anti-social behaviour, respect, advocacy and empowering young people to have a voice about things that affect and matter to them, through working closely with the Hill Youth Forum and Creative Bretch Hill Forum.
- Promote centre based activities and young people involvement in existing groups such as 'Cherwell leaders', a 12 week leadership training programme the Hill, in partnership with CDC and the Street Wardens are launching in January.
- Build links with young people's families to help address people based issues.
- Encourage young people to feel proud about the area they live in, improving living prospects in the Brighter Future target areas of Banbury and boost local confidence.
- Involve local people in decision-making as well as in joint working, and to take the lead in their own futures

The Peoples Church / Banbury Foodbank Project

This funding has supported the project through its first financial year to ensure successful set up and sustainability. The funding will also support a warehouse facility with racking for storage of produce and to enable purchase of a vehicle which will enable the project to deliver parcels to those in the community who are either isolated or unable to collect their food parcels.

Brighter Futures – Communities Online

Funding has been provide online community noticeboards in the Brighter Futures in Banbury neighbourhoods these will provide information about local services, what's going on locally and help improve online access.

WRVS – support for older people in Banbury

WRVS received funding to support more older people to remain independent and active in their communities by integrating WRVS services in Oxfordshire to a proposed Banbury hub. This will allow the following:

- Increase volunteer team by 20% by recruiting of 10 volunteer outcome co-ordinators to offer personalised package of support to older people
- Increase number of older people referred/reached by at least 20% (currently 500 registered service users)
- Increase number of volunteer hours by 25% (currently 800 volunteer hours per month)
- Develop active signposting to partner organisations and non-WRVS services
- Recruitment of peer mentors offering support within WRVS Cornhill Centre
- Virtual befriending (via telephone or e-mail)
- Integration of volunteer recovery and resilience team to provide extra general support in times of need. (e.g. severe weather)

The following projects also received funding. Whilst they cover the whole of the district they will also directly contribute to Brighter Futures in Banbury Programme objectives through supporting community development, affordable housing and support for both young people.

Community Land Trust (CLT)

A CLT is a non-profit, community-based organisation run by volunteers that develops affordable housing and other assets for long-term community benefit. Community Land Trusts range in size, can be rural or urban and provide a variety of housing tenures as well as other community facilities, including workspaces, energy generation, community food and farming. Despite the diversity in the sector, Community Land Trusts tend to have in common the aims of meeting local housing needs and providing long-term community benefit.

The Cherwell Community Land Trust will be district-wide to allow cross-subsidy between housing schemes and to build capacity into both rural and urban areas. Community Land Trusts are growing in number across the UK and it is likely that the Localism Act will increase their number and strength even further ~ particularly through Community Right to Build and Community Right to Buy.

The Cherwell CLT has identified the following specific objectives:

- Establish Cherwell Community Land Trust with full board membership representing investors, local residents and members of the community. This will entail registration with the Charities Commission and the Financial Services Authority as an Industrial and Provident Society with charitable status
- Deliver training for board members and ordinary members on responsibilities and opportunities within Community Land Trusts
- Commence Cherwell Community Land Trusts first phase of developments to include 180 homes across the District including refurbishment projects and self build housing schemes. An important part of the self build housing will be training thus increasing educational and employment outcomes for local people as well.
- Undertake a review at the end of the first year of the CLT being established to scope further opportunities including non-housing initiatives.

ARCh

Arch received funding to recruit, train and support 20 new volunteers to provide one-to-one support to needy primary school children within Cherwell District helping them to develop a love of reading. Recruitment of these new volunteers enables ARCh to work with an additional 60 children for one year, improving their reading ability, attitude to reading and boosting their confidence/self-esteem. The project is highly sustainable: volunteers are asked to commit to the charity for a minimum of one year but the majority continue year after year.

Home Start

Home Start received funding to enable them to provide support to vulnerable families in an area of deprivation (Grimsbury and Castle wards) where Home-Start is unable to work at the moment. This funding will allow families who have been referred by Health Visitors to receive visits from specifically trained volunteers to visit families in their own homes, offering emotional support and practical help – whatever is necessary to enable the family to give their children the best start possible.

Grimsbury Environmental Improvements

The District, Town and County Councils have pooled resources and allocated circa £60,000 to implement an environmental improvements scheme in the Grimsbury ward. This project aims to enhance the environmental quality of the area, in particular East Street and Centre Street, through both hard and soft landscaping and directly reflects local feedback collected as a result of community consultation.

Contact the Brighter Futures in Banbury Theme Leads

Theme	Theme Lead	Email
Early Years, Community Learning and Young Peoples Attainment	Sue Bainbridge Oxfordshire County Council	sue.bainbridge@oxfordshire.gov.uk
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Family Support and young people not in employment, education or training	Helen Kilby Oxfordshire County Council	helen.kilby@oxfordshire.gov.uk
Financial Inclusion and Housing	Martyn Swann Cherwell District Council	martyn.swann@cherwell-dc.gov.uk
Health and Wellbeing	Maggie Dent Oxfordshire NHS	maggie.dent@oxfordshirepct.nhs.uk
Safer and Stronger Communities	Adrian Thomas Thames Valley Police	adrian.thomas@thamesvalley.pnn.police.uk

Contact the Breaking the Cycle of Deprivation Programme Lead

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Contact the Cherwell Local Strategic Partnership

Representative	Organisation	Email
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Kevin Minns	Kidlington Voice	kevin.minns@minns.co.uk
Linda Watson	ORCC	linda.watson@oxonrcc.org.uk
Revd Jeff West	Faith Communities	curate@stmaryschurch-banbury.org.uk ;
Jim Flux MBE	Cherwell Community and Voluntary Services	jimflux@tiscali.co.uk ;
Paul Angus	Banbury Sound Radio Station	paul.angus@banburysound.co.uk
Assia Bibi	Sunrise Multicultural Project	Assia.mcpp@yahoo.co.uk ;

Appendix 1 – Performance Measures: Basket of Indicators

The charts and graphs on the following pages highlight some of the key social and economic data that is used to measure the outcomes of the Brighter Futures in Banbury Programme.

Data is the latest available for the whole year (at time of drafting the report) and more information is available via the Oxfordshire Data Observatory's local information system.

<https://data.oxfordshireobservatory.info/IAS/>

List of Tables and Figures:

Table 1:	Percentage of 16-18 Year Olds Not in Education, Employment or Training (total)
Table 2:	Percentage claiming Job Seekers Allowance
Table 3:	Percentage Claiming Lone parent benefits (total)
Table 4:	Percentage Claiming Incapacity Benefits (total)
Table 5:	Percentage Claiming Carer Benefits (total)
Table 6:	Percentage of Children achieving level 4 (+) English and Maths at Key Stage 2 (2009 and 2011)
Table 7:	Percentage of Children achieving 5+ A*-C including English and Maths GCSE (2009 and 2010)
Table 8:	GCSE Achievement Gap between those eligible and not eligible for free school meals
Table 9:	Male and Female Life Expectancy (years)
Table 10:	Teenage Conceptions (total per 1000)
Table 11:	Anti-Social Behaviour Incidents (total per 1000 people)
Table 12:	Criminal Damage Incidents (total per 1000 people)
Figure 1:	Changes in Job Seekers Allowance Claims
Figure 2:	Changes in Lone Parent Benefit Claims
Figure 3:	Changes in Employment Support and Incapacity Benefits Claims
Figure 4:	Changes in Carer Benefits Claims

Table 1: Percentage of 16-18 Year Olds Not in Education, Employment or Training (total)

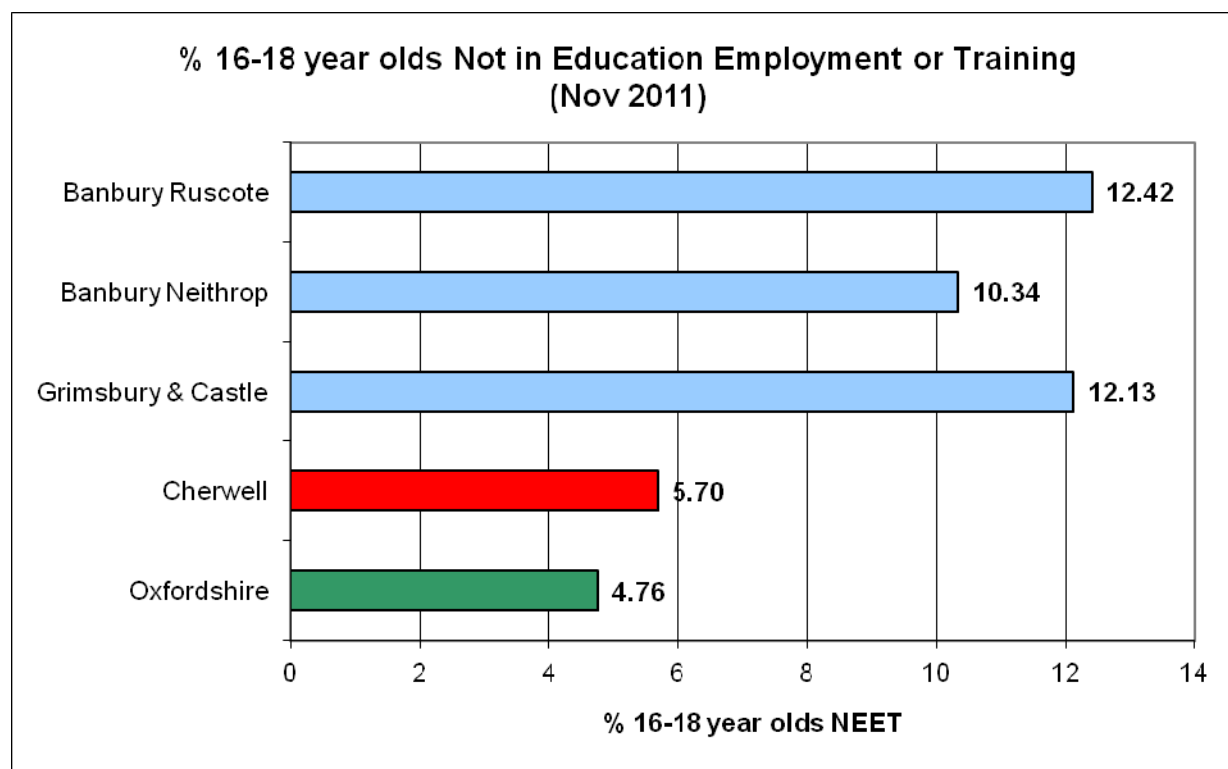


Table 2: Percentage claiming Job Seekers Allowance

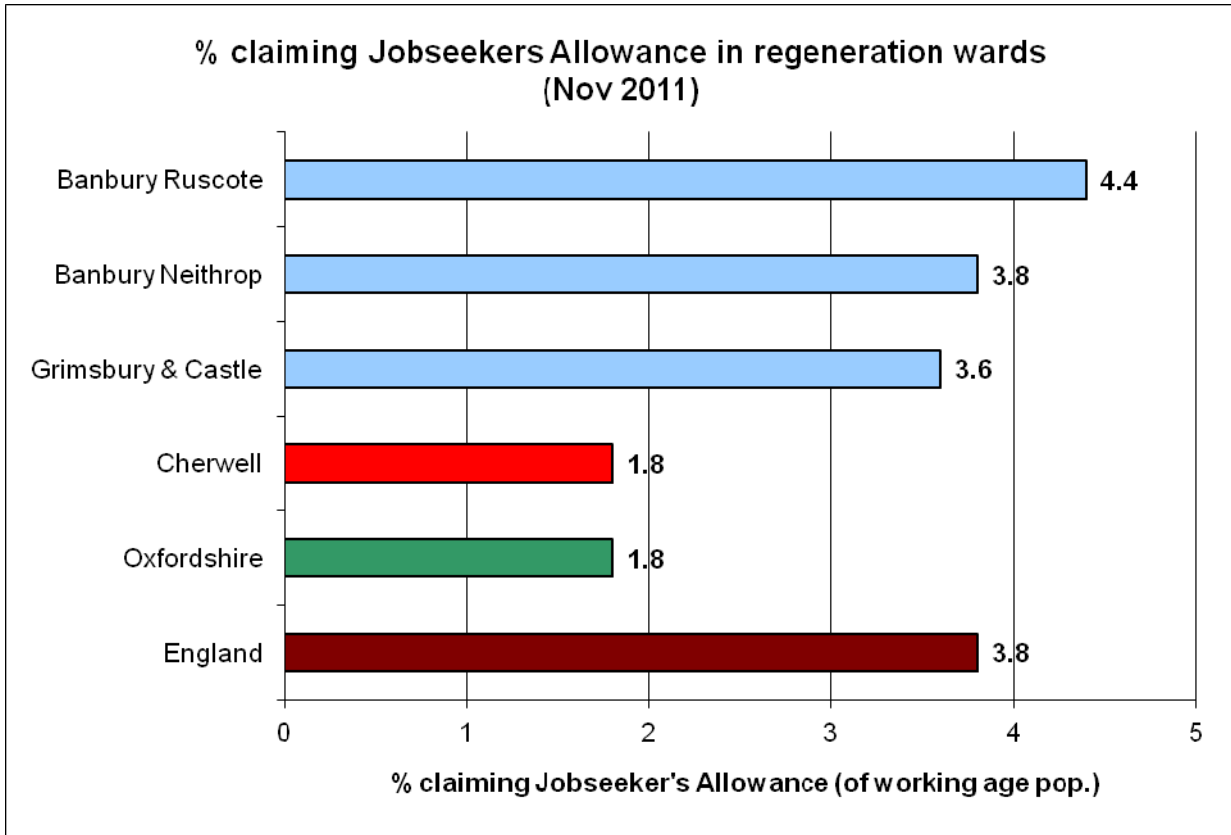


Figure 1: Changes in Job Seekers Allowance Claims

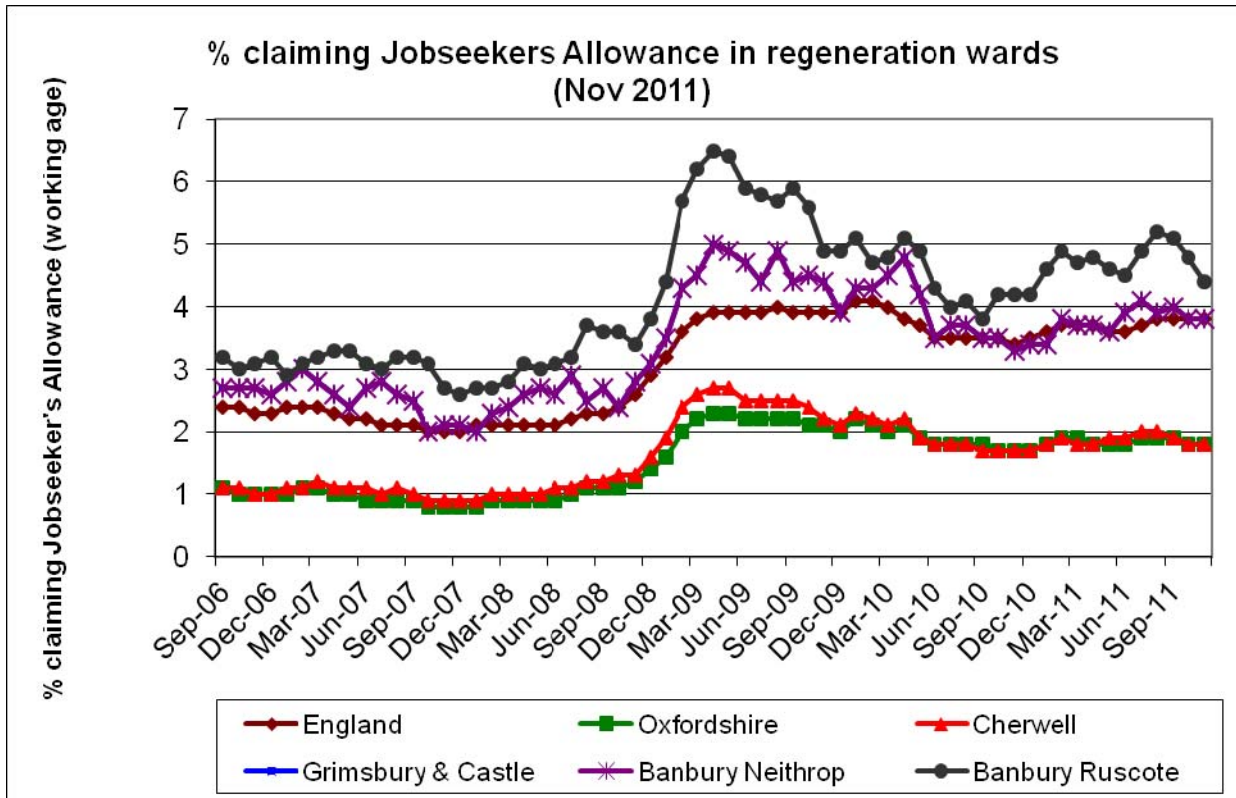


Table 3: Percentage Claiming Lone parent benefits (total)

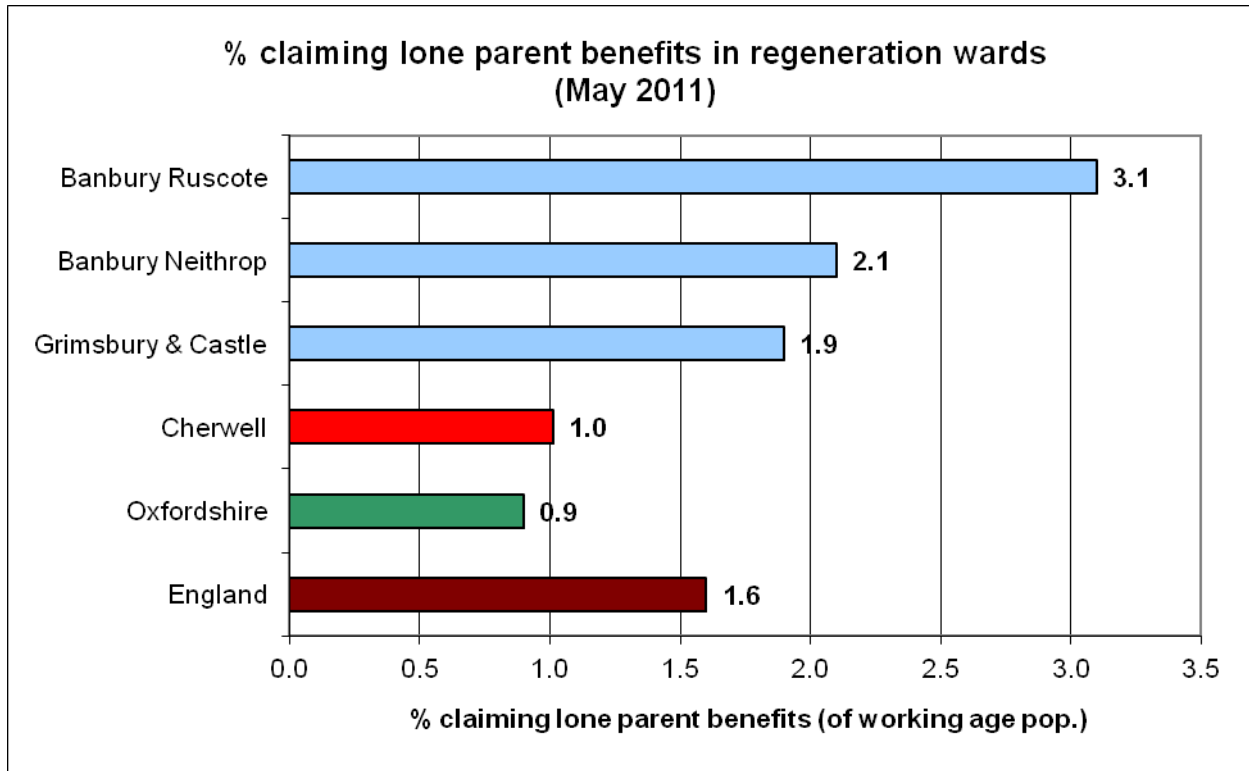


Figure 2: Changes in Lone Parent Benefit Claims

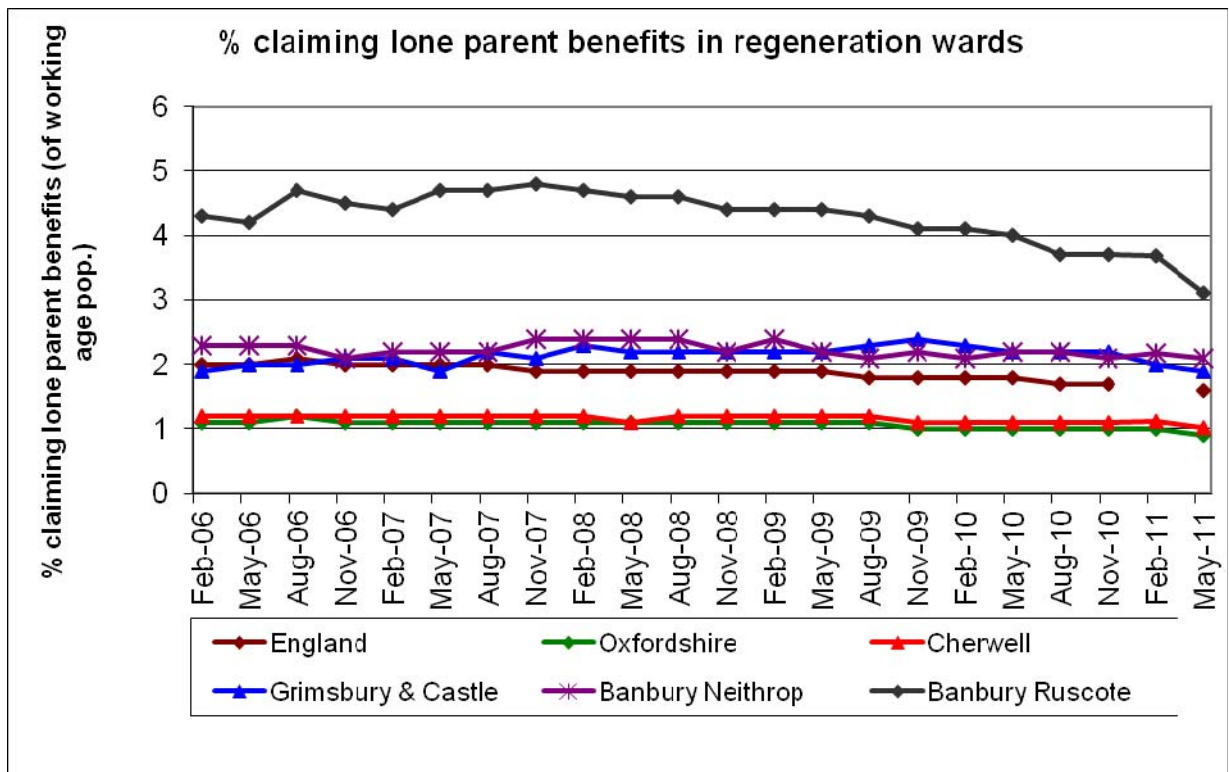


Table 4: Percentage Claiming Incapacity Benefits (total)

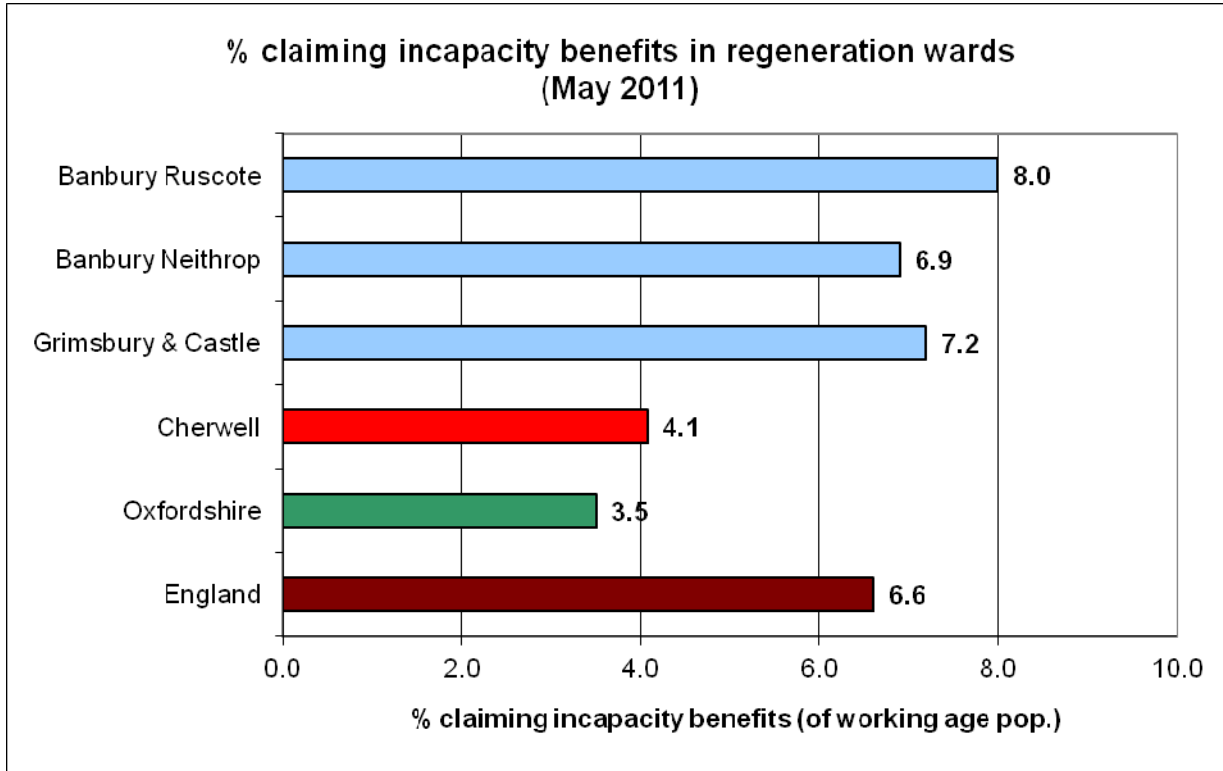


Figure 3: Changes in Employment Support and Incapacity Benefits Claims

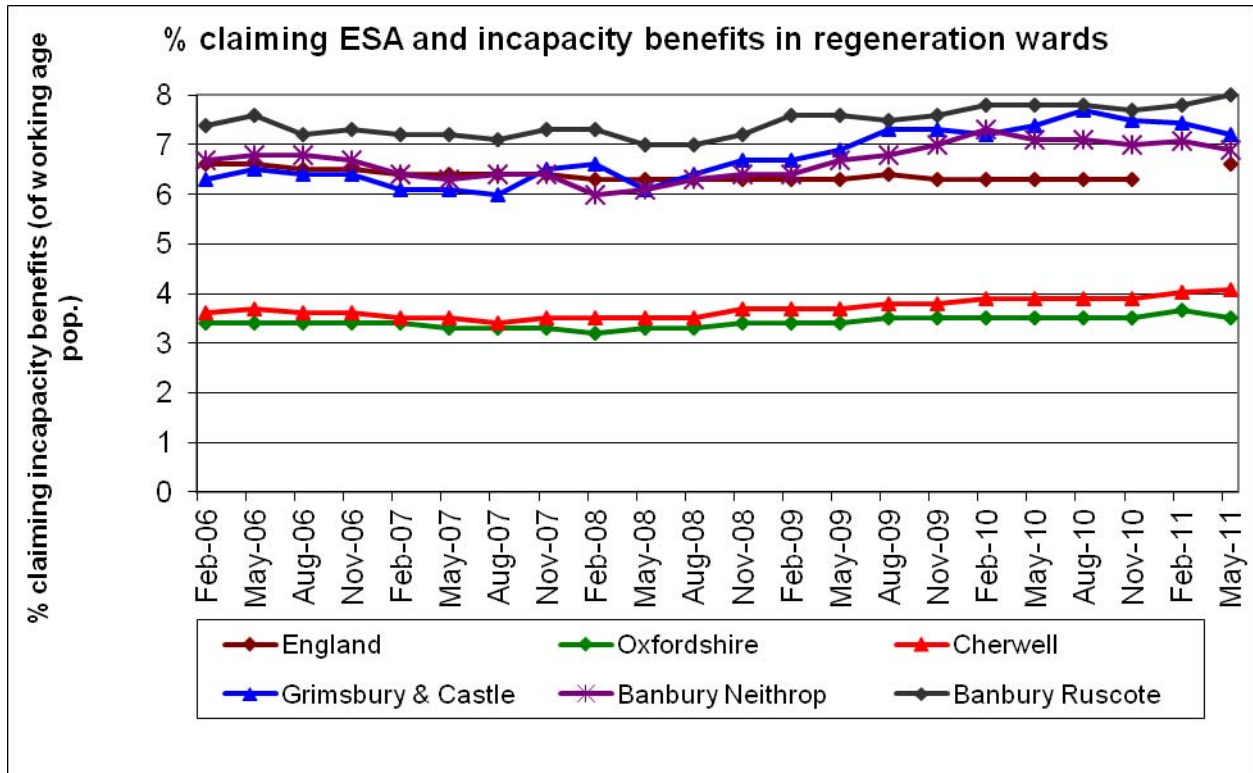


Table 5: Percentage Claiming Carer Benefits (total)

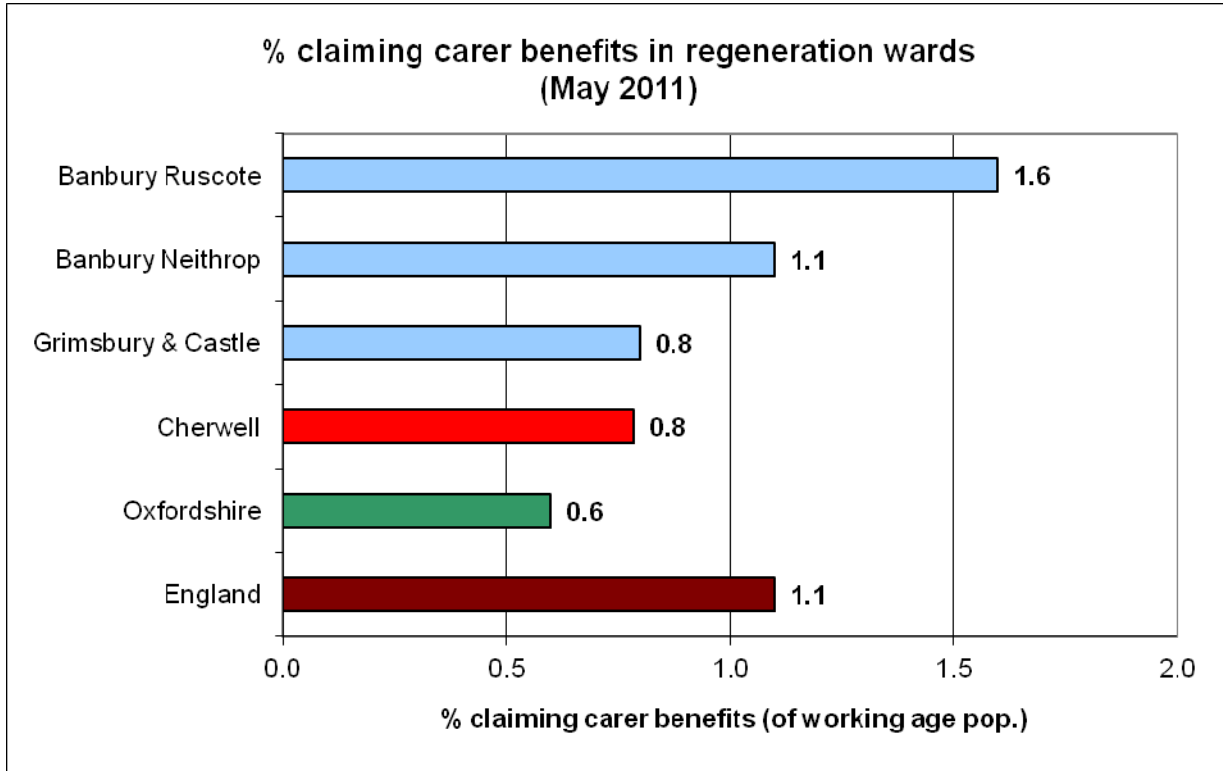


Figure 4: Changes in Carer Benefits Claims

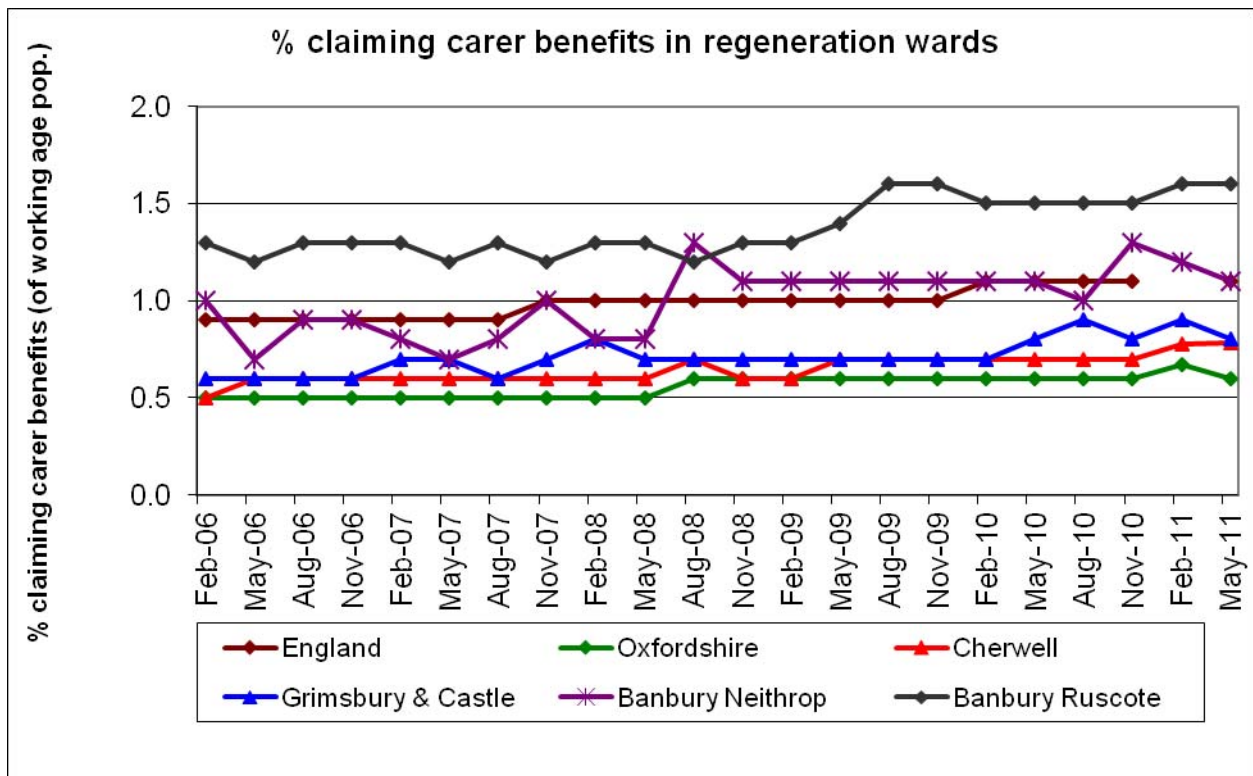


Table 6: Percentage of Children achieving level 4 (+) English and Maths at Key Stage 2

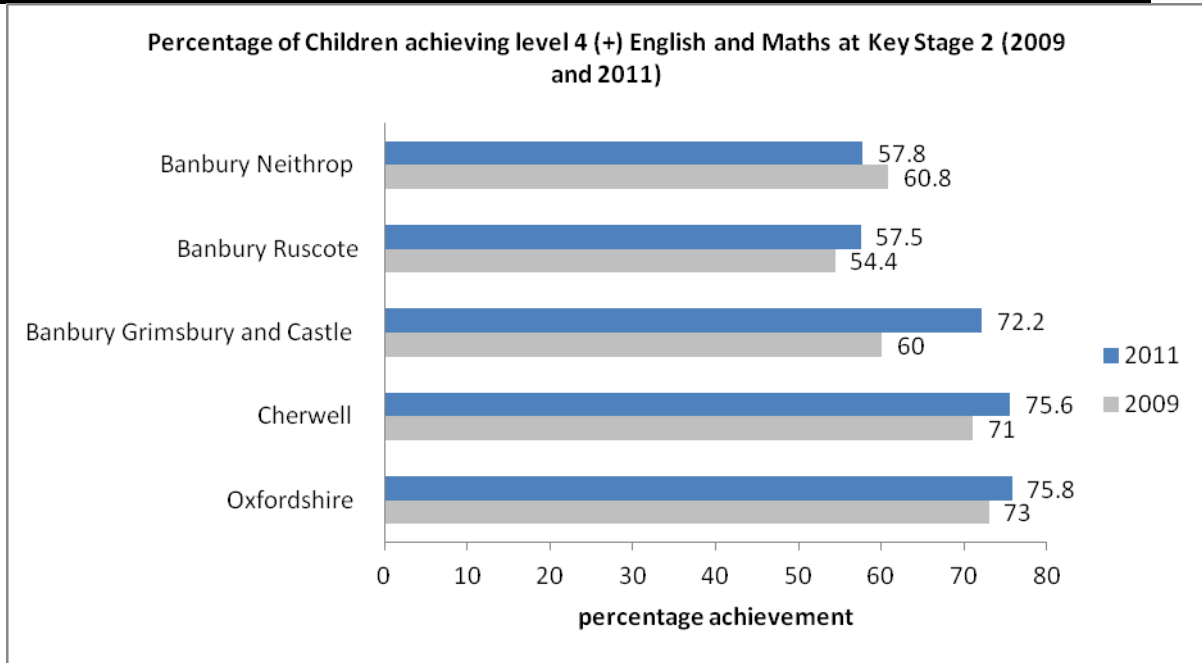


Table 7: Percentage of Children achieving 5+ A*-C including English and Maths GCSE

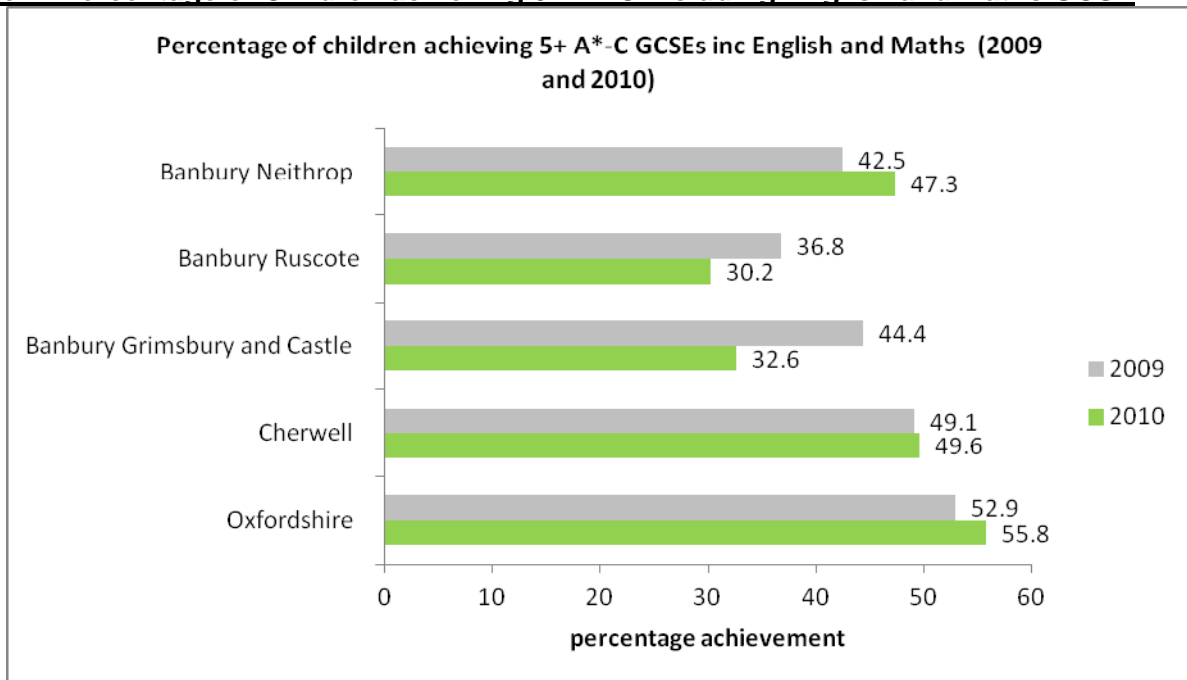


Table 8: GCSE Achievement Gap between those eligible and not eligible for free school meals

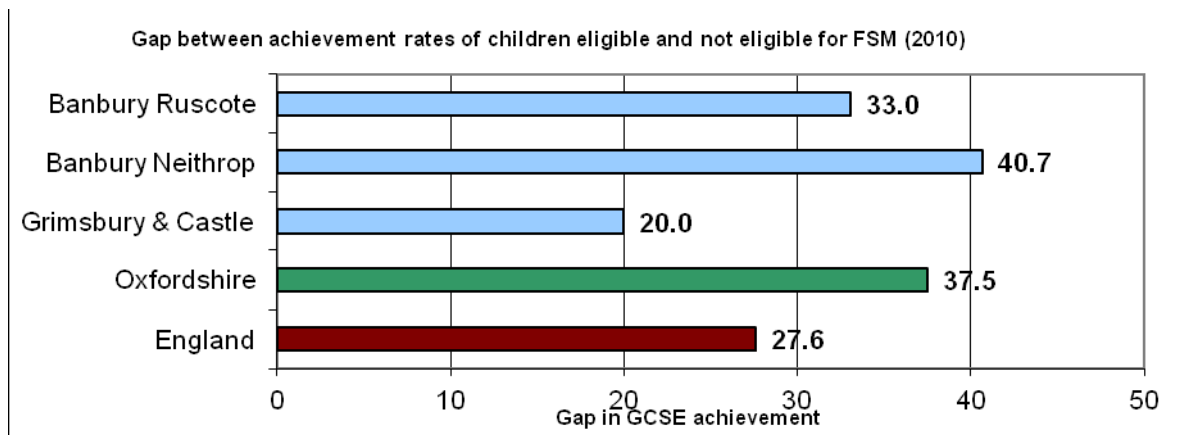


Table 9: Male and Female Life Expectancy (years)

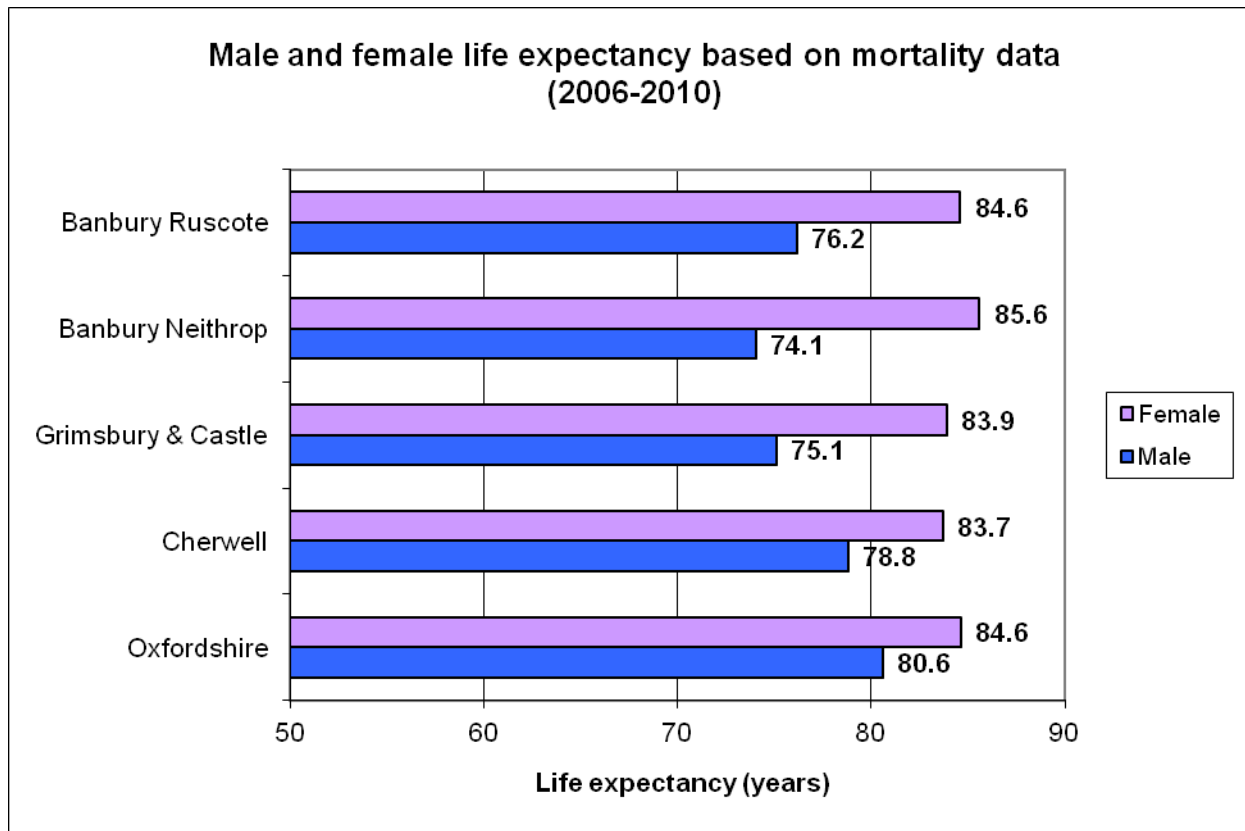


Table10: Teenage Conceptions (total per 1000)

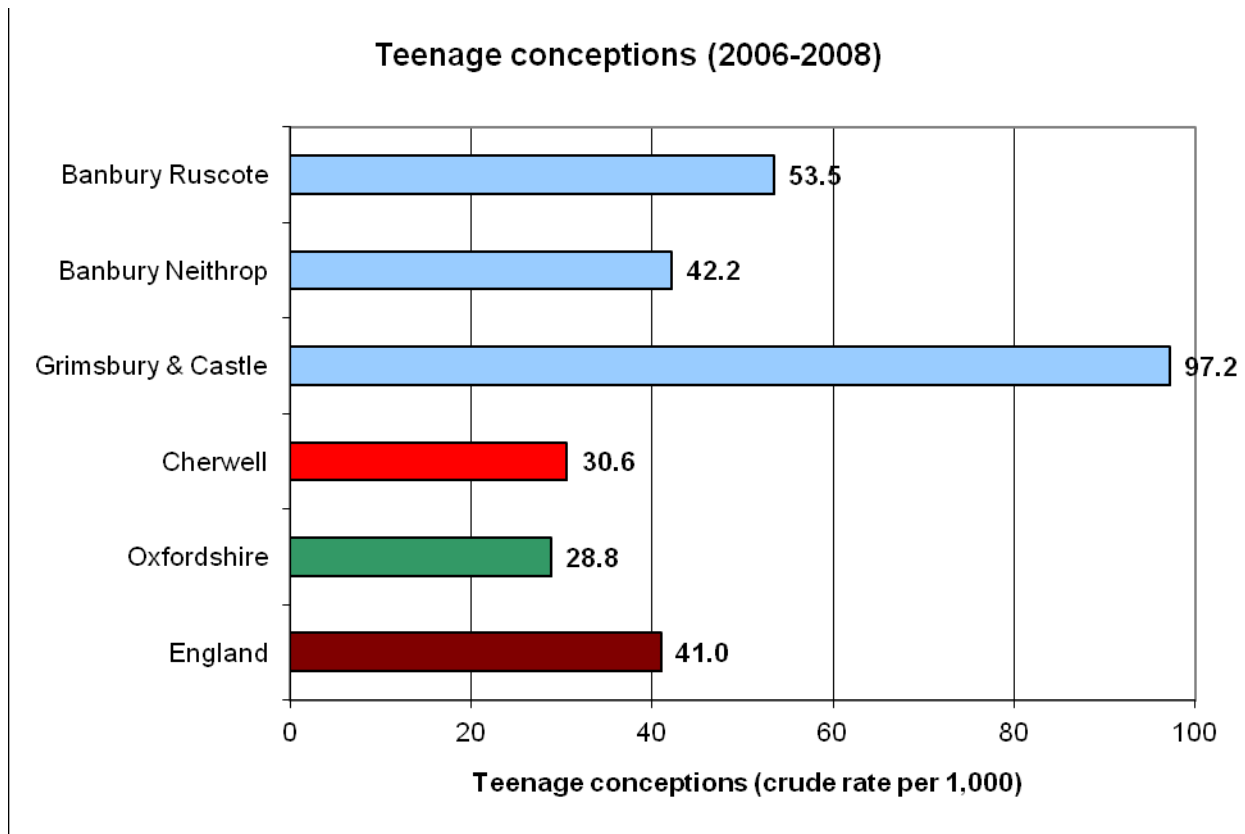


Table11: Anti-Social Behaviour Incidents (total per 1000 people)

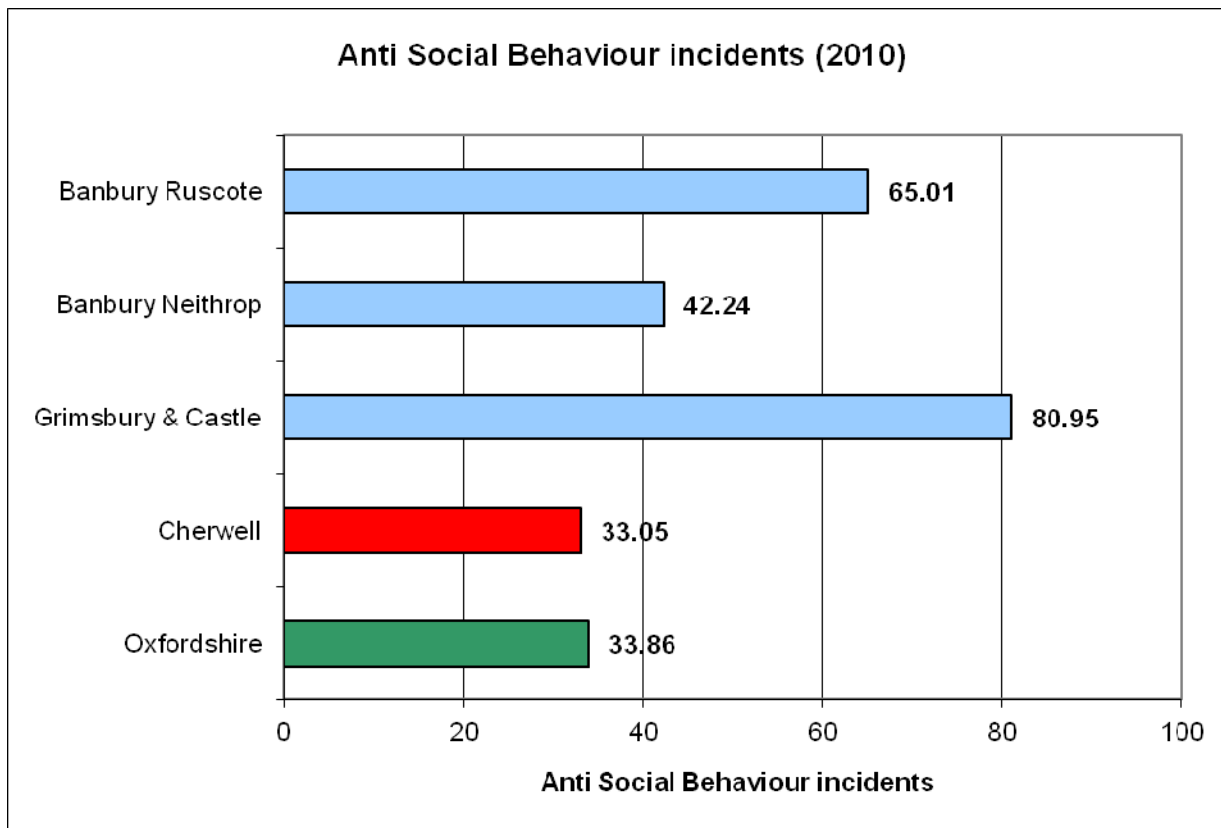


Table 12: Criminal Damage Incidents (total per 1000 people)

