



Cherwell local strategic Partnership

Breaking the Cycle of Deprivation
and Tackling Health Inequalities

The Brighter Futures in Banbury Programme

Annual Report 2016/17



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Foreword

Over the last seven years, Cherwell District Council has led a cross-sector partnership to focus on reducing the damaging effects of deprivation felt in three ward areas in Banbury that ranked in the highest quintile of deprivation in England and in the top decile for some health indicators.

Strong local political leadership has enabled resources to be combined to improve outcomes for individuals and families; having a beneficial impact on family resilience and health, raising aspirations, employability and expectations.

Over time, the Programme has been able to grow in influence, with coalitions of partners now regularly working together to break down silo thinking and improve lives in Banbury.

Outcomes Achieved

- Improved proportion of all pupils attaining a Good Level of Development by the end of the Foundation Stage.
- Improved attainment of Pupil Premium children in the Banbury Cross & Neithrop and Ruscote wards.
- Reduced Job Seeker Allowance claimants.
- Reduced numbers of young people who are Not in Employment, Education or Training.
- Increased volunteering.
- Increased social housing provision.
- Reduced levels of crime and antisocial behaviour.

However, there continues to be a need to galvanise programmes of work to support those who will be impacted most by welfare reform, the removal of universal services previously provided through children centres and the pressure on primary care services to meet the needs of a growing town. Banbury is fighting the downgrading of the Horton General Hospital and is working with local retailers to ensure the town centre remains vibrant and able to serve the needs of the town.

Councillor Kieron Mallon
Lead member for the Brighter Futures programme

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 Banbury Cross & Neithrop, Grimsbury & Hightown and Ruscote wards which rank amongst the 20% most deprived in the country.

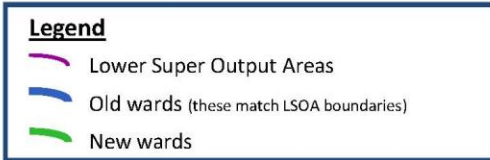
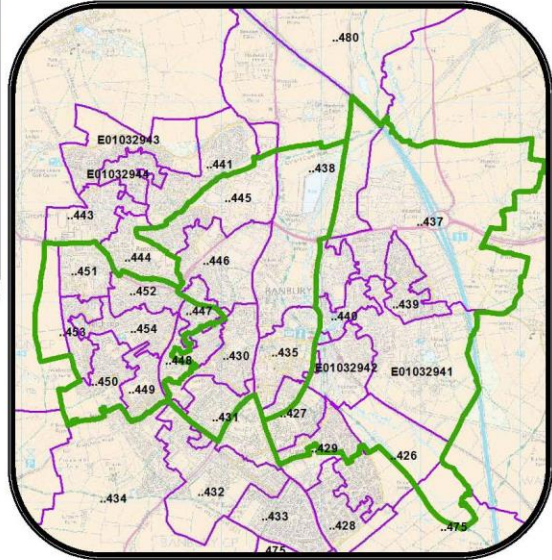
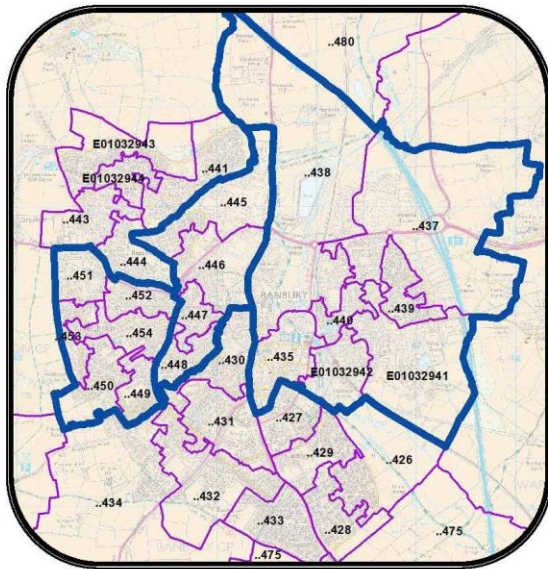
The Local Strategic Partnership has refreshed its terms of reference in 2016/17; however the Brighter Futures Programme remains a key strand of their work.

Changes to the local landscape

- Children's Centre's were de-commissioned by Oxfordshire County Council in March 2017.
- A new service that integrates children's social care with early help has been established and operational from January 2017.
- Banbury Schools Partnership has embraced the offer to participate closely in the Brighter Futures programme.
- The introduction of Universal Credit for single people began.
- Cherwell District Council re-tendered the debt and money advice contract which was awarded to Citizen's Advice. Linked to this was the stabilisation of the Northampton Credit Union through Cherwell Community Bank.
- Banbury Gateway opened, impacting on both care sector employment and town centre footfall.
- Woodgreen Leisure Centre and Library received a facelift and the leisure facility began a new operator contract.
- Planning permission was sought for an extension to Castle Quay Shopping centre.
- A Local Cultural Education Partnership was formed.

Lower Super Output Areas in Banbury

All LSOAs marked with only three digits are preceded by E01028nnn.
E.g. the area marked "...438" is E01028438.



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Brighter Futures in Banbury – Programme Aims and Objectives

The Programme is entering its eighth 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, ongoing research highlights the areas of Banbury Cross & Neithrop, Grimsbury & Hightown and Ruscote wards 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. provide good quality mixed housing, affordable and in well managed environments;
6. provide good access to amenities including shops, health centres and leisure facilities;
7. improve life expectancy with improved overall health and wellbeing;
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.

This report sets out the key themes that made up the Programme during 2016 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 2017/18.

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 are:

Cherwell District Council

Oxfordshire Clinical Commissioning Group

Oxfordshire County Council

Thames Valley Police

The Six Themes to Deliver the Programme

Programme Objectives	Theme	Key Priorities
<p>Improve educational attainment through better numeracy skills and family engagement</p> <p>Improve skill levels and educational attainment</p>	1. 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
<p>Improve skill levels and educational attainment</p> <p>Improve employability, focusing particularly on young people</p>	2. Employment Support and Skills	Working with local residents and businesses to support skills development, access to training and employment support
<p>Target specific support to vulnerable people, families and children in need</p> <p>Improve employability, focusing particularly on young people</p>	3. Family support and young people not in employment, education or training	Supporting children, young people and families with complex needs.
<p>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</p>	4. 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

<p>Improve life expectancy with improved overall health and wellbeing; reduce the clear inequality gaps with low life expectancy; reduce high rates of teenage pregnancy</p>	<p>5. Health and Wellbeing</p>	<p>Improving life expectancy and reducing health inequalities through improved health and wellbeing</p>
<p>Build a safer more connected community where residents feel socially included</p>	<p>6. Safer and Stronger Communities</p>	<p>Reducing crime and anti-social behaviour and ensuring local residents feel safe</p>

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Brighter Futures Themes – Progress Update 2016/17

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 future. It is linked to the following programme objectives:

Early Years Update

The Brighter futures percentage of children achieving the Early Years Foundation Stage's Good Levels of Development (GLD) have achieved higher than 2015, 2014 and 2013 data.

In Grimsbury & Hightown 67.1% of children achieved GLD. The comparison between children with free school meals is 50% to 70.4% for other children.

In Banbury Cross & Neithrop the overall attainment of Good Level of Development is 66.3% - the free school meal (FSM) children have achieved slightly higher than other children (66.7% to 66.3%).

In Ruscote the overall attainment is 64.9% of children achieving a Good Level of Development. The FSM children achieved 62.5% with Good Level of Development and other children 65.5%.

Children's Centres

On 1 March 2017 the integration of Oxfordshire Children's Services went live. This means that the Children's centres service provision is now a targeted service and delivered from the Banbury Children and Family Centre. Families with under 5's will be supported by Early Help workers through a Think Family approach alike to families with children over 5. These families will be supported with a Child Protection, Child in Need or Early Help plan.

The Centre is operating 'Stay and Learn' sessions from the East Street Centre building aimed at pre-school children and supporting school readiness. These sessions are targeted for families already accessing support through Children's Social Care, Early Help teams or Community Team around the Family plans. These are sessions for babies, toddlers and pre-school children. Health Visitors are running clinics from the East Street Centre also.

The Sunshine Centre continued to run open access and family support services from their children Centre.

Children's centres have been considered by communities to be a central point in the locality where they can gain information and services. Children's centres delivered non-stigmatising service and is accessible to all parents, with extra support given to those families most in need. Children's centres have been a well-established focal point and parents who use the centres support others to attend. This is most notable in terms of domestic abuse and mental health issues which are often hidden until a

crisis. Children's centres have been very effective in reducing social isolation and improving social integration and building social capacity.

Extremely well designed outdoor play space in all three Children's Centres and the offer of Forest School and outdoor events particularly support families who may not have outdoor space.

The Sunshine Centre runs two Saplings groups each week which are in partnership with maternity services. This group is for more vulnerable families and is essential in breaking down barriers to access. Outreach workers from The Sunshine Centre plus the other Banbury Children's Centres support parents to enable them to attend and work with them on an ongoing basis as necessary.

All three children's centres have run groups for children experiencing delayed or learning difficulty. The children come into the group for a variety of reasons, either family crisis or development/behaviour concerns. There is a 100% success rate in settling the children in this small group environment, work on alleviating separation anxiety often exhibited by both parent and child.

Parents are supported in their parenting role and staff and parents work on the child's needs in terms of the Prime EYFS areas. All children achieve a degree of positive change in these areas. Staff also identify at a very early stage concerns about a child's development and support and/or refer on as appropriate.

Ensuring the child's transition into an early years setting is as smooth as possible and is carried out to best effect is of paramount importance and by continuing to run during holidays/or where necessary staff work hard to achieve this.

The work that children's centres do in terms of readiness for school has contributed to the increase in EYFS scores. All three children's centres have increased EYFS scores. The three children's centres in the Brighter Futures wards have continued to support parents in taking up the two year old entitlement offer. Data for this in all three wards is well above the Oxfordshire average.

Children's centres have supported parents in their parenting role and 18 courses to support parenting and healthy lifestyles have taken place across the all centres this year.

Children's centres also support adult learning in their rolling programme of adult learning courses that the centres support through crèche provision, encouraging parents to attend and supporting parents with their studies. Such courses often lead to parents gaining qualifications, particularly English, Maths, and ESOL and in areas such as Social/Child care qualifications. This helps parents' employability. All centres have very good evidence of improved outcomes following interventions to support parents in terms of economic wellbeing, e.g. debt and housing support, support into work and by offering on-site childcare where it is available.

All three children's centres in the Brighter Futures area have outreach workers to support families in taking up provision offered as well as one to one work. Without this outreach the most vulnerable would not access services on offer.

Theme 2: Employment Support & Skills

Key activities and achievements: Employer and Jobseeker engagement

Identifying and meeting the skills and employment needs of both local employers and the local labour force continues to be a major focus across the Brighter Futures wards.

Opportunities for local employment have been increased with significant employment investment in the Brighter Future and adjacent wards. Norbar Torque Tools expansion to Wildmere Industrial estate in Grimsbury & Hightown created 36 manufacturing jobs and safeguarded more than 260. Over 100 logistics jobs, including warehouse, picking and packing, driving and security, were created with the arrival of Amazon, The Entertainer and DCS in neighbouring Hardwick.

The three major business parks in Banbury are all located with the Brighter Futures area and considerable progress has been made in attracting significant employers to Banbury and in supporting the growth and local relocation of existing employers. Hello Fresh, Karcher and Tibbetts Group are just some of the major investments made during this year, leading to the creation or safeguarding of over 1,000 jobs.

The development and approval of Oxfordshire's first Apprenticeship Training Agency has been a major success and one that will contribute greatly to meeting the local employment and skills needs. It was set up on behalf of Cherwell District Council with the help of a development grant from the Oxfordshire Local Enterprise Partnership (OxLEP). The agency has been closely involved with local school careers events including Banbury Academy's 'Science Apprenticeship' evening and the Apprenticeship Fair at North Oxfordshire Academy.

Cherwell District Council's Town Centre House development in Banbury Cross & Neithrop ward has incorporated an offer of employment support to all tenants, to help support sustainable, successful long-term tenancies. Bespoke and one-to-one support is offered and provided, together with a diagnostic and signposting service, working closely with other local partners and service providers including Jobcentre Plus, National Careers Service, Citizens' Advice and Restore.

Continued Job Club Delivery

Regular Job Club drop-in sessions continue to be delivered in Banbury Town Hall with the regular participation of local employers and other relevant service providers, including Volunteer Connect and Banbury and Bicester College.

However, as the labour market develops and diversifies, as recruitment moves increasingly online and people's working patterns change the fortnightly, two-hour drop-in model for Job Clubs is proving less convenient and fewer jobseekers use this service, instead taking increased advantage of services and support delivered in other ways e.g. online.

The development of new services and relationships with employers and jobseekers intends to respond to these changing needs by offering a programme of targeted and tailored advice and support. These will include supporting jobseekers through the recruitment process for the new Waitrose store which is due to open in the Banbury

Cross & Neithrop ward at the end of 2017 and offering around 200 new jobs, many with a range of part-time and flexible working hours and patterns.

Job Club support and advice will be delivered increasingly from within the Brighter Futures communities, with the September Job Fair being held at the Ruscote-based New Futures Centre, in close collaboration with the local Children and Family team.

Additional delivery through the Job Club service will include encouragement for local people to consider self-employment, supported by business advisers from Oxfordshire Business Enterprise and events specifically for younger people not in employment, education or training, helping them identify and consider employment opportunities and next steps after leaving school or when changing career.

Banbury Job Club figures 2016/17

Total number of drop-in sessions delivered	Total number of individual visits across all drop-in sessions
25	305

Job Fairs

Job Fairs continue to play an important role in offering practical solutions to those recruiting and those seeking work. In Banbury, autumn and spring events were again delivered:

Banbury Job Fair figures 2016/17

	Venue	Date and time	Visitors	Employers
Autumn Job Fair	Banbury Town Hall	Wednesday 14 Sept. 2016 4pm - 7.30pm	175	25
Early Spring Job Fair	Banbury Town Hall	Thursday 2 March 2016 4pm – 7pm	155	22

Economic Activity Impact

The continued increase in local employment rates demonstrates ongoing economic local success. The percentage of those aged 16-64 who were economically active in Cherwell rose yet again, from 79% in 2016 to 82.6% by April 2017, with the three key wards showing individual variations; Grimsbury & Hightown 82.2%, Banbury Cross & Neithrop 81% and Ruscote 76.2%.

The percentage of Job Seeker Allowance claimants in Cherwell remained constant at 0.6%, while in the three key Brighter Future wards (shown below as % rate with jobseeker numbers in parenthesis) two recorded falls and one a slight increase. Please note the old ward names and data are used here.

Ward	03/2015	03/2016	03/2017
Banbury Ruscote	1.5% (75)	1.2% (60)	1.4% (70)
Banbury Neithrop	1.3% (50)	1.0% (35)	0.8% (30)
Banbury Grimsbury & Castle	1.2% (90)	1.3% (100)	1.2% (100)

Future plans

In order to continue to meet the local skills and employment needs in responsive and effective ways, activities, events and partnership work is being planned and designed accordingly.

We continue to be in talks with The Crown Estate to partner with them on their 'Recruit Regional' employment programme which will focus on encouraging employers on the Banbury Gateway Retail Park in Grimsbury Ward to engage individual jobseekers within Grimsbury & Hightwon and the other adjacent Brighter Future wards of Banbury Cross & Neithrop and Ruscote.

Following on from work begun last year with Sanctuary Housing offering career coaching support, work will continue on a new 'Take Control' programme focused on offering one-to-one support for individuals specifically within the Brighter Futures wards as well as Sanctuary tenants, to highlight the opportunities available to people furthest from the labour market and offer practical support to the achievement of job goals.

The longer-term, more intensive approach for individuals has been demonstrated as particularly effective, with 62 individuals engaging in the career coaching programme.

Further information:

Theme Lead: Michael Hewitt
Cherwell District Council

Key Partners:

Job Clubs: coordinated by Cherwell District Council (CDC), working with Job Centre Plus (JCP), Activate Learning Banbury and Bicester College), Oxfordshire Business Enterprise and local employers

National Careers Service; offering free careers guidance and CV advice, working at Job Clubs and Job Fairs.

'Volunteer Connect', part of Citizen's Advice North Oxfordshire and South Northants advising on volunteering as a route back to employment, via engagement at Job Clubs and Job Fairs.

Job Centre Plus; in association with local Employer Advisers and Work Coaches, linking benefit claimants to employment and recruitment opportunities through partnership work at Job Clubs and Job Fairs and through joint one-off employer recruitment exercises.

Apprenticeship & Training Company Ltd; advising on and delivering apprenticeships locally, linking directly with employers and educators within Brighter Futures wards and engaging in numerous careers and employment events.

Sanctuary Housing; engaging collaboratively with focused support for individuals through joint 'Career Coaching' and 'Take Control' programmes.

Activate Learning (Banbury and Bicester College); offering education opportunities and careers advice to adults and young people, helping them identify and take advantage of learning opportunities. Support given at Job Clubs and Job Fairs and through delivery of key European funded 'Building Better Opportunities' programme.

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

Family Support

As of 1 March 2017 the new Family Solutions Service was established with the purpose of providing services offered previously by Children's Social Care Family Support Teams, Early Intervention Hubs, Children's Centres and the Youth Engagement and Opportunities Team. This will create one joined up service for children and families, based in the Children and Family Centre on Hilton Road, Banbury.

The Family Solutions Service (FSS) will provide support to vulnerable families across Oxfordshire and will focus support for children aged 0 – 19 (and up to their 25th birthday if children have special educational needs with an Education Health and Care Plan in place) and families in greatest need.

The Family Solutions Service will integrate the Children's Social Care Family Support Service with the Early Intervention Service. The aim is to provide timely support and interventions through case work and targeted interventions to vulnerable children and families requiring statutory or targeted support to reduce safeguarding concerns.

The Early Help Team will work closely with partner agencies to provide a range of services, including open access and programmes related to parenting, domestic abuse, school readiness and access to education, employment and training (EET).

Within the centre there is a statutory team and an early help team who work together to provide support to children in need, those on child protection plans and those who are looked after by Oxfordshire County Council.

Data on children known to Oxfordshire County Council (matched at postcode level, 2016-17)

Referrals to Children's services (Wards in top quintile)

District	Ward	Count	Rate per 1,000 aged 0-17
Cherwell	Banbury Ruscote	304	237.3
	Banbury Grimsbury and Hightown	156	121.8
	Banbury Cross and Neithrop	154	120.2
	Bicester West	133	103.8
	Banbury Hardwick	108	84.3
Oxford	Blackbird Leys	172	134.3
	Barton and Sandhills	157	122.6
	Northfield Brook	140	109.3
	Churchill	138	107.7
	Littlemore	134	104.6
South Oxon	Rose Hill and Iffley	114	89.0
	Didcot South	143	111.6
	Didcot West	141	110.1

Post 16 Education, Employment and Training Statistics

Figures for the end of April 17 for young people aged 16 to Sept. after their 18th birthday show:

Number (and %) NEET Cherwell	83 young people (2%)
Number NEET BFiB wards	43
Banbury Cross and Neithrop	16 young people (5.5%)
Banbury Ruscote	20 young people (3.7%)
Banbury Grimsbury and Hightown	7 young people (2.0%)

Banbury continues to have the highest number of NEET young people in Cherwell, although figures are lower than the same time last year with Neithrop area continuing to have the highest percentage. Young people who are NEET tend to have multiple barriers to EET, including generational unemployment.

Cherwell has the highest number of young people in employment with no learning in the county i.e. not compliant with the Raising Participation Age (RPA) legislation. 3.3% (100) young people who are EET but not learning – this is split equally amongst Banbury and Bicester, with those in Banbury working in construction (typically small businesses) and in Bicester young people working in retail (typically at Bicester Village).

North Youth Employment and Participation (YEP) Network

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' and increase learning opportunities. The beginning of 2017 has seen the start of EU funded work targeted young people's employability and employment – this has been funded both through OXLEP and SEMLEP routes:

Back on Track offered through a partnership of local providers led by Activate Learning aimed at supporting the transition from school to EET. The project works with young people from Year 10 at school building employability skills up to six months in NEET.

Unlocking Potential also offered through a partnership of local providers and led by Aspire aims to re-engage young people who have been NEET for six months or more (up to 20th birthday) and support their movement to EET.

In to Work offered through Maximus also aimed at longer term NEET working from 15 upwards providing support for six months after movement to EET

Get Set Go led by People Plus for young people 15+ aimed at employability and support pre and post EET for

Oxfordshire County Council EET Casework

EET casework is provided for young people who have multiple barriers to moving into EET (for young people aged 16 to September after their 18th birthday and up to 25 for young people with SEND and Care Leavers). EET case workers for Banbury are based in the Children and Family Centre and in addition to casework run a weekly CHOICES drop in session for all NEET young people and those moving from/changing EET situations.

Raising Participation Age Duty

The national duty for young people to participate in learning until their 18th birthday means that young people should remain in school or college, undertake an apprenticeship or a job with accredited training including English and maths to Level 2 (related to ability).

Education Employment and Training (EET) Service

The County Council EET service is responsible for: tracking all young peoples' destinations (16 yrs – September after 18th birthday) and up to 25 for young people with SEND) in order to target support; providing opportunities information on www.Oxme.info; offering intensive case work to those with barriers to EET: support digital safeguarding and provision of the National Citizen Service . The service has good links to schools: supporting schools with their statutory responsibilities to provide Information, Advice and Guidance (IAG) to young people from year 8 – 13 through CEIAG briefings and annual conference; linking with schools to ensure destination data is received and supporting September guarantee offers; and working with schools to encourage participation in the National Citizen Service programme.

OXME Website

Oxfordshire County Council hosts the OXME children and young people website, “everything for young people in Oxfordshire on a mobile first website”. The site provides information on: ‘Health’ (health and fitness, mental health, sex and relationships, drugs, alcohol and smoking); ‘Life’ (fun things to do, activities to engage in, social events and staying safe); ‘Learn’ (learning and training opportunities, learning choices and training providers, and NCS; and ‘Earn’ (jobs, apprenticeships, volunteering and work experience. The site also offers an online web chat service.

Practitioner Toolkit

The Practitioner Toolkit supporting professionals working with children, young people and families is hosted through the Oxfordshire County Council website. The Practitioners toolkit holds tools, information and links to support any practitioner working with children, young people and families.

Further information:

Theme Lead: Jo Lloyd
Oxfordshire County Council

Key Partners: 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 & Housing

This theme continues to focus on ensuring there are accessible advisory and support services for those facing challenging financial situations and to ensure appropriate support is available for those affected by measures introduced by the Welfare Reform Act. It also focuses on a range of housing issues, including homelessness and the delivery of high quality affordable housing options for those living within the Brighter Futures in Banbury (BFiB) areas.

Financial Inclusion

For the past five years Cherwell District Council have had a contract in place with the local Citizens Advice (formerly known as Citizens Advice Bureau) to provide a Debt and Money Advice Service to be available to all residents living within the Cherwell District.

Whilst the overall contract aims to support people from across the district, statistics show residents living within the BFiB areas have made up approximately one third of all clients supported over the lifetime of the contract.

This year the contract provided help and assistance to 7,011 people compared to 6,316 in 2015/16 and 5,033 in 2014/15. 27% of those supported throughout the year reported they lived in the Brighter Future areas. This represents both a reduction in the number of people requiring support from the BFiB areas and the percentage of people seen overall when compared to 2015/16. It should still be noted that although we have seen a reduction compared to previous years, residents from the BFiB areas are still disproportionately using the service more than any other part of the Cherwell District.

Enquiries about benefits/tax credits, debt and housing related debts remain the main reasons for people seeking advice from this service.

The original five year contract for this vital service came to an end on 31 March 2017, however a new tender process gained approval during the year for a similar service to continue to be provided from 1 April 2017. In addition, this new contract required the successful agency to support the promotion and development of Credit Unions and also provide Personal Budgeting Support for those claimants of Universal Credit identified by the Department for Work and Pensions.

Members of Cherwell District Council's Executive approved the award of the new contract on 9 January 2017 to North Oxfordshire and South Northants Citizens Advice. The contract award is significant, and ensures residents from the BFiB areas will continue to have access to independent and free advice to support them to be financially independent households for a further two years.

It will also play a key role in supporting residents who face the ongoing implementation of new welfare reform measures, including the rollout of Universal Credit to all new benefit claimants.

Volunteering

Volunteer Connect have been working from Citizens Advice to promote volunteering, to liaise with charitable organisations needing volunteers and those individuals who may wish to volunteer, for the past five years.

They support volunteers to develop new skills, to meet people, and be involved with activities taking place within their local community whilst also gaining experience that can be used to help them access future employment opportunities. In the past year Volunteer Connect has supported 26 residents from the Brighter Futures areas to volunteer. Four of these were supported to access additional training opportunities and seven people were supported to access employment as a result of their volunteering activities and indirectly assisted these individuals to be more financially inclusive.

Northamptonshire Credit Union

Throughout the year, Cherwell District Council Housing Department and Sanctuary Housing continued to support further development of Credit Union facilities across the district. Credit Unions provide affordable loans and alternative savings opportunities. By making an additional one-off grant available to Citizens Advice North Oxfordshire and South Northants, a development officer was employed to develop services in Cherwell.

This project ran for one year to help raise awareness of the opportunities available through the Credit Union and to establish service points for residents to gain help and assistance with applying for Credit Union products or to answer queries relating to their existing accounts.

By the end of the 12 month project Credit Union facilities had been integrated into the service delivery of all Citizens Advice offices across the district. The project also saw the number of people saving through the credit union increase by 33% on the previous year.

Credit unions are an excellent tool which can support people to be more resilient during times of financial difficulty.

Housing

Cherwell District Council is responsible for the delivery of new affordable housing and the suitability of accommodation standards across the District.

This means officers liaise with developers on the delivery of new affordable housing (rented and shared ownership), standards of privately owned accommodation and offer grants to support landlords to ensure properties comply with expected legal standards.

The Council also administers and oversees adaptations to properties through Disabled Facilities Grants.

Cherwell also has a statutory duty to support households who are at risk of homelessness within the district by providing advice and support to prevent homelessness, and temporary accommodation in some cases when required for those who are owed duties under the Housing Act 1996 (Part VII) and the Homeless Act 2002.

Delivery of Affordable Housing

This year has seen Cherwell deliver 312 new affordable housing units across the Cherwell District. None of these were specifically within the Brighter Future areas, but there were 39 units delivered (33 one-bedroom and six two-bedroom) at Town House in Banbury town centre, which is located on the boundary of the Brighter Futures areas and will help benefit the surrounding area through renovation to a previously empty building.

There are a number of sites currently in progress and new affordable housing units are planned to be delivered within the Brighter Future areas in the foreseeable future. Most notably, there is a new development currently underway at the top of Bretch Hill which is expected to provide an additional 30 units of affordable housing within the first phase and in excess of 100 by the time the development is complete.

Homelessness

Nationally the number of people approaching local authorities as homeless continues to increase. Despite this national trend, the number approaching Cherwell District Council has remained steady. This is due in part to the large amount of new development of affordable housing the Council has approved. This trend is also reflected in the number of people accepted by the council as being homeless from the Brighter Future areas. In 2015/16 15 households were accepted; this year the number increased by one to 16 households.

This consistent performance is as a result of Cherwell District Council working proactively to prevent homelessness. Cherwell District Council funds a range of partnerships within the local community who compliment the Council's service delivery. Officers also provide advice at the earliest opportunity to assist any household to address the issues they face and offering housing options available to them to prevent them from becoming homeless.

Improving homes

Cherwell District Council's private sector housing team have continued to offer a range of grants available for both homeowners and landlords to assist with improving the standards of accommodation within the District.

In 2016/17 the team undertook a range of work to help improve properties within the Brighter Future areas including:

Grant Type	Total
Landlord Home Improvement Grant	4
Discretionary Disabled Facilities Grants	8
Essential Repair Grants	7
Small Repairs Grants	35
CHEEP Grants	8
Landlord Smoke Detector Grants	1
Total	63

Emerging Issues

Welfare Reform Act

We are now starting to see measures from the Welfare Reform and Work Act 2016 be introduced. The most significant of these is the reduction in the maximum amount of benefit households can receive being limited to £20,000 for families and £13,400 for single claimants. It is too early to assess the impact of this reduction locally, having only been introduced in November 2016. A total of 117 households were affected by this change as of the end of March 17, with 44% (51 households) living within the Brighter Future areas of Banbury.

Working age benefit rates will also continue to be capped until 2020 and are not taking into account the rate of inflation, which stood at 2.3%¹ as of the end of March 2017. This continued freeze on benefits is resulting in further squeezes to household incomes and difficulties for people to be financially inclusive.

Universal Credit continues to be rolled out nationally and sees the amalgamation of six working-age benefits (Housing Benefit, Income based Job Seekers Allowance, Income related Employment Support Allowance, Income Support, Child Tax Credits and Working Tax Credits) into one monthly payment.

Currently, Universal Credit is only applied to single working age claimants within the Cherwell District. This new benefit system is due to be rolled out from November 2017 to all new claimants living within the Cherwell District, including couples and families.

Households claiming one or more of these benefits before the roll out date will remain on their historic benefit until they have a change in their circumstances, which will result in them being transferred onto the new system. This change in how benefits are paid has the potential to be significant for many families and will mean that people will need to manage their money over a month rather than the more regular payments people currently receive.

Affordability of accommodation also continues to be an issue looking forwards. Rental costs are increasing at the same rate as inflation nationally at 2.3%. Local Housing Allowance rates for the area are included within the benefits that are frozen

¹ <https://www.ons.gov.uk/economy/inflationandpriceindices/bulletins/consumerpriceinflation/mar2017>

until 2020 and it is resulting in fewer private rented properties being available to rent at the amounts available for people needing assistance to pay their rent. This may result in more people struggling to find accommodation they can afford or to maintain their existing homes, which could potentially cause an increase in the number of people approaching the Council at risk of becoming homeless.

Reduction of Hostel beds in Oxfordshire

Funding for supported accommodation to assist people rough sleeping is being reduced as a result of budget shortfalls at the County Council. A new jointly commissioned service between all Oxfordshire District Councils, Oxfordshire County Council and Oxfordshire Clinical Commissioning Group has recently been approved and will be in place until 31 March 2020.

During this time the number of bed places available to support people who are found rough sleeping will be reduced from 282 beds across the county to 63. Cherwell District Council is fortunate to have gained access to 24 beds through this joint arrangement. 11 beds are based in Oxford with 24hour care and will be used for more complex needs, whilst a further 13 are based within Cherwell. The Council is currently considering its future plans for local needs within the district to support those who find themselves at risk of rough sleeping and to consider what may be needed locally going forward. A Homelessness Review will be conducted during 2017/18 which will help to ensure we understand and can provide for Cherwell's local needs and also ensure we can meet the requirements of the new Homelessness Reduction Act to come into power by April 2018.

Floating Support

Connections still provide this service in Cherwell and has faced year-on-year budget reductions. It remains in place until 2018. The service provides housing related support to help people to sustain and maintain their home. The reduction in funding for this service has meant that fewer people have been able to be supported and there will need to be consideration about what service will be available for residents within the Brighter Future areas beyond 31 March 2018.

Domestic Abuse Services

Cherwell District Council is participating in the county planning for future services to meet the needs of those fleeing domestic abuse. We are working in partnership with a range of statutory agencies to agree the way forward. Cherwell District Council currently fund an outreach worker for Cherwell and have 12 refuge places based within Banbury. This will be a key focus in the coming year to ensure housing support is available for those fleeing from abusive partners.

Summary

Affordability of accommodation and the freeze and cap in working-age benefits is resulting in it being difficult for Financial Inclusion to be achieved. Despite this there is a range of work being undertaken by Cherwell District Council and other agencies to support residents when in financial difficulty, and the award of the new Debt and Money advice contract will be key in supporting households over the coming two years.

The Council continue to work hard to provide a mix of accommodation within the district and to meet individual needs. In recent years the Council have seen significant levels of development across the district which has supported the delivery of new affordable housing for those in greatest need and support to minimise the number of people approaching as homeless. Continued plans to support more development are required and will help to provide better housing standards within the Brighter Future areas in due course.

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, Central Government (DCLG) Citizens Advice Bureau, 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 and their Capability Workers, Sanctuary Housing Association Inclusion Team, Christians Against Poverty and Oxfordshire Advice Project

Theme 5: Health & Wellbeing

The Health & Wellbeing theme aims to:

- improve disease-free life expectancy in the targeted wards in Banbury;
- reduce the inequality gap between those wards and other more affluent wards by improving physical and mental health and wellbeing and maintaining the low rate of under-age conceptions.

Following the Health & Wellbeing Workshop held in December 2015, a health plan was developed from stakeholder feedback at the workshop. This report focuses on some key outputs and outcomes from the health plan.

NHS Screening Programme Awareness for Black and Minority Ethnic (BME) Communities

This project is focused on addressing the low uptake of NHS Breast and Cervical Screening programmes among the local South Asian female population and therefore helping to promote early diagnosis and better health outcomes.

The NHS Breast Screening programme is for ages 50-70 and eligible women receive an invitation every three years. Women aged 47 to 49 and 71 to 73 may also receive invitations for screening as part of a study to ascertain the benefits of screening outside of the usual age cohort. The NHS Cervical Screening programme is for women aged 25 to 64. Eligible women aged 25- 49 receive invitations for screening every three years. Women aged 50 to 64 receive invitations every five years.

Summary of events

Oxfordshire Clinical Commissioning Group's (OCCG) Equality & Access (E&A) Commissioner attended a drop-in at Britannia Road Children's Centre which was attended by eight women of mixed ethnicity. Two of the women had little knowledge about cervical screening and had not taken advantage of the invitations since residing in the UK. The E&A Commissioner imparted information on the procedure and the women felt better informed to proceed with the screening appointments.

18 women from the APNA South Asian women's group and the Age UK South Asian Elders Group attended an NHS screening awareness session at East Street Children's Centre. The women asked questions regarding the screening programmes and were offered a prosthetic breast to examine to know how to check themselves and identify any lumps. All the women agreed that they had a better understanding of the NHS screening programmes and stated that they would attend their screening when invited to do so.

Raising Awareness of Hospice Services in Banbury

The Director of Nursing at Katharine House Hospice highlighted at the workshop that very few people from BME communities are aware of the services at Katharine House Hospice (KHH). This resulted in becoming an action on the health plan, and the E&A Commissioner met with hospice staff to organise an information event with local South Asian community members followed by a visit to KHH.

Twenty South Asian women attended the information event, with the presentation being delivered in Punjabi. Twelve of the women who attended the presentation subsequently visited KHH, participating in a tour of the hospice and finding out about the facilities and the services provided.

Healthy Eating Cooking Skills Courses

The Banbury Healthy Cooking Skills project has been funded by Brighter Futures in Banbury and Cherwell District Council. Additionally, funding was secured from Sanctuary Housing to provide an added focus on healthy eating and basic cooking skills to Sanctuary residents. Some sessions were delivered at Rachel House and the Banbury Foyer to provide information on healthy food choices, budgeting and basic cooking skills. Other sessions have been delivered through the children's centres. Two case studies were captured as a result of the courses:



The Foyer



Age UK



Rachel House

Case Study 1

Kelly is a mother of three children aged five, six and 12. She joined the course to increase her knowledge and her confidence in the kitchen. Her own parents did little in the way of cooking, with main meals consisting of convenience foods like burgers, sausages and Super Noodles. Consequently, Kelly found it a challenge to cook the type of food she wanted to give her own children. *“I wanted to learn how to cook proper food, to know what is healthy – I really didn't know what was good for us.”*

During the course Kelly cooked a variety of family meals which she took home to her family. She found a new confidence in the kitchen and now doesn't feel scared of ingredients that she hasn't used before. *"I am enjoying cooking now – it was just a chore before."*

She feels that the practical sessions have shown her different methods of cooking, plus she enjoyed meeting new people and having time where she could learn something new. She is cooking much more at home now and hopes to be able to show her children that food is fun and doesn't just come out of boxes.

Case Study 2

Melissa is a mother of three children aged three, seven and 12. She readily admitted that given the choice, her children would happily eat 'junk' food all day long. The youngest of her children will eat vegetables but the elder two refuse to try these foods; they are much happier eating burgers, sausages and other 'fast food'. Melissa usually had to cook three separate menus every evening, which was time-consuming and costly. Attending the Healthy Eating Cooking Skills course has been a way for her to learn to cook new recipes which are child-friendly and budget conscious. In the first session she cooked pizza from scratch, which she took home and it was a great success. The two older children even ate the vegetables that she had put on the pizza. Following the session she has cooked the pizza again with the children at home, who all added their own chopped vegetables to the pizza. Melissa is now cooking at home with her son and thinks it has brought them closer as a family unit. She is no longer cooking three separate menus every night.

The project was invited to take part for the second year in 'Summerfest' in Princess Diana Park, an event organised by Oxfordshire Play Association and local partners and sponsored by Sanctuary, the Brighter Futures programme and other local charities. The aim of the event is to build communities through play and to promote healthy lifestyles. The day was a great success, with the Banbury Healthy Cooking Skills team providing ingredients for a 'do it yourself' healthy picnic. Approximately 60 attendees put together their own lunch from a selection of breads, fillings, salad, fruit and healthy treats. It was encouraging to see the children eating lots of the prepared fruit and enjoying the drinks provided, which were made with water flavoured with fresh fruit slices. An additional attraction was ExplorerDome. This was an interactive event where children could participate in the journey of food from the mouth into the stomach and through to the intestines and learn about the chemical processes that take place and see the end result in the bowel!

The Healthy Cooking Skills project has also succeeded in getting funding from the Oxfordshire Community Foundation to be able to provide cooking skills courses with individual families who are participating in the 'Think Family' programme. Evaluation of this will be available at a later date.

Physical Activity

A key Public Health aim is to incorporate healthy lifestyle messages into contacts between professionals and their clients, customers and members of the public. This has been taken forward in child cycle and child pedestrian training sessions where messages on how to increase physical activity levels are incorporated and are also included in leaflets and information for parents and volunteers.

'Walking buses' have been promoted within schools by North Oxfordshire School Sports Partnership to encourage children to walk to school rather than being driven by their parents. OxSPA (Oxfordshire Sports & Physical Activity) has recently carried out a needs analysis on sport, physical activity and inactivity and this will form a basis for future planning of initiatives.

A 'Family Fit' club was piloted with Orchard Fields School in partnership with Sanctuary Housing, to target families who were less likely to be involved in physical activity and were identified as needing support around themes of healthy eating and general health and wellbeing. The school identified families working with their Special Educational Needs Co-ordinator and Cherwell District Council developed a 10 week programme with a variety of activities, coaches and speakers in an hour long session each week. Sessions included healthy eating demonstrations and workshops, sports-based coaching, recreation & sport activator sessions and health and wellbeing classes. Families were encouraged to continue attending, with incentives and rewards at certain points in the 10 week programme which included free swim vouchers and places on the District Council Summer Holiday programme. Eight families were identified and six families completed the full 10 weeks. A total of 11 adults and 16 young people attended.

It was a positive pilot and good practice has now been shared with Bicester to run a similar programme as part of the Healthy New Town initiative. A key learning point was the positive buy-in from school teachers.

Young People

Oxfordshire County Council commissions a schools-based programme on risky behaviours delivered by The Training Effect and also funded the writing and staging of a play by Pegasus Theatre to address issues of self-harm, which was delivered in secondary schools.

The Training Effect programme in schools focuses on risk-taking behaviours, such as drugs, alcohol and smoking, and addresses adolescent concerns and issues using a life skills-based approach. Sessions are focused on why people engage in behaviours rather than discussing the behaviour itself, to enable young people to effectively manage their own risk-taking. The programme has been delivered to 1,100 pupils in three secondary schools in Banbury.

The Pegasus play 'Under My Skin' was delivered to the majority of Banbury secondary schools. The play raises awareness of self-harm and the sources of support available. School Health Nurses have supported a number of young people following the events.

Oxfordshire County Council and Cherwell District Council continue to be part of the strategic group ensuring "access to positive activities for young people 13 – 19 (and up to 24 with learning disabilities)" in compliance with the statutory duty to improve young people's wellbeing. Over the last year the group has been active in ensuring activities are posted on the www.activitiesoxfordshire.info site and work with young people to provide opportunities for feedback.

Oxfordshire County Council has a countywide contract to deliver the National Citizen programme to young people in the age range 15 – 17 years. The programme delivers over the summer period (July and August) and in the autumn (September to November). In 2016 the programme worked with 700+ young people across the County, and in 2017 the participation level has grown to 1000+. Young people from Banbury continue to embrace the programme with enthusiasm and all schools in Banbury are linked into the programme. NCS provides a personal and social development programme for young people, including a focus on 'social action'. This coming year the programme is keen to get greater buy-in from local business to support social action through practical help; room space, volunteers etc. and to profile the social action work of young people. Also links to local community projects that young people could support.

Smoking Cessation

The smoking cessation provider, Solutions4Health, has visited various workplaces with information on support for employees on quitting smoking. These initiatives were particularly targeted at groups of people who are most likely to smoke. County-wide figures show that those in 'routine and manual' occupations are twice as likely to smoke as the general population. The workplaces visited in the Banbury area included HomeServe, a home assistance organisation; Jacobs Douwe Egberts, the coffee producer; and Karcher, which produces pressure washers.

Solutions4Health also mailed information on 'Stoptober' to 50 large workplaces in Banbury. Additionally, they have conducted outreach to the taxi drivers at the taxi rank and to Woodgreen Leisure Centre and the Children & Family Centre. They continue to provide outreach in Castle Quay shopping centre every day. Data reporting for quarters one and two (1 April 2016 to 30 September 2016) indicates that 75 'routine and manual' workers accessed the service and 47 people quit smoking in the local area.

Future Plans and Partnership Working

The Brighter Futures in Banbury programme is based on partnership working, which is key to the work on addressing health inequalities. Delivery and achievement of the actions in the health plan are down to the goodwill of our many partners from statutory, voluntary, faith and community sectors. Further action planning will take place in the Brighter Futures workshop in June, with an aim of continuing the valued partnership work with our many stakeholders.

Further information:

Theme Lead: Maggie Dent, Equality & Access Manager, NHS
Oxfordshire Clinical Commissioning Group. Health &
Wellbeing Theme Lead

Key Partners:

Partnership working with statutory, voluntary and community sector organisations and staff and local stakeholders, such as:

- Community Health staff
- Children's centres
- Home Start
- Midwives
- Black and Minority Ethnic Groups
- Early Intervention Hub
- Banbury Young Homeless Project
- Sanctuary Housing
- Redlands/ Southern Health
- Oxfordshire Fire & Rescue Service

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Theme 6: Safer & Stronger Communities

The officers and staff across the Cherwell and West Oxfordshire Local Police Area (LPA) have continued to work hard to keep our communities safe this year. This has included dealing with traditional crimes such as burglary and theft but also working to identify and safeguard those who are vulnerable to exploitation by predatory offenders. We have developed a number of partnership forums on the LPA where we can work to support vulnerable adults and vulnerable young people. The Neighbourhood teams continue to work with schools and other partners to raise awareness in respect of issues such as child sexual exploitation and exploitation by offenders involved in the supply of controlled drugs. This update deals specifically with work conducted by the Neighbourhood teams that police the Brighter Futures wards in Banbury during the last year. As can be seen below, the Banbury Town and Ruscote, Hardwick and Neithrop Neighbourhoods have accounted for 27% of the calls for service on the LPA during the past 12 months.

Calls for Service for period 01/05/2016 to 30/04/2016

Neighbourhoods	Count	% of LPA
Banbury Town and Grimsbury	9,787	16.6%
Ruscote / Hardwick / Neithrop	6,044	10.2%

Community Engagement

Engaging with our local communities is a key role for the Neighbourhood Teams. Good engagement with the community means that the police have a better understanding of the issues that concern the public and ensures that we build trust and confidence within the communities we serve. The police cannot solve all problems on our own, we need the active participation of our communities and partner agencies if we are to find effective solutions. Detailed below is some of the engagement work conducted by the teams during this period.

Banbury Play Day took place on 27 July 2016. The Neighbourhood team had a very busy stall at the event and offered bike marking and finger printing for the children. The children could then take their fingerprint home in a keyring or on a fridge magnet. This was a very successful event that allowed the team to engage with many children and families in a positive environment.

We have also looked at other opportunities to engage with young people. For instance, on 1 October 2016 PC Allen and PCSO Baylis visited the Sunrise Project and spoke with children aged 5-11 years on how the police help you and how to contact them in an emergency. On 7 March 2017 PCSO Baylis showed a youth group from the Hill around the police station. The group particularly enjoyed looking around the custody suite.

On 3 February 2017 all secondary schools in Cherwell, including those in the Brighter Futures wards, attended a problem solving event in the Council chamber at Bodicote House. Each school sent a team and they were tasked to come up with a solution to a problem in their area and present this to a panel of judges. One of the Neighbourhood team was allocated to each group and worked with the students on

their problem solving idea. In addition, the local MP Victoria Prentis attended the event and spoke to those present. The event was a big success and was very well received by all who attended.

Community fun day at Bretch Hill maisonettes was on 19 April 2017. Various agencies attended including the NHS, first aid trainers, the Hill youth group and CDC activators and members of the Neighbourhood team. Again, the event was a huge success with 17 bikes being marked and lots of engagement with families and children who had their fingerprints put into a keyring or fridge magnet to take home. On 11 May 2017 PCSO Baylis was invited to attend a Prevent talk to a boys youth group at the Sunrise Project. The group were discussing radicalisation and the issues facing young men in the community and who they can turn to or get help from if they are worried that someone they know maybe being radicalised.

Crime Reduction Work

The Neighbourhood team have continued to work closely with retailers and local businesses at the new Gateway Retail Park and the Lockheed Close Retail Park. A number of the stores have joined the Cherwell Crime Partnership scheme. This is an accredited crime reduction scheme which has a close working relationship with Thames Valley Police and the Council. The partnership work to combat crime, disorder and anti-social behaviour. APS 908 SMITH provided stop theft training and radio training to most stores at the Gateway centre; this was a great success and we received good feedback. We also invited retailers into the police station to offer them the opportunity to view the range of cameras and to meet the CCTV operators so they can build a direct link which will allow immediate contact with them to capture footage of offenders.

The teams have been involved in bike marking at a number of different events such as "Bretch Fest" on 23 August 2016, where they had a stall promoting crime prevention and bike marking.

On 14 October 2016 PCSO Baylis visited the Hub and delivered a talk on internet safety. The main discussion points were around sharing of images and the dangers surrounding Facebook and Snapchat. There was good discussion between the whole group around issues they or others they know have experienced and how they can protect themselves in the future.

The team conducted Op Jumbled over the Easter holidays, beginning on 9 April 2017 running for two weeks. The operation comprised of High-Visibility targeted patrols in our anti-social behaviour, child sexual exploitation and drugs hotspots. Two officers were allocated to patrols on each late shift and worked with the area intelligence team to target patrols at those locations of most concern. This operation was primarily designed to stop offenders preying on young people and looking to exploit them.

On 6 May 2017 PCSO Charlotte Baylis attended the Sunrise Multi-Cultural Project to talk to the Saturday club about keeping yourself safe when using the internet. Topics covered including privacy settings on social media, appropriate sharing of photographs, location settings on your phone and how to report suspicious friend requests or inappropriate material online.

Working with Vulnerable People

Across the police area we have been working hard to identify and protect the most vulnerable in our communities. We have set up a number of partnership forums and in particular meetings to discuss vulnerable adults and young people at risk of exploitation. These partnership forums are designed to ensure earlier identification of those at risk and offer a range of options to better protect them. We are working closely with Schools, Social Care and the District Council to better coordinate safeguarding work and signpost vulnerable people to the available support. In addition, we are working with our partners to identify and disrupt those offenders who look to prey on vulnerable people.

Recognising the high number of vulnerable adults within the area they cover the Neighbourhood team decided a multi-agency one-stop-shop to be the best way to support those in need. Officers observed that a number of vulnerable adults use the services available at the Beacon Centre. They arranged a joint visit with Social Care, Sanctuary Housing, Turning Point and Connections to offer help and support under one roof. This was a successful event and has prompted closer working with agencies and a better understanding of the needs of vulnerable people locally.

On Thursday 16 March 2017 the Banbury Neighbourhood Team, along with other officers from across the Thames Valley area, took part in Operation Reacher whereby seven simultaneous warrants were executed at various properties around the Grimsbury and Neithrop areas. This operation was planned and prepared by the Neighbourhood team and was designed to disrupt county drug lines operating in Banbury. Seven arrests were made during these warrants and a quantity of Class A drugs seized. The team worked with residents who were identified as being vulnerable to the advances of organised crime groups to signpost them to available support. All seven properties were served with closure orders and the tenants all signed up to adhere to them. These are Court Orders which prohibit anyone from being at the premises other than those identified on the Order. This in effect deprives the use of the premises to those involved in the supply of controlled drugs. This was part of Thames Valley Police's response to organised crime which is called Stronghold, and is the name given to all our activity in the pursuit, prevention, protection and preparation against the work of organised crime gangs in our region.

Crime Tables

All crime between 01/06/2016 and 01/06/2017

Rolling 12 months

	Offences		
	Last year	This year	% Change
Thames Valley	129 990	141 502	9%
Oxfordshire Hub	35 342	39 299	11%
Cherwell & WO	11 805	13 540	15%
Cherwell CSP	8 394	9 955	19%
Banbury Town	2 495	2 943	18%
RHN	1 422	1 779	25%

	Positive Outcomes		
	Last year	This year	% Change
Thames Valley	30 267	24 969	-18%

Oxfordshire Hub	8 307	6 894	-17%
Cherwell & WO	2 845	2 448	-14%
Cherwell CSP	1 976	1 777	-10%
Banbury Town	728	682	-6%
RHN	345	296	-14%

An increase in overall crime is reflected nationally (ONS Crime Survey of England and Wales), and is largely attributed to improvements in compliance with National Crime Recording Standards, following recommendations made by HMIC in 2014. In addition, in some categories of crime an increase can reflect how proactive and successful teams have been in targeting offending. Drugs offences and possession of weapons are cases in point. Such offences are only recorded when the Police catch offenders as otherwise we are not aware of them.

Trafficking of drugs offences and possession of weapons have increased which can be largely attributed to an increase in proactive police activity i.e. warrants and pre-planned operations to combat illegal drug activity across county lines. Other increases can also be positive such as with hate crimes and sexual offences as they demonstrate increased victim confidence in coming forward.

Rolling 12 months 01/06/2016 and 01/06/2017

	Trafficking of drugs	Possess weapon	Sexual assault	Hate crime
TVP	39%	28%	3%	22%
Cherwell & WO	17%	59%	1%	30%
Banbury Town	53%	71%	15%	Data not available at NH level
RHN	50%	113%	-11%	Data not available at NH level

ASB Data

	30/05/2015	29/05/2016	30/05/2016	- 29/05/2017	% Change
Cherwell And West Oxfordshire	2,941	6	3,373		15%

Top 10 Neighbourhoods by ASB incident numbers (most recent rolling 12 month)				
Rank	Neighbourhood	Previous Rolling 12 Month	Most Recent Rolling 12 month	% Change
1	Banbury Town and Grimsbury	544	675	24%
3	Ruscote / Hardwick / Neithrop	509	488	-4%

ASB Classification	Previous Rolling 12 Month	Most Recent Rolling 12 month	% Change
Community	2,116	2,607	23%
Environmental	174	163	-6%
Personal	651	603	-7%

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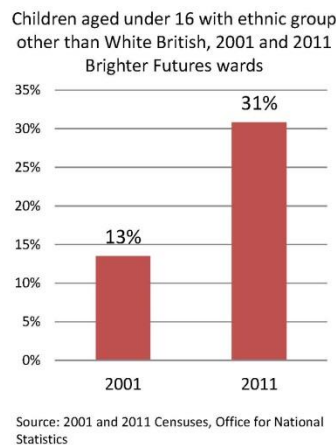
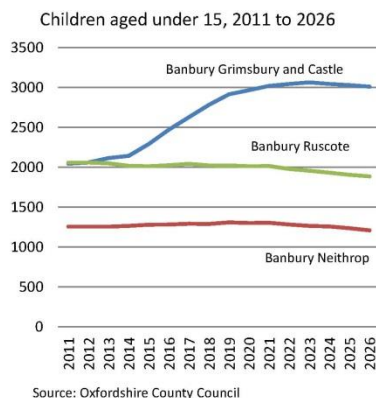
Child Poverty Workshop – July 2016

The child poverty action group gave a keynote presentation to over 40 members of the Brighter Futures Reference Group who participated in the workshop. This learning event not only captured the key drivers of poverty and drew attention to the group of people in work and receiving benefit who continued to live in poverty. The minimum standard of living was not being met in many households across Banbury but disproportionately in the brighter futures catchment.

The alteration to the ward boundaries masked some of the deprivation but by drilling down to lower super output areas it would still be possible to identify the same areas of Banbury and produce some commentary around the multiple factors that led to families and children being financially excluded from a minimum standard of living.

Change in number and background of C&YP

- 5,800 children aged under 15 live in the Brighter Futures wards



Brighter Futures in Banbury, Child poverty workshop 11 July 2016

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What do we mean by poverty?

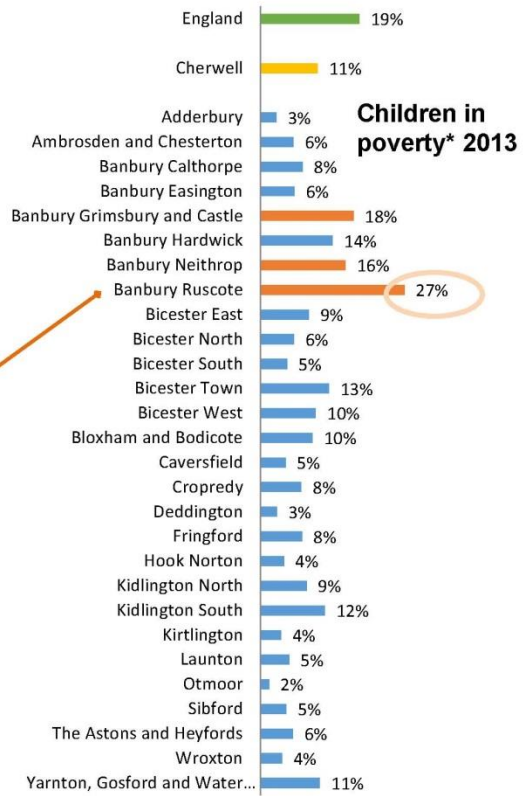
- The UK poverty line is set at 60% of median household income
- Median income: the middle income in the distribution
- In 2013/14 median HH income was £453 per week before housing costs (£23,500 per year)
- The poverty line in 2013/14 was £272 per week (£14,100 per year)
- This is adjusted for household size, as smaller households need a lower income than larger households
- In small areas this is usually measured using benefit claim data.

High % child poverty in Brighter Futures wards

- A total of 3,015 children (aged under 16) in Cherwell live in poverty. The majority (1,675) live in Banbury.
- Of these **1,265** live in Brighter Futures wards
- 635 children (27%) aged under 16 in Banbury Ruscott ward are living in poverty. Well above the district and national averages

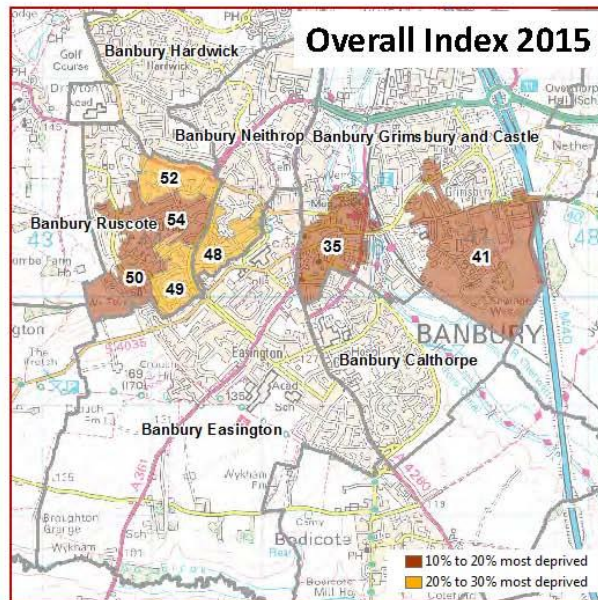
Source: HM Revenue & Customs released Nov 2015
 *Number of children living in families in receipt of Child Tax Credit whose reported income is less than 60 per cent of the median income or in receipt of Income Support or Income-Based Jobseekers Allowance

Brighter Futures in Banbury, Child poverty workshop 11 July 2016



Overall Index of Multiple Deprivation 2015

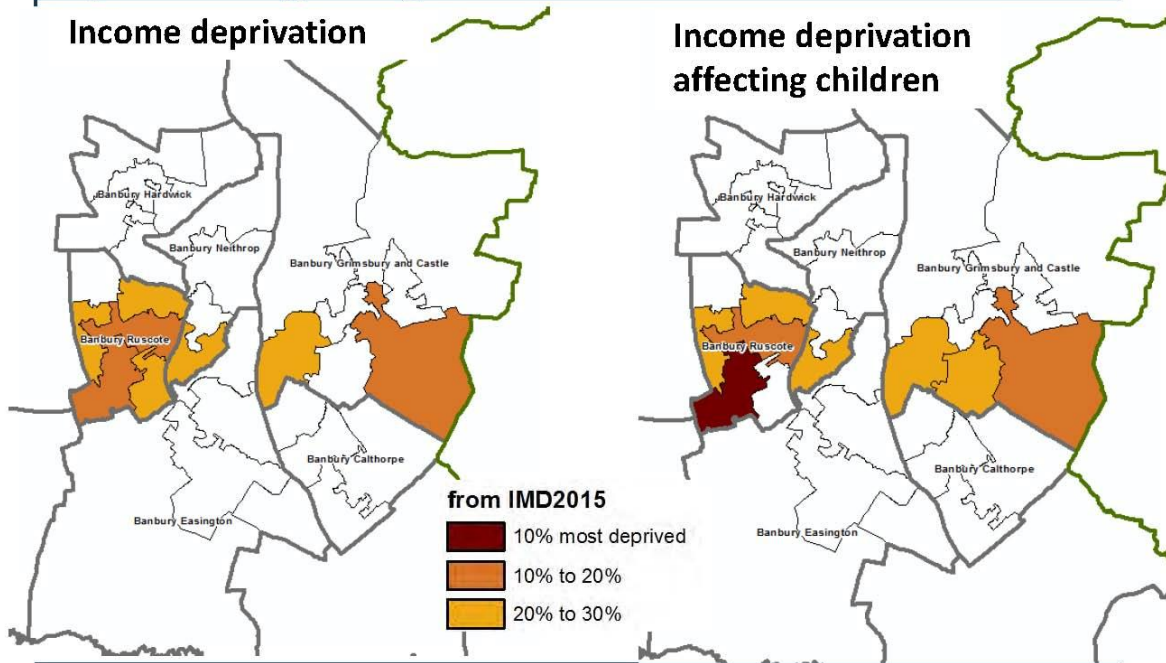
- No areas within 10% most deprived
- Four areas within 20% most deprived
- Three further areas within 30% most deprived



IMD = Indices of Multiple Deprivation (the combined indicator); areas are Lower Layer Super Output areas used for the reporting of small area statistics and including an average of 1,500 residents;
 Source: DCLG, released September 2015

Brighter Futures in Banbury, Child poverty workshop 11 July 2016

An area of Ruscote within 10% most deprived on *income deprivation affecting children*

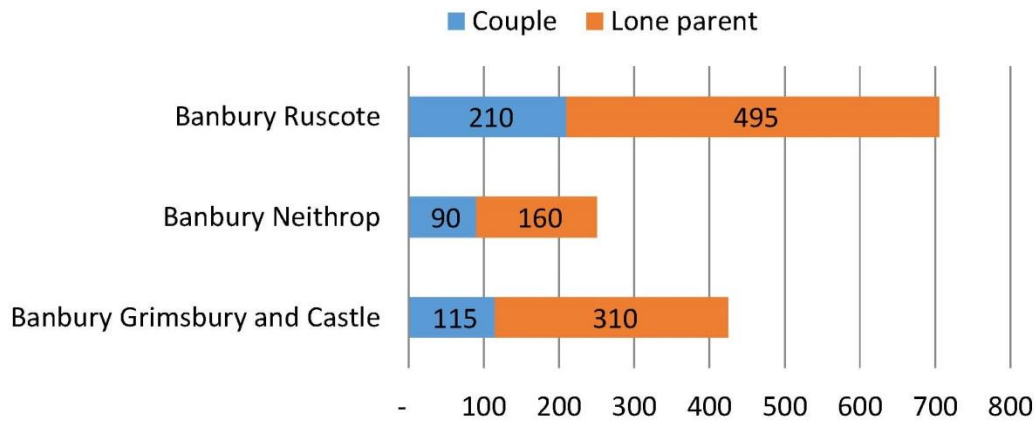


Brighter Futures in Banbury, Child poverty workshop 11 July 2016

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Lone parent households at greater risk of poverty

Children in poverty by family type, 2013



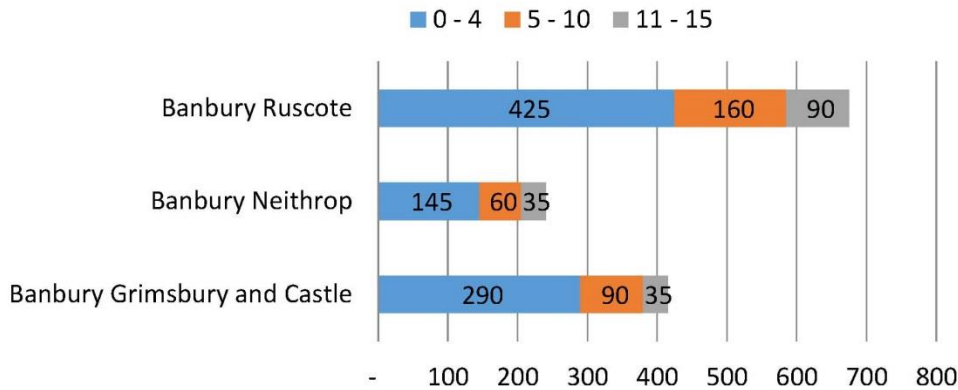
Source: HM Revenue & Customs released Nov 2015

Brighter Futures in Banbury, Child poverty workshop 11 July 2016

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Households with young children at greater risk

Children in poverty by age of youngest child, 2013



Source: HM Revenue & Customs released Nov 2015

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Poverty can be caused by worklessness or low pay, but we don't have the local data to show which factor is most important in Banbury. We also don't know (at a local level) to what degree families experience persistent poverty, or transient periods of poverty.

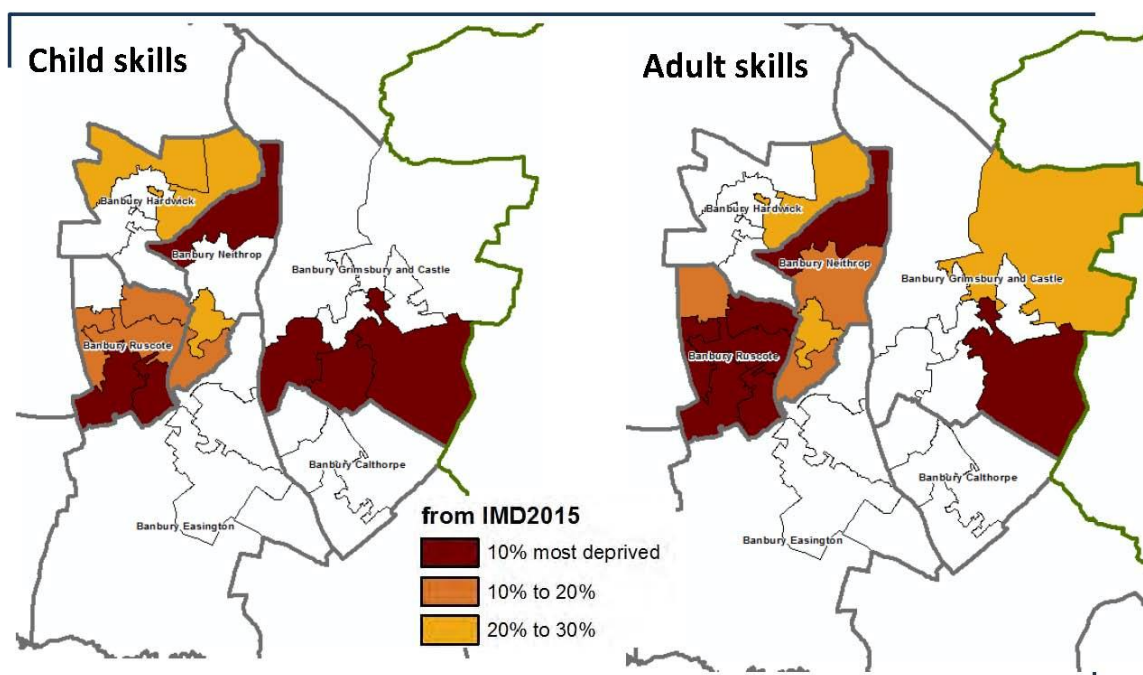
Areas most deprived on *income deprivation affecting children* also deprived on *adult and child education*

	Income Deprivation Affecting Children Index	Index of Multiple Deprivation (IMD)	Income	Education, Skills and Training	Children and Young People Sub-domain	Adult Skills Sub-domain	Employment	Health Deprivation and Disability	Crime	Barriers to Housing and Services	Living Environment
Banbury Ruscote 50	1	2	2	1	1	1	3	3	4	5	9
Banbury Ruscote 54	2	2	2	1	2	1	3	3	3	4	7
Banbury Grimsbury and Castle 41	2	2	2	1	1	1	3	2	6	5	7
Banbury Grimsbury and Castle 35	3	2	3	2	1	4	2	2	1	6	2
Banbury Ruscote 53	3	4	3	1	2	1	4	4	6	8	9
Banbury Grimsbury and Castle 42	3	4	4	2	1	4	5	4	7	7	3
Banbury Ruscote 52	3	3	3	2	2	1	3	4	5	4	5
Banbury Neithrop 48	3	3	3	2	2	2	3	4	4	5	7

Brighter Futures in Banbury, Child poverty workshop 11 July 2016

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Lack of skills in Brighter Futures wards



Brighter Futures in Banbury, Child poverty workshop 11 July 2016

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Summary

- The child population in Brighter Futures wards has become much more ethnically diverse
- 1,300 children in Brighter Futures wards live in poverty
- Around half live in Banbury Ruscote ward, where 27% of children live in households below the poverty line
- Three small areas of Banbury are among the 20% of areas in England with the highest rates of child poverty
- Lone parents and families with younger children are at greater risk of poverty
- Six small areas of Banbury are among the 10% or areas in England with the poorest educational outcomes for children.

One of the most significant developments following the workshop is the recalling of the Cherwell Financial inclusion group. Comprising representation from DWP, Citizens advice and other voluntary organisations providing debt centres and foodbanks, registered social landlords and Cherwell District Council's own housing and benefits teams. The group considers the whole of the district but the preponderance of need comes from the brighter futures area with over half of all contact being from this area.

Improving Educational Attainment Workshop – January 2017

The workshop brought together 45 of the Reference Group; mainly for schools and education settings to consider how educational attainment was being raised across Banbury but with a specific focus on the brighter futures catchment.

The Banbury Schools partnership had identified parental engagement as one of their key concerns. Mairi McLeod, a freelance educator and developer of the parental engagement toolkit, presented a paper that highlighted how parental engagement with education could make a difference to the attendance and subsequent educational attainment of pupils. Subsequent to the learning event, 11 schools have taken up further development opportunities, completing their own parental engagement audit.

In 2017/18 they will develop action plans to tackle low levels of engagement and to seek to improve relationship and communication with parents.

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Data Update

The following are a number of key indicators or data sets which inform the activities within the Programme.

The data is provided for the old (pre-2016) ward boundaries.

1. Young People's Attainment

Early Years 'Good Level of Development'

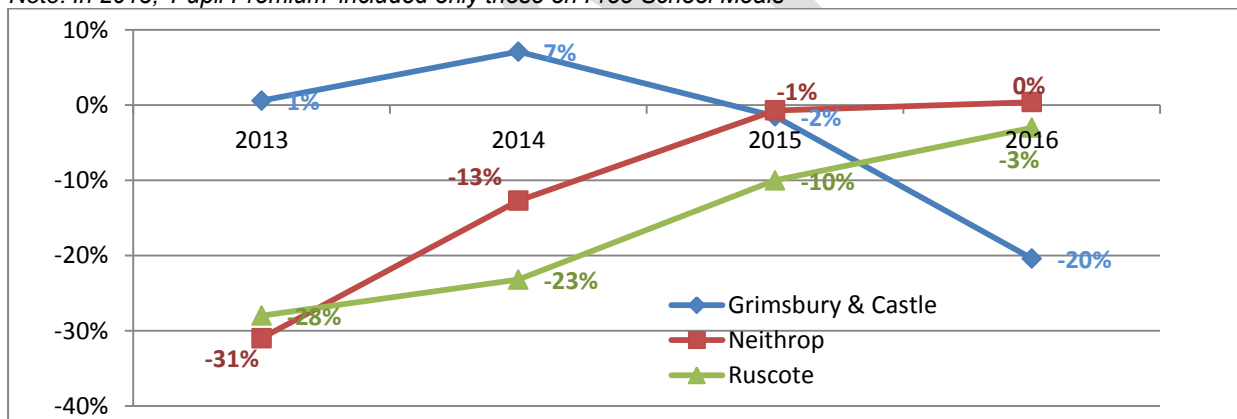
'Pupil Premium' Pupils (those on Free School Meals or in care) usually have lower levels of attainment than other pupils. This attainment gap has reduced over the last few years in Ruscote and in Neithrop.

Graph 6a shows the difference in early years attainment between 'Pupil Premium' pupils and other pupils, on the measure as to how many achieve a good level of development (GLD). For example in 2013 in Ruscote, the graph shows that 'Pupil Premium' pupils scored 28 percentage points lower than other pupils (this is because 22% achieved GLD compared to 50% of non-premium pupils).

GRAPH 6a: Early Years Attainment: Gap between 'Pupil Premium' pupils and Other Pupils (2016)

Source: Oxford County Council, 31/05/17

Note: In 2013, 'Pupil Premium' included only those on Free School Meals



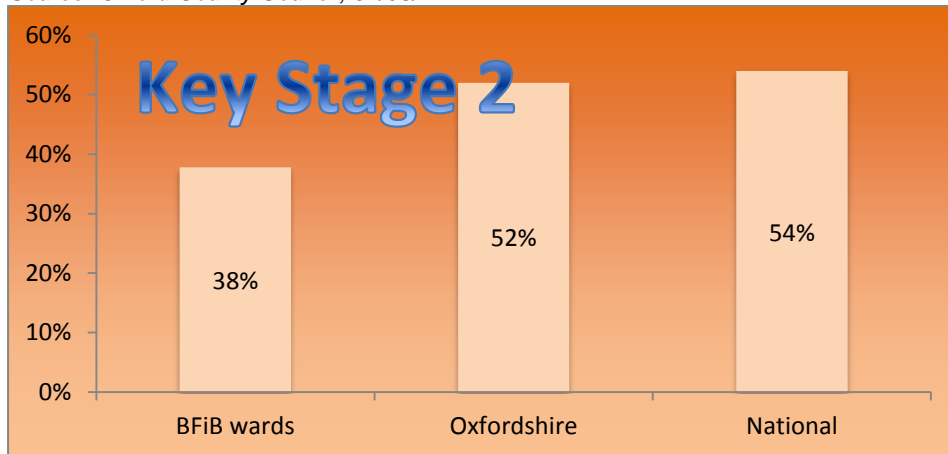
Key Stage 2 and Key Stage 4 attainment

For both Key Stage 2 and Key Stage 4, measures of achievement changed in 2016. This means it is not possible to provide measures comparable with previous years. Nevertheless, it is still clear that BFiB wards have lower achievement than Oxfordshire or the national average.

At Key Stage 2, 38% of pupils in BFiB wards attained the benchmark level in reading, writing and maths (Grimsbury & Castle 41%, Neithrop 39%, Ruscote 35%). This is below the county and national rates of 52% and 54%.

GRAPH 6b: Key Stage 2: Proportion of pupils achieving expected level in reading, writing & maths (2016)

Source: Oxford County Council, 31/05/17

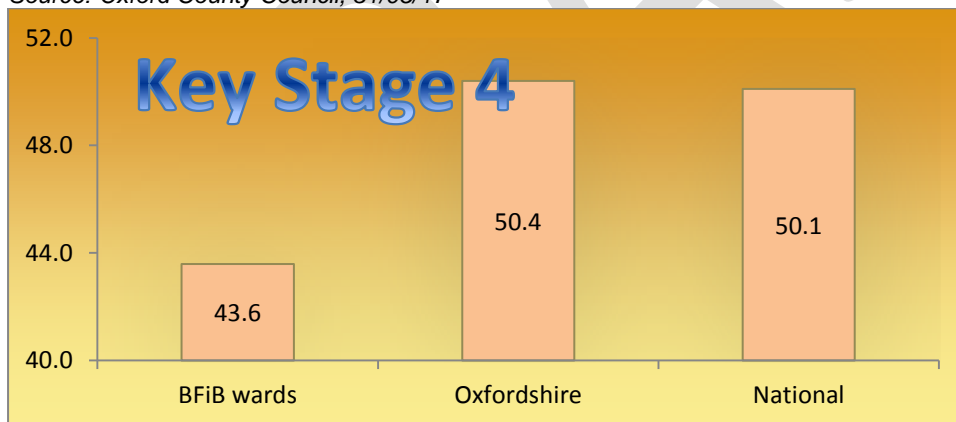


At Key Stage 4, pupils in BFiB wards achieved an average of 43.6 in the ‘Attainment 8’ score, compared to scores of 50.4 in Oxfordshire and 50.1 nationally (Grimsbury & Castle 45.9, Neithrop 43.0, Ruscote 42.6).

The Attainment 8 score tallies a pupil’s GCSE results, and then balances this with their Key Stage 2 results to give a measure of progress as well as attainment. For further details click here: <https://www.gov.uk/government/publications/progress-8-school-performance-measure>.

GRAPH 6c: Key Stage 4: Attainment 8 scores (2016)

Source: Oxford County Council, 31/05/17



2. Benefit Claimants

BFiB wards have a higher rate of benefit claimants than in England as a whole.

All Benefits

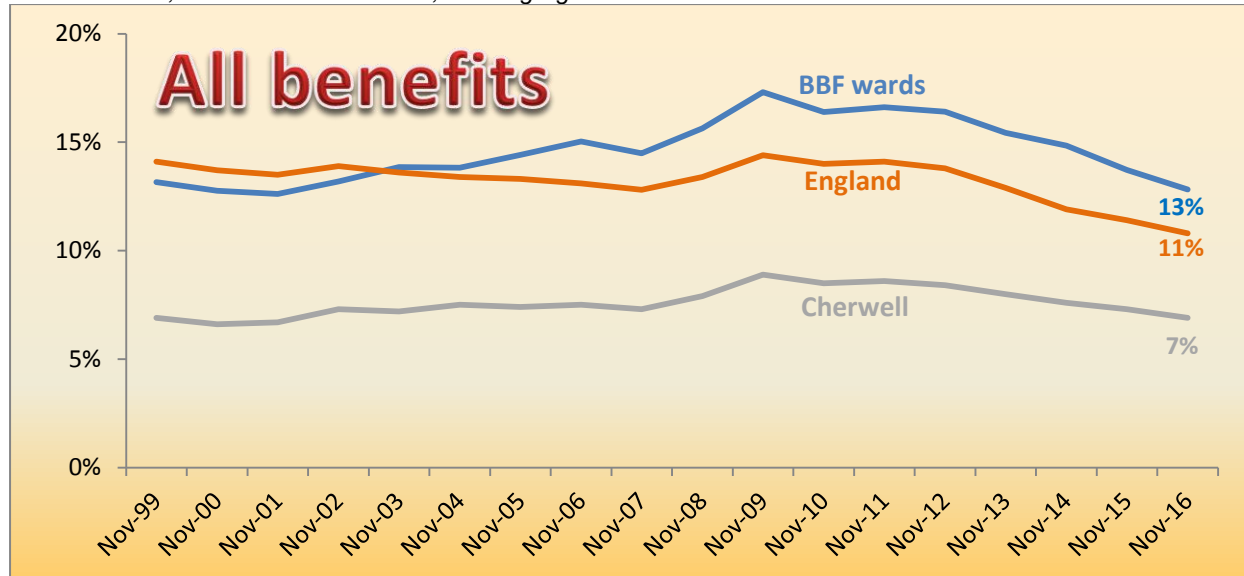
13% of BBF residents (**2,030 people**) were on DWP benefits in Nov-16.

There has been a steady reduction in the proportion of people on benefits since a peak in 2009 following the recession. This decline has been seen across the country, due to an improvement in economic conditions and changes in the welfare system.

The proportion of people on benefits in BBF wards is higher than in England (11%) and Cherwell (7%).

GRAPH 6d: Proportion of Working-Age Population on DWP Benefits

Source: Nomis, DWP Benefit Claimants, Working Age. Accessed 30/05/17



Jobseekers' Benefits

'Jobseekers' Benefits' means Jobseekers Allowance and Universal Credit.

At the 2009 peak, there were 665 BBF residents on jobseekers benefits; this has now fallen to 80. This means 0.5% of residents are now on jobseekers benefits, compared to 0.3% for Cherwell and 1.1% for England.

In other words, unemployment as measured by claimant count is lower than in England as a whole. Still, the variation in Jobseekers Benefits in BBF wards is much the same as nationally.

Incapacity Benefits and ESA

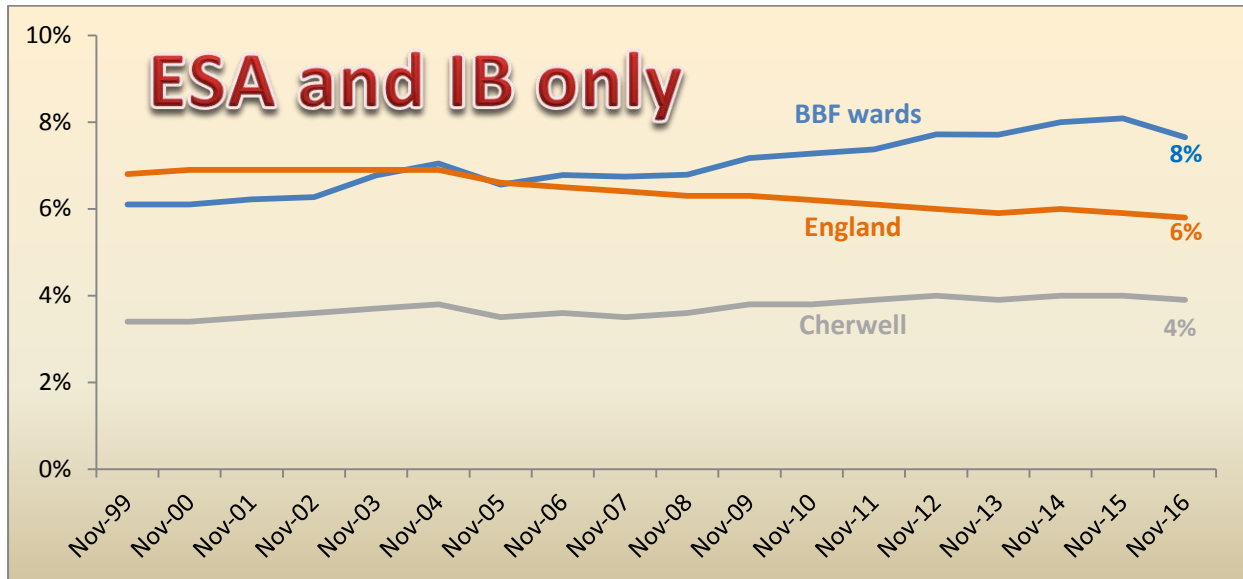
For Incapacity Benefits / ESA, the pattern is different from England as a whole.

As of Nov-16, there were 1,215 residents of BBF wards claiming ESA or IB (8% of the working age population).

In England as a whole, the number of ESA /IB claimants has been declining over the last decade due to welfare changes (a decrease of -8%). However, in BBF wards the number of ESA /IB claimants has been increasing (an increase of 7%).

GRAPH 6e: Proportion of Working-Age Population on ESA / IB

Source: Nomis, DWP Benefit Claimants, Working Age. Accessed 30/05/17



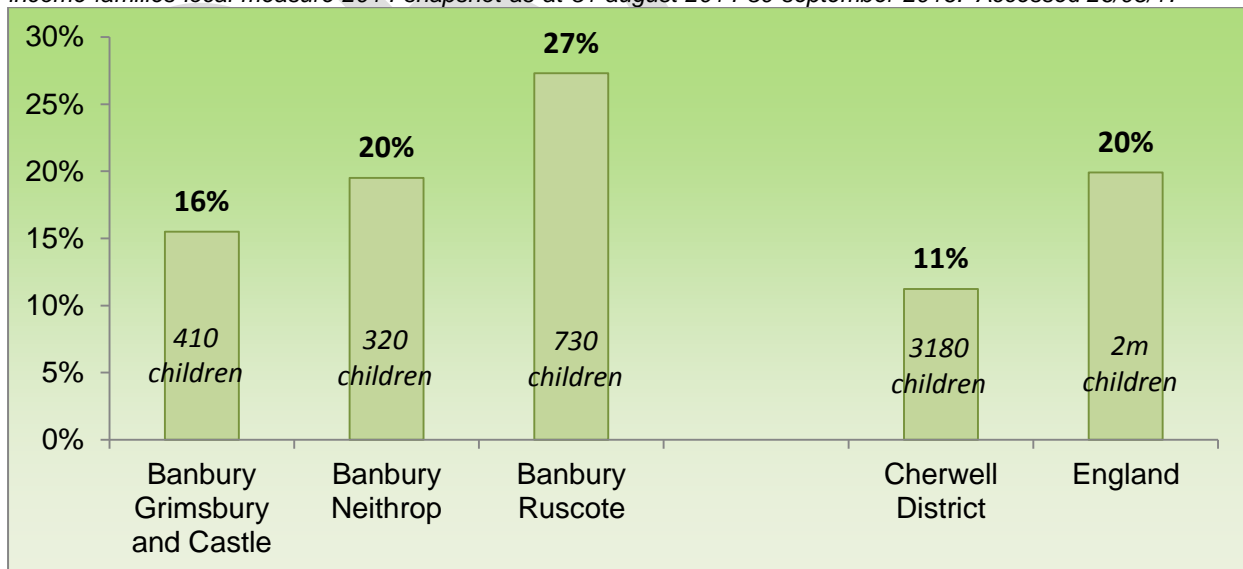
3. Children in Poverty

More children live in low income families in BFiB wards than the England average.

HMRC publishes statistics of “Children in Low Income Families”. This gives the proportion of children who are in families that claim either (a) IS or JSA, or (b) CTC at less than 60% of median income.

GRAPH 6f: Proportion of Children in Low Income Families, Aug-14

Source: HMRC snapshot data, <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2014-snapshot-as-at-31-august-2014-30-september-2016>. Accessed 26/05/17



At the Aug-14 snapshot, in Cherwell 11% of children were in low-income families.

The proportion of children living in low income families in Brighter Futures wards was above the average for Cherwell district. The proportion of children living in low

income families in Banbury Ruscote ward (27%) was well above the Cherwell and England averages.

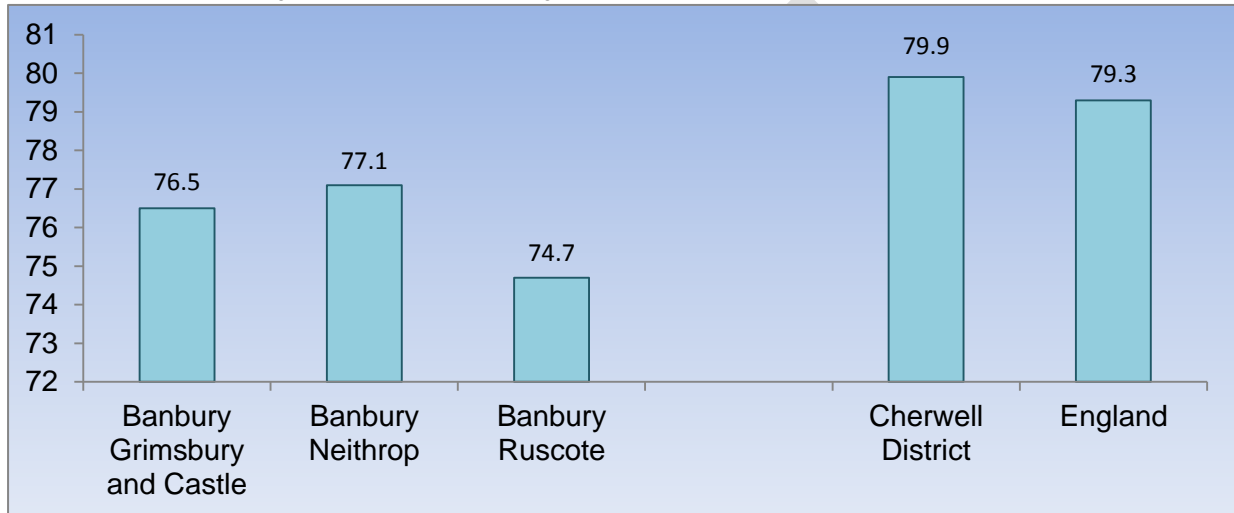
Of Cherwell's children in low income families, nearly half (49%) live in the BBF wards.

4. Health & Wellbeing

Averaged over the years 2010 to 2014, life expectancy in the three Brighter Future Wards was below average for Cherwell District and for England.

GRAPH 6g: Life expectancy, male, 2010-2014

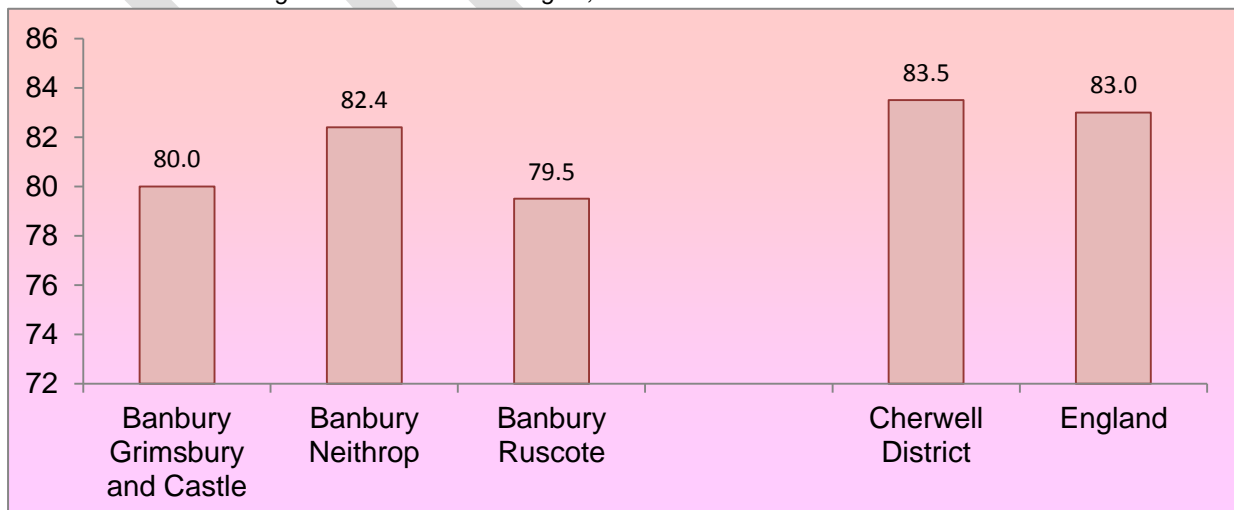
Source: Public Health England www.localhealth.org.uk, accessed 26/05/17



For men, life expectancy in BBF wards was significantly below the England average. Of 28 wards in the district, these three wards scored 1st (Ruscote), 2nd (Grimsbury & Castle) and 5th (Neithrop) lowest life expectancy.

GRAPH 6h: Life expectancy, female, 2010-2014

Source: Public Health England www.localhealth.org.uk, accessed 26/05/17



For women, life expectancy in Ruscote and Grimsbury & Castle wards (but not Neithrop) was significantly below the England average. Of 28 wards in the district, these three wards scored 2nd (Ruscote), 3rd (Grimsbury & Castle) and 8th (Neithrop) lowest life expectancy.

5. Safer and Stronger Communities

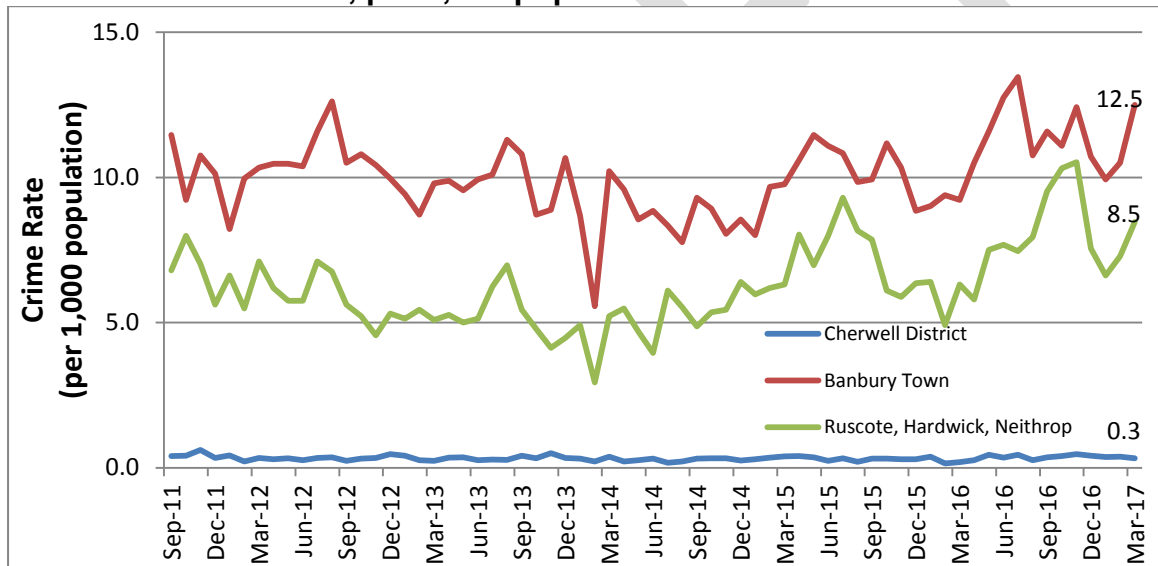
Data is available by policing areas. For Banbury as a whole, the two policing areas are “Ruscote Hardwick Neithrop” (in the west /north of the town) and “Banbury Town” (in the east).

Overall Crime Rate

As can be seen from the graph, crime in Banbury is considerably higher than in the rest of the district. However, to some degree it is expected that urban areas will have higher crime than urban areas.

In Mar-2017 the crime rate was **12.5** per 1000 in Banbury Town and **8.5** in Ruscote/ Hardwick /Neithrop. By comparison, the rate for all Cherwell was **0.3**.

GRAPH 6i: Crime Rate, per 1,000 population



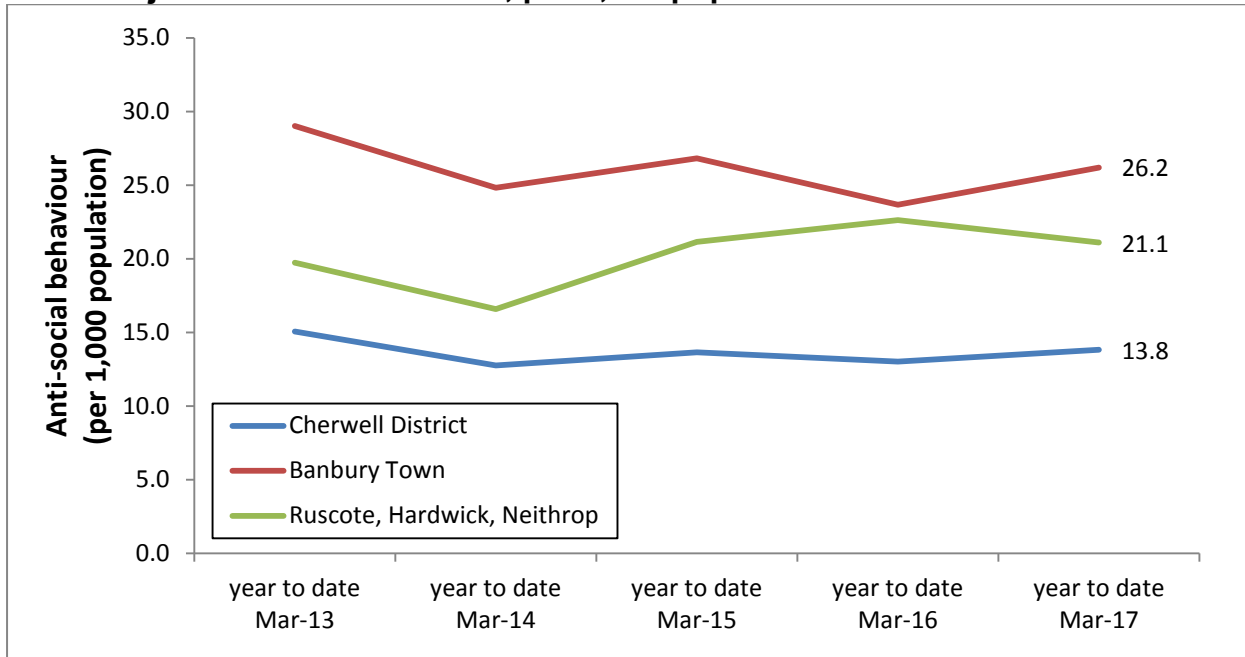
Source: <http://www.ukcrimestats.com>, downloaded 23/05/17

Anti-Social Behaviour

In Banbury Town there were **631** incidents in the year to date Mar-17 (up from 570 the previous year) and in Ruscote/Hardwick/Neithrop there were **481** (down from 516 the previous year).

The graph shows that there is a higher rate of anti-social behaviour in Banbury than in the rest of the district.

GRAPH 6j: Anti-social Behaviour, per 1,000 population



Source: <http://www.ukcrimestats.com>, downloaded 23/05/17

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Looking Forward

The action plans for 2017/18 has been informed by the final learning event in June 2017. Already it is clear that the amalgamation of the County Council's service to families, children and young people will require a different reporting structure for 2017/18 with Theme 1 and Theme 3 being reframed and merged.

The redrawing of ward boundaries will need us to map the lower super output areas and be clear that we are continuing to benchmark data on the same geographical basis.

The growing interaction with schools and the formation of the Local Cultural Education Partnership will result in more direct delivery within Banbury Schools as children from the Brighter Futures ward areas attend a range of schools, some of which are not directly within the catchment of Brighter Futures.

Affordability of accommodation and the freeze and cap in working age benefits is resulting in it being difficult for Financial Inclusion to be achieved. This will be closely monitored and strategies developed to mitigate impacts as much as possible.

Greater communication of plans and opportunities has been a theme of all the learning event feedback along with more functionality through the Brighter Futures web pages.

Plans for 2017/18

- (1) Developing a strong Brighter Futures scorecard based on data that is regularly updated by partners to give a tighter focus on those areas where the work undertaken can be shown to impact on the determinants of deprivation.
- (2) The possibility of a Wiki type directory of voluntary organisations and current programmes to be promoted and shared through voluntary and statutory organisations working in the area.
- (3) Greater promotion of healthy lifestyles including specific programmes such as promoting the take-up of the Walk Once a Week (WOW) initiative with primary schools ; promoting healthier workplace initiatives and to work towards Banbury achieving Dementia Friendly status.
- (4) A plan to commission programmes of work with other statutory and voluntary agencies that will produce a positive impact on the lives of people living in the Brighter Futures ward areas will be progressed.

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