



**Cherwell local  
strategic Partnership**

**The Brighter Futures in Banbury Programme**

**Annual Report  
2010**

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# 1. Foreword and Executive Summary

**“2010 – a year of all working together in Ruscote, Neithrop and Grimsbury and Castle Wards, improving opportunities and making a real difference.”**

**Councillor Colin Clarke, Banbury Town Mayor and  
Cherwell District Council Portfolio Holder for Brighter Futures in Banbury**

One of my strong beliefs is that we need to do more to help the young people and children of Banbury to improve their life chances and achieve their ambitions. This is the key to breaking the cycle of deprivation and addressing the health inequalities that we are experiencing.

It has therefore been a privilege to lead this programme during 2010 with such a focus on supporting families, children and young people, particularly those not in employment, education or training, referred to as “NEETs”. During the year we heard directly from many residents, particularly those attending our Connecting Communities events, sharing concerns and celebrating the strengths of their 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 start on site of the ‘*The Miller Road Self-Build Project*’ engaging young people who are NEET in construction experience, life skills training and construction training
- Opening of ‘*The Hill*’ Youth Centre including funding for a youth worker to support young people and their families and work in schools to help prevent youth homelessness
- The first *Prince’s Trust Programme* for Banbury, offering intensive supporting and transforming the lives of a group of Banbury’s NEET young people
- Funding for two *Transition Workers* from September, so far supporting 75 young Banbury people from dropping out and becoming NEET from college or employment, with a long term estimated saving of over £12m in average lifetime cost to the public purse
- An increasing spotlight on volunteering, successfully enrolling young volunteers at a Making a Difference *Volunteering Day* at the local college (OCVC)
- An expansion of *Job Club* events including special clubs for young people and popular sector based events matching employers and training providers to local job seekers
- “Get that Job” courses and the Job Finder Service, run by Oxford and Cherwell Valley College, successfully matching local residents into local jobs
- A new family learning course for parents and carers in four Banbury Children’s Centres
- Successes in the Extended Schools programme and gains for under-achievers through the Every Child Matters initiative and piloting of dedicated maths provision
- Intensive support programme for 20 families in Banbury to help them help themselves and reduce the cost and impact of their problems on the community and service providers (estimated saving of £55,000 per family per year)
- Improved awareness of healthy eating, take up of basic cooking skills and health screening programmes by targeted groups.

## **What impact is Brighter Futures in Banbury Programme having?**

Many of the above initiatives have touched the lives of those living in the Brighter Futures Wards and the results of working together over the last 12 months in these Wards are coming through:

- Reduction of 62% in repeat offending from adult and juvenile offenders who were linked to a large number of crimes in Banbury
- Reductions in those on Jobseekers Allowance, particularly so in the under 25 age group
- Overall reductions in young people not in employment, education and training (NEET)
- Teenage pregnancy rates on the decline across the three Brighter Futures Wards and Neithrop and Ruscote are no longer in the top 20% of wards in the county.

## **So what are the Priorities for Brighter Futures in Banbury for 2011?**

We will continue our on-going conversation with the local community getting input and feedback as we all travel together on this journey. I am particularly pleased that we will be holding more of our Connecting Communities events before the summer; look out for these and make sure you come along.

You will all understand that 2011 will be a challenging year. We are yet to fully understand the impact of local public sector cuts on local residents as well as partner agencies working to improve the Brighter Futures area. With this in mind, we are planning to focus our attention towards areas where this programme can make a difference with the resources available:

- consolidate where we have started to make a real difference, for example:
  - getting local people into local jobs, such as through the Job Clubs
  - preventing young people becoming, and remaining, NEET
  - improving skill levels to increase local residents' employability
  - developing more self-build schemes in the area
  - enrolling even more local people into volunteering, particularly young people
  - ensuring we maintain the reduction in crime and disorder achieved to date
  - maintaining effective networks of professionals already established in the area.
- co-ordinate youth provision in response to changes in local service provision during 2011
- support residents affected by the proposed reductions in Benefits and Tax Credits from April and the Incapacity Benefit reassessment process proposed for later in 2011
- introduce new services where possible, such as a Food Bank for Banbury, working with the faith and voluntary communities
- improve access to services supporting residents, such as the Citizens Advice Bureau and "Next Step" – the free careers advice service for adults to support them back into learning and work
- target early-intervention, one-to-one tuition, under-achieving pupils and a family focus to learning.

And in case that all sounds like a lot of hard work, I'm please to say Brighter Futures also looks to celebrate all that is good about where we live, including taking part in Grimsbury's Food Festival on 15 May to which you are all welcome.

I'm sure you will agree with me that 2010 has been a year of working together, improving opportunities and making a real difference, and I hope you will all play your part with me in continuing this good work during 2011.

**Councillor Colin Clarke**

**Banbury Town Mayor and Cherwell District Portfolio Holder - Brighter Futures in Banbury**

## 2. Overview of the Brighter Futures in Banbury Programme

### Cherwell Sustainable Community Strategy - Our District, Our Future

The Cherwell Sustainable Community Strategy, Our District, Our Future, was launched in February 2010, following extensive consultation and engagement 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

The programme aims to create 'brighter futures for Banbury people', to tackling evidenced deprivation and health inequality. The overall aim is to break the cycle of deprivation and health inequality, but the route to a brighter future will be different for each individual. To be successful this programme will need to move individuals forward, some of whom may have complex, inter-woven needs.

For individuals to realise their full potential the basic ingredients need to be right: a decent home and physical surroundings, 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, the latest 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 exclusion
- Improve overall health and well-being, reducing the clear inequality gaps with low life expectancy and high rates of teenage pregnancy
- Build a safer and more connected community, where residents feel socially included
- Target specific support to vulnerable people, families and children in need.

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 following report sets out the five 5 themes that make up the programme and some of their associated work to improve the lives of residents in the least affluent areas of Banbury.

In addition to the 5 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

### 3. Financial and Employment Support

#### Background

The financial and employment support theme covers the first three areas of the programme's objectives:

- Improve skill levels and educational attainment
- Improve employability, focusing particularly on young people
- Improve financial situations, addressing debt and financial exclusion

#### Top 3 achievements in 2010:

Issue...	We did...
Support young people entering work or further education for the first time (to prevent them becoming NEET - not in employment, education or training)	<ul style="list-style-type: none"> <li>○ Learnt from best practice, such as Reading's prevention work.</li> <li>○ From September 2010 two Prevention/Transition Workers have been employed, one at Banbury Connexions and the other at Oxford and Cherwell Valley College's (OCVC) Banbury Campus. Funding for these workers is from Brighter Futures in Banbury.</li> <li>○ The aim of the project is to try to prevent young people dropping out of work and college and, therefore, stopping them becoming NEET.</li> <li>○ In the 3 months of the project, 25 young people have been supported in employment and 48 supported to stay at college. Therefore, Banbury already has fewer NEETs than last year saving the public purse an estimated £165k per NEET, totalling £12m to date.</li> </ul>
Support young people who are already NEET (not in employment, education or training)	<ul style="list-style-type: none"> <li>○ Brought Prince's Trust Programme to Banbury, drawing on best practice and a trial of the Programme in Oxford City and supported with funding from Brighter Futures in Banbury.</li> <li>○ The Prince's Trust Team Programme for Banbury started with 12 local Banbury NEETs in October 2010 for a 12 week intensive programme of work experience, voluntary work, team building and a residential.</li> <li>○ Final presentation from the Team hosted by Tony Baldry MP and Banbury Town Council in December 2010; where the young people described their engagement with learning and employment and their future plans from now on.</li> <li>○ Oxfordshire Connexions now recruiting for a second Prince's Trust Team for Banbury to begin early 2011.</li> </ul>
Support for young people to get involved in volunteering in their local community with the added benefit of being a route to employment	<ul style="list-style-type: none"> <li>○ Over 70 students made volunteering commitments at the "Making a Difference" Youth Volunteering Day on 19 October 2010, led by the portfolio holder for Brighter Futures, Cllr Colin Clarke, at OCVC's Banbury Campus.</li> <li>○ 38 students are joining the Youth Action Team to get Red Cross first aid training</li> <li>○ 28 students committed to seek volunteering placements and awards. 8 students signed up on the day directly with WRVS, Katherine House Hospice and Order of St John Trust.</li> <li>○ Plans are in place to repeat this success in Spring 2011.</li> </ul>

## Areas for Development:

Issue:	What needs to happen in 2011:
Working with employers to create local jobs, particularly apprenticeships	<ul style="list-style-type: none"> <li>○ The Cherwell Skills Board's initiative in 2010 to work with local businesses to create more apprenticeships was focused towards the wards in the Brighter Futures in Banbury area. The resulting Business Administration Apprenticeships Scheme saw Cherwell District Council take on 6 apprentices, the majority from the Brighter Futures Wards. Other employers, such as Banbury Town Council, joined the scheme also and OCVC provided the training to NVQ2 level.</li> <li>○ However, pulling the scheme together during 2010 highlighted the impact of the economic downturn and few local businesses felt able to offer apprenticeships. What has also become clear is that Banbury does not seem to have the number of apprenticeships on offer as other parts of the County.</li> <li>○ In 2011 we aim to increase the apprenticeships offered in Banbury and accessible to young people from the Brighter Futures Wards. We will work with a number of employers to encourage them to take on apprentices, working with Oxford and Cherwell Valley College and Adult Learning in conjunction with the National Apprenticeship Service.</li> <li>○ We will work to prove that apprenticeships are not only worthwhile for a young person who is disproportionately disadvantaged by the recession, but that they are also advantageous for businesses as they are funded.</li> </ul>

## Top 3 activities for 2011:

Issue...	We will...
Support residents affected by Benefit and other Tax and Allowance Changes from April 2011 and look to increase support for those suffering hardship	<ul style="list-style-type: none"> <li>○ Work with claimants so they understand the impact of the changes on them.</li> <li>○ Work with partner agencies to offer a comprehensive network of support and advice.</li> <li>○ For those without the resources to buy food, introducing a Banbury Food Bank</li> <li>○ Give residents access to affordable money by developing the business case for a credit union in Banbury.</li> </ul>
Improve aspiration and employability for young people through mentoring schemes	<ul style="list-style-type: none"> <li>○ Look to introduce mentoring opportunities for young people in the 3 Wards working with a number of interested voluntary sector organisations, professional training organisations and employees from local businesses.</li> </ul>
Get local people into local jobs	<ul style="list-style-type: none"> <li>○ Expand the Worklessness/Next Step Project to offer more careers advice sessions to more local people in more local Banbury venues in partnership with local GP surgeries, Children's Centres and the Council's Linkpoint venues</li> <li>○ Expand the popular special events hosted by the Job Clubs, such as the Health and Social Care events supported by local employers and training providers in the field.</li> </ul>

**Further information:**

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<p><b>Partners:</b></p>	<p><b>Skills and Employment:</b></p> <ul style="list-style-type: none"> <li>• 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)</li> <li>• Skills Development is led by OCC, OCVC (Get that Job) and at Children’s Centres such as the Sunshine Centre</li> <li>• Career Advice and Guidance :through Next Steps contracts held by providers such as OCC Adult Learning and OCVC</li> <li>• Volunteering as a route back to employment: V-involved and Community and Voluntary Sector</li> <li>• Work Ready schemes: Job Centre Plus and Connexions</li> <li>• Transition Workers: OCVC and Connexions</li> <li>• Prince’s Trust Programme: Connexions and OCC</li> <li>• Apprenticeships, Future Jobs Fund and Foundation Learning: OCC, OCVC and National Apprenticeship Scheme</li> </ul> <p><b>Financial Inclusion:</b></p> <ul style="list-style-type: none"> <li>• Benefit support, debt counselling, debt prevention – JCP, CDC’s Benefits Advisors, Citizens Advice Bureaux and their Capability Workers, Charter Community Housing Inclusion Team, Christians Against Poverty and Oxfordshire Advice Project</li> <li>• Access to hardship resources – hardship loans (JCP and Social Services), Furniture (CVS and Faithworks), Food (Peoples Church, Banbury Town Council, Charter Community Housing and Cherwell District Council), affordable warmth (CDC)</li> </ul>	



## 4. Young People's Aspirations and Attainment

### Background

This theme aims to raise aspirations and to enhance opportunities for young people to achieve better qualifications and skills, including numeracy, in order to access a greater variety of pathways in the world of work, further and higher education. This involves a range of partners working together more effectively to collectively provide greater support for young people to maximize progress and achievement. Central to this theme is the emphasis on promoting family learning skills so that parents and carers are better engaged with their children's learning from the earliest years and are able to provide appropriate home support for learning. Key objectives:

- Improve skill levels and educational attainment
- Improve employability, focusing particularly on young people
- Target specific support to vulnerable people, families and children in need.

### Top 3 achievements in 2010:

Issue...	We did...
New family learning course for parents/carers in Banbury Children's Centres.	<ul style="list-style-type: none"> <li>○ Negotiations undertaken with OCC Family Education Service to prepare and deliver new parents/carers courses in Banbury.</li> <li>○ Plans finalised to deliver new courses at each of the four Banbury Children's Centres starting in January 2011</li> <li>○ Arrangements made through OCC maths consultant to provide each participating family with access to individual family packs of educational resources to stimulate child numeracy development.</li> </ul>
Success of Extended Schools (ES) programme in supporting school clusters to employ home/school link workers and to promote extended range of learning and recreational opportunities in proportion to numbers of children on free school meals	<ul style="list-style-type: none"> <li>○ Case Studies collected to evaluate and show positive impact of home school link workers employed in small clusters of schools/children's centres.</li> <li>○ Evidence that GO 4 IT funding has promoted greater participation by disadvantaged children in extended hour's activities such as breakfast and homework clubs, sports, music, arts and holiday activities.</li> <li>○ Recognised achievement of schools in working towards 'full core' Extended Schools offer through Bronze, Silver and Gold awards.</li> </ul>
School initiatives to raise levels of achievement and increase rates of progress in core subjects with specific focus on under-achieving pupils.	<ul style="list-style-type: none"> <li>○ Schools with children on Early Years Foundation Stage profile have been supported by advisory teachers through networks and training to develop their knowledge of observation assessment, tracking progress and planning for next steps.</li> <li>○ Raised levels of achievement for under-achieving pupils at Key Stage 3 and Key Stage 4 participating in pilot one to one maths tuition e.g. Banbury School.</li> <li>○ Gains in number, age and attitude score for under-achieving pupils participating in Every Child Counts (ECC) initiative at primary schools e.g. St. Mary's School.</li> </ul>

### Areas for Development:

Issue:	What needs to happen in 2011:
Accessing more financial support for extending one to	Continue to explore ways of supporting schools of the Banbury Partnership to provide more one to one tuition at secondary level and

one tuition and equivalent successful primary school initiatives in promoting numeracy and literacy success for targeted under achieving children.	through Every Child a Reader (ECR) and Every Child Counts (ECC) at primary level. Evidence from Every Child a Chance Trust indicates that the bottom 5% of 5 and 6 year olds improve their reading age by 21 months after 40 hours of one to one tuition. Children improve 14 months in number age after 20 hours of ECC tuition. At Banbury school 76% pupils at Key Stage 3 went up one national curriculum level after just 10 hours of one to one tuition.
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### Top 3 activities for 2011:

Issue...	We will...
Implement delivery of new family learning courses at Children's Centres	<ul style="list-style-type: none"> <li>○ Deliver four family learning courses of 12 hours duration at each of the four Banbury Children's Centres beginning with Sunshine Centre in 2011.</li> <li>○ Ensure the family learning programme includes one Children's Centre worker in attendance on each course in order to assist continuity and sustainability of delivery in future years.</li> <li>○ Promote lifelong learning by providing participants with access to adult national curriculum courses in numeracy/ literacy at level 1 and 2.</li> </ul>
Develop further the work of Extended Schools in providing a full range of extended learning opportunities, better parental engagement and home-school links.	<ul style="list-style-type: none"> <li>○ Aim for more schools to move from Bronze to Silver and Gold awards by providing increased evidence of full core Extended Schools offer encompassing Quality Child Care, Parental Support, Community Access, Varied Menu of Activities, Ease of Access to CAF, and Safe Place to Be.</li> <li>○ Further share good practice in parental engagement through resources, displays and roadshows, and through staff development and workshops.</li> <li>○ Support access to a full programme of learning and recreational opportunities for pupils of disadvantaged background including access to breakfast and after school clubs, holiday activities, sports, arts music and drama activities, homework clubs, and ICT facilities.</li> </ul>
Further support the work of schools in raising levels of achievement and increase rates of progress in core subjects with specific focus on under-achieving pupils.	<ul style="list-style-type: none"> <li>○ Develop through the Banbury Initiative for Early Years the delivery of skills in problem solving, reasoning and numeracy (PRSN) focusing on language to express observations, ideas and answers.</li> <li>○ Explore ways to secure the continuation of programmes of individualised learning in maths for targeted children in primary and secondary schools e.g. One to one tuition, ECC</li> <li>○ Support the work of OCC maths and English in primary and secondary schools.</li> </ul>

### Further information:

<b>Theme Lead:</b>	Mike Moran, Oxfordshire County Council <a href="mailto:Mike.moran@oxfordshire.gov.uk">Mike.moran@oxfordshire.gov.uk</a>
<b>Partners:</b>	<ul style="list-style-type: none"> <li>○ 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.</li> <li>○ Strong links to schools and other county services around education and attainment – adult learning, family learning, extended schools services, children's centres and libraries.</li> </ul>

## 5. Housing and Environment

### Background

This theme aims to target specific support to vulnerable people, families and children in need, specifically:

- improve outcomes for those in housing need
- prevent homelessness
- reduce poor housing conditions e.g. over crowding
- improve condition of housing stock
- good access to amenities, including shops, health centres and leisure facilities

### Top 3 achievements in 2010:

Issue...	We did...
<p>History of high levels of youth homelessness and housing crisis presenting from BFIB wards. Preventing homelessness can have a huge influence on a young person's life chances and mean that they are more likely to enter training, get a job and better health.</p>	<p>Cherwell District Council Housing Services has pioneered a range of new initiatives in partnership with statutory agencies and the voluntary sector and undertaken targeted work in the BFIB wards. This has been made possible through Housing Services negotiating significant investment from Central Government (CLG), Homes and Communities Agency, Oxfordshire County Council, Banbury Community Church and Sanctuary Housing. Examples of these initiatives are:</p> <ul style="list-style-type: none"> <li>• the refurbishment of 'The Hill' Youth Centre (formerly known as the Willy Freund Centre) and funding of a Youth Worker who is developing a 'whole family approach' to youth work and delivering the "No Place Like Home" programme in four local secondary schools.</li> <li>• commenced the 'Miller Road Project' in partnership with Oxford and Cherwell Valley College, Connexions, Sanctuary Housing and Habitat for Humanity. This project, recognised nationally as good practice engages young people who are NEET in construction experience, life skills training and Level One Training.</li> </ul>
<p>Poor housing conditions can reduce health outcomes – older housing stock requiring improvements in the Grimsbury ward</p>	<ul style="list-style-type: none"> <li>• We have increased our activity around improving house conditions within the Grimsbury ward. A particular concern is that older housing stock often has poor levels of insulation resulting poor health outcomes. A new housing grant was approved by the Council and heavily promoted to residents in Grimsbury (street cleaners handed out leaflets and door knocked). This new grant provides an affordable warmth/insulation scheme to residents in the Grimsbury ward for £99 (free to those on benefits).</li> <li>• We have taken a proactive approach and undertaken further targeted work to identify blocks of flats in the Grimsbury ward that require works to improve property condition e.g. improved insulation and improvement works such as double glazing, central heating.</li> </ul>

Issue...	We did...
Reduce poor housing conditions e.g. overcrowding, homelessness	<p>We have identified a number of housing need indicators that originate from BFiB wards e.g. a disproportionately higher number of homelessness applications, cases of overcrowding within these wards. To date we have:</p> <ul style="list-style-type: none"> <li>• Established a working group with Sanctuary Housing, Cherwell HIA to look at new ways of reducing overcrowding, homelessness in social housing stock with targeted work in BFiB wards.</li> <li>• Developed a pilot scheme for BFiB wards that will identify households registered on the Council's housing register as under occupying accommodation. The aims of the pilot are to work with the (mainly elderly) residents under occupying their homes with a view to supporting them to downsize to more appropriate housing e.g. extra care – this will release family sized accommodation for those in urgent housing need.</li> <li>• Future plans are to agree a SLA with Age UK to undertake to work with elderly residents in conjunction with Cherwell's Small Repair Handyperson Scheme, Sanctuary and the Council's Housing Needs Team.</li> </ul>

#### Areas for Development:

Issue:	What needs to happen in 2011:
Good access to amenities, including shops, health centres and leisure facilities within the BFiB wards – the proposed redevelopment of Orchard Way and Fairway shops and affordable housing has stalled due to HCA decision not to provide funding.	<ul style="list-style-type: none"> <li>• A full options appraisal and viability study of this site is currently being undertaken.</li> <li>• Further work on funding options including discussions with HCA and other possible funding opportunities are being considered.</li> <li>• Once this work is completed it will be possible to consider possible outcomes for this much needed scheme.</li> </ul>

#### Top 3 activities for 2011:

Issue...	We will...
Deliver housing and training opportunities for those in housing need within the BFiB wards.	<ul style="list-style-type: none"> <li>• Explore the development of a district-wide Community Land Trust and Self Build Housing Programme which will deliver housing, education and training opportunities for local people and contribute to local regeneration focusing on bringing empty properties back into use.</li> <li>• This will focus on housing applicants becoming "housing ready" and not just passive members of a housing waiting list.</li> <li>• A number of potential sites within the BFiB wards are being considered as a pilot scheme for this new approach to housing delivery.</li> </ul>

Issue...	We will...
Provision of a Foundation Learning Centre with links to the Foyer	<ul style="list-style-type: none"> <li>• Housing Services are leading on the development of a Foundation Learning Centre (with YMCA Training and Sanctuary Housing) adjacent to the Banbury Foyer.</li> <li>• The project follows on from the work to extend and refurbish the current Banbury Foyer building to improve layout and management and security.</li> <li>• The Centre will have the use of the former Banbury Homes Offices to create a young people's resource with a focus on providing guidance and support on education, training, employment and family relationships.</li> </ul>
Increase provision of specialist older people's housing with the BFIB wards	<ul style="list-style-type: none"> <li>• Provision of 40 units of extra care housing at Orchard Fields situated in the Ruscote Ward.</li> <li>• This will be the first extra care accommodation in Banbury and in fact the district and will become the largest extra care scheme in the County to date.</li> <li>• As well as giving priority to local residents the scheme will also providing local job opportunities e.g. care workers.</li> </ul>

**Further information:**

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<b>Partners:</b>	<ul style="list-style-type: none"> <li>• Central Government (DCLG), Homes and Communities Agency, Oxfordshire County Council, Banbury Community Church and Sanctuary Housing, Oxford and Cherwell Valley College, Connexions, Housing and Habitat for Humanity, BPHA, Age UK</li> </ul>

## 6. Health and Wellbeing

### Background

This theme aims to improve health and well-being, reducing the clear inequality gaps with low life expectancy and high rates of teenage pregnancy, specifically:

- Increasing life expectancy by improving physical and mental health and well being
- Reducing rates of under 18 conceptions
- Removing system and organisational barriers and improving partnership working.

### Top 3 achievements in 2010:

Issue...	We did...
Improve take up of screening programmes by the south Asian community.	<ul style="list-style-type: none"> <li>○ Organised a specific session for south Asian women, with relevant professionals presenting on the breast, cervical and bowel screening programmes.</li> <li>○ The event was held at East St Children's Centre and was promoted by the Health Trainer, who is a key link to the south Asian women's groups in the locality.</li> <li>○ 39 women attended and a face to face interpreter was available, along with relevant leaflets.</li> <li>○ Feed back was very positive, with attendees requesting future health information sessions in a similar format.</li> </ul>
Improve basic cooking skills and awareness of healthy eating to targeted groups.	<ul style="list-style-type: none"> <li>○ North Oxfordshire GP Consortia Healthy Living cookery skills pilot- since Jan 2010 to November 2010, 8 courses have recruited 47 participants, including south Asian women, homeless young people and single mothers.</li> <li>○ Some positive initial half year outcomes: pre course, 31 participants ate takeaway meals once or more per week, compared to 13 post course; pre course, 34 participants added salt to their cooking compared to 22 post course; pre course, 25 participants added salt to their food plate compared to 7 post course.</li> <li>○ A young woman from Rachel House who was inspired by the cookery course she attended, entered a competition run by OCVC and got to the finals in Oxford in December and subsequently won! She has also continued to do a literacy course that followed on from the cooking course and has attended every week.</li> </ul>
Supporting the development of Next Step career advice in GP surgeries.	<ul style="list-style-type: none"> <li>○ Worked with Alison Davies and Cherwell District Council customer services to set up pilot sites in GP practices. Approached both Horsefair and Banbury Health Centre, who were willing to host a weekly stand and adviser in each practice.</li> </ul>

### Top 3 activities for 2011:

Issue...	We will...
Research potential for CAB outreach in targeted Banbury GP practices	<ul style="list-style-type: none"> <li>○ Work with CAB managers and a Public Health colleague to scope feasibility of the project.</li> </ul>
Disseminating information on the carers agenda.	<ul style="list-style-type: none"> <li>○ Work with a Public Health colleague and Cherwell District Council staff, to facilitate a training session on awareness of carers rights and benefits for Cherwell District Council staff who may either be carers or who can inform carers as part of their role. (Planned for March).</li> </ul>
Promoting cultural diversity awareness in Grimsbury	<ul style="list-style-type: none"> <li>○ Work with Banbury Cherwell Rotary Club and other key partners to put on a food festival in Grimsbury in May.</li> <li>○ A diverse range of communities are being invited to cook samples of their ethnic foods. There will be other stands and activities and involvement of the two local primary schools.</li> </ul>

### Further information:

<b>Theme Lead:</b>	Maggie Dent NHS Oxfordshire
<b>Contact details:</b>	Email: <a href="mailto:maggie.dent@oxfordshirepct.nhs.uk">maggie.dent@oxfordshirepct.nhs.uk</a> Telephone: 01865 336874
<b>Partners:</b>	<ul style="list-style-type: none"> <li>○ 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 which is facilitated by Graham Ablett from the County Council. Other link agencies/ staff are:               <ul style="list-style-type: none"> <li>○ Smoking Advice Service;</li> <li>○ Public Health colleagues;</li> <li>○ commissioning colleagues from the PCT;</li> <li>○ Community Health Oxfordshire staff (eg Health Visitors and School Health Nurses);</li> <li>○ children’s centre staff;</li> <li>○ Home Start;</li> <li>○ GP Practice staff;</li> <li>○ Expert Patient Programme;</li> <li>○ other NHS Trusts;</li> <li>○ sexual health services;</li> <li>○ midwives;</li> <li>○ Black and Minority Ethnic Groups;</li> <li>○ Ridgeway Partnership;</li> <li>○ Smart;</li> <li>○ Drugs and Alcohol Team (DAAT).</li> </ul> </li> </ul>

## 7. Safe and Strong Communities

### Background

The aim of the programme is to build a safer and more connected community, where residents can contribute to where they live and people feel socially included.

### Top 3 achievements in 2010:

Issue...	We did...
Reduce levels of crime and disorder in the target areas	<ul style="list-style-type: none"> <li>○ Intensive tracking and action focusing upon a core group of repeat adult and juvenile offenders who were linked to a large number of crimes in Banbury. Their level of re-offending has reduced by 62% during the year.</li> <li>○ Increased resources to the neighbourhood teams covering the Brighter Futures areas. Targeted patrols of known hotspots for anti-social behaviour.</li> <li>○ Upgrade of the CCTV system in the town at a cost of £330,000.</li> <li>○ Joint actions by partners to deal with anti-social behaviour and criminality. For example, there has been court action against 6 residents in Samuelson Court, which has led to a big reduction in problems.</li> </ul>
Offer support for families at risk of offending or who were adversely affecting communities	<ul style="list-style-type: none"> <li>○ Intensive support programme for 20 families in Banbury over the past year. The work of the programme has helped families to help themselves and reduce the cost and impact of their problems on the community and other service providers (at present, the projected cost saving is £55,000 per family per year).</li> <li>○ Localised support programme (Family Cohesion Project) for 12 school pupils and their families at North Oxfordshire Academy at risk of exclusion. 7 pupils and their families completed the course and none of them have since been excluded.</li> </ul>
Develop a programme to improve the sense of community and belonging	<ul style="list-style-type: none"> <li>○ Connecting Communities engagement events in Bretch Hill and Grimsbury encouraged residents to share their concerns and celebrate their neighbourhoods.</li> <li>○ A range of Youth and Community activities have been organised at The Hill, North Oxfordshire Academy, Princess Diana Park, The Town Hall and Bridge Bar to engage young people and bring residents together.</li> </ul>

### Areas for Development:

Issue:	What needs to happen in 2011:
Community Development programme	<ul style="list-style-type: none"> <li>○ It was not possible to undertake a comprehensive Community Development programme linked to the programme during 2010. A more limited proposal has been adopted to improve the engagement with residents and stakeholders and this will be</li> </ul>



	<p>rolled out during 2011.</p> <ul style="list-style-type: none"> <li>○ The Local Strategic Partnership is expected to facilitate interactions with the voluntary sector and the programme in 2011 to strengthen links and to identify areas for closer working with the community.</li> </ul>
--	--

**Top 3 activities for 2011:**

Issue...	We will...
Co-ordination of activities for Young People	<ul style="list-style-type: none"> <li>○ Develop Banbury Youth Partnership to co-ordinate future provision of activities for Young People in the town in the light of changes to service provision.</li> </ul>
Community engagement activities	<ul style="list-style-type: none"> <li>○ Develop additional community engagement opportunities to involve residents in shaping their neighbourhoods, building on the successes to date.</li> </ul>
Maintain reduction of crime and disorder	<ul style="list-style-type: none"> <li>○ Continue to focus resources and activity on BFIB areas and focus on continued reductions in crime and disorder notwithstanding the internal reorganisation of key agencies and changes to service delivery.</li> </ul>

**Further information:**

<b>Theme Lead:</b>	Adrian Thomas Thames Valley Police
<b>Contact details:</b>	Email <a href="mailto:adrian.thomas@thamesvalley.pnn.police.uk">adrian.thomas@thamesvalley.pnn.police.uk</a> Telephone 08458 505050; 01295 754540
<b>Partners:</b>	<ul style="list-style-type: none"> <li>○ There are a number of forums for dealing with prolific offenders, crime and disorder issues, community development objectives and Family Intervention Project involving joint working with <ul style="list-style-type: none"> <li>○ Thames Valley Police</li> <li>○ Thames Valley Probation,</li> <li>○ Connexions,</li> <li>○ Oxfordshire County Council: Youth Offending Services, Social Services and Fire Service</li> <li>○ Cherwell District Council Housing, ASB and Environment, Cleansing and Street Wardens</li> <li>○ Registered Social landlords</li> </ul> </li> </ul> <p>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.</p>

## Priorities for 2011/12

### Financial and Employment Support

1. Support residents affected by Benefit and other Tax and Allowance Changes from April 2011 and look to increase support for those suffering hardship:
  - Work with claimants so they understand the impact of the changes on them.
  - Work with partner agencies to offer a comprehensive network of support and advice.
  - For those without the resources to buy food, introducing a Banbury Food Bank
  - Give residents access to affordable money by developing the business case for a credit union in Banbury.
2. Improve aspiration and employability for young people through mentoring schemes:
  - Look to introduce mentoring opportunities for young people in the 3 Wards working with a number of interested voluntary sector organisations, professional training organisations and employees from local businesses.
3. Get local people into local jobs:
  - Expand the Worklessness/Next Step Project to offer more careers advice sessions to more local people in more local Banbury venues in partnership with local GP surgeries, Children's Centres and the Council's Linkpoint venues
  - Expand the popular special events hosted by the Job Clubs, such as the Health and Social Care events supported by local employers and training providers in the field.

### Young People's Aspirations and Attainment

1. Implement delivery of new family learning courses at Children's Centres:
  - Deliver four family learning courses of 12 hours duration at each of the four Banbury Children's Centres beginning with Sunshine Centre in 2011.
  - Ensure the family learning programme includes one Children's Centre worker in attendance on each course in order to assist continuity and sustainability of delivery in future years.
  - Promote lifelong learning by providing participants with access to adult national curriculum courses in numeracy/ literacy at level 1 and 2.
2. Develop further the work of Extended Schools in providing a full range of extended learning opportunities, better parental engagement and home-school links:
  - Aim for more schools to move from Bronze to Silver and Gold awards by providing increased evidence of full core Extended Schools offer encompassing Quality Child Care, Parental Support, Community Access, Varied Menu of Activities, Ease of Access to CAF, and Safe Place to Be.
  - Further share good practice in parental engagement through resources, displays and roadshows, and through staff development and workshops.
  - Support access to a full programme of learning and recreational opportunities for pupils of disadvantaged background including access to breakfast and after school clubs, holiday activities, sports and arts activities, music and drama, homework clubs, and ICT facilities.

3. Further support the work of schools in raising levels of achievement and increase rates of progress in core subjects with specific focus on under-achieving pupils.
  - Develop through the Banbury Initiative for Early Years the delivery of key skills in problem solving, reasoning and numeracy (PRSN) with a focus on language to express observations, ideas and answers.
  - Explore ways to secure the continuation of programmes of individualised learning in maths for targeted children in primary and secondary schools e.g. One to one tuition, ECC
  - Support the work of OCC maths and English consultants with primary and secondary schools.

## **Housing and Environment**

1. Deliver housing and training opportunities for those in housing need within the BFiB wards:
  - Explore the development of a District-Wide Community Land Trust and Self Build Housing Programme which will deliver housing, education and training opportunities for local people and contribute to local regeneration focusing on bringing empty properties back into use.
  - This will focus on housing applicants becoming “housing ready” and not just passive members of a housing waiting list.
  - A number of potential sites within the BFiB wards are being considered as a pilot scheme for this new approach to housing delivery.
2. Provision of a Foundation Learning Centre with links to the Foyer:
  - Housing Services are leading on the development of a Foundation Learning Centre (with YMCA Training and Sanctuary Housing) adjacent to the Banbury Foyer.
  - The project follows on from the work to extend and refurbish the current Banbury Foyer building to improve layout and management and security.
  - The Centre will have the use of the former Banbury Homes Offices to create a Young People’s resource with a focus on providing guidance and support on education, training, employment and family relationships.
3. Increase provision of specialist older people’s housing with the BFiB wards:
  - Provision of 40 units of extra care housing at Orchard Fields situated in the Ruscote Ward.
  - This will be the first extra care accommodation in Banbury and in fact the District and will become the largest extra care scheme in the County to date.
  - As well as giving priority to local residents the scheme will also providing local job opportunities e.g. care workers.

## **Health and Well-being**

1. Research potential for CAB outreach in targeted Banbury GP practices
  - Work with CAB managers and a Public Health colleague to scope feasibility of the project.
2. Disseminating information on the carers agenda.
  - Work with a Public Health colleague and Cherwell District Council staff, to facilitate a training session on awareness of carers rights and benefits for Cherwell District Council staff who may either be carers or who can inform carers as part of their role. (Planned for March).
3. Promoting cultural diversity awareness in Grimsbury

- Work with Banbury Cherwell Rotary Club and other key partners to put on a food festival in Grimsbury in May.
- A diverse range of communities are being invited to cook samples of their ethnic foods. There will be other stands and activities and involvement of the two local primary schools.

## **Safe and Strong Communities**

### 1. Co-ordination of activities for young people

- Develop Banbury Youth Partnership to co-ordinate future provision of activities for Young People in the town in the light of changes to service provision.

### 2. Community engagement activities

- Develop additional community engagement opportunities to involve residents in shaping their neighbourhoods, building on the successes to date.

### 3. Maintain reduction of crime and disorder

- Continue to focus resources and activity on BFIB areas and focus on continued reductions in crime and disorder notwithstanding the internal reorganisation of key agencies and changes to service delivery.

## Contact the Brighter Futures in Banbury Theme Leads

Theme	Theme Lead	Email
Financial and Employment Support	Alison Davies Cherwell District Council	<a href="mailto:Alison.Davies@Cherwell-DC.gov.uk">Alison.Davies@Cherwell-DC.gov.uk</a>
Young People's Aspirations and Attainment	Mike Moran Oxfordshire County Council	<a href="mailto:Mike.Moran@Oxfordshire.gov.uk">Mike.Moran@Oxfordshire.gov.uk</a>
Health and Wellbeing	Maggie Dent Oxfordshire PCT	<a href="mailto:Maggie.Dent@oxfordshirepct.nhs.uk">Maggie.Dent@oxfordshirepct.nhs.uk</a>
Housing and Environment	Gill Greaves Cherwell District Council	<a href="mailto:Gillian.Greaves@Cherwell-DC.gov.uk">Gillian.Greaves@Cherwell-DC.gov.uk</a>
Safer and Stronger Communities	Adrian Thomas Thames Valley Police	<a href="mailto:Adrian.Thomas@thamesvalley.pnn.police.uk">Adrian.Thomas@thamesvalley.pnn.police.uk</a>

## Contact the Breaking the Cycle of Deprivation Programme Board

Representative	Organisation	Email
Ian Davies	Cherwell District Council	<a href="mailto:Community.planning@cherwell-dc.gov.uk">Community.planning@cherwell-dc.gov.uk</a>
Jackie Wilderspin	NHS Oxfordshire	<a href="mailto:Jackie.wilderspin@oxfordshirepct.nhs.uk">Jackie.wilderspin@oxfordshirepct.nhs.uk</a>
David Edwards	Oxford City Council	<a href="mailto:DEdwards@oxford.gov.uk">DEdwards@oxford.gov.uk</a>
Jan Paine	Oxfordshire County Council	<a href="mailto:Jan.Paine@Oxfordshire.gov.uk">Jan.Paine@Oxfordshire.gov.uk</a>
Simon Morton	Thames Valley Police	<a href="mailto:Simon.Morton@thamesvalley.pnn.police.uk">Simon.Morton@thamesvalley.pnn.police.uk</a>

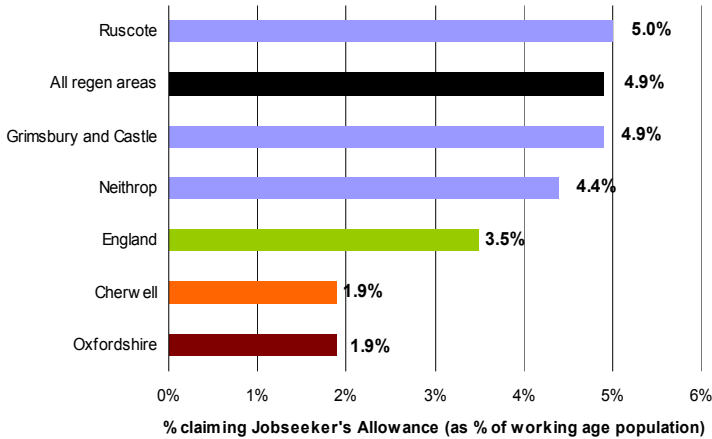
## Contact the Cherwell Local Strategic Partnership

Representative	Organisation	Email
<b>General Contact</b> Caroline French	Cherwell District Council	<a href="mailto:Community.planning@cherwell-dc.gov.uk">Community.planning@cherwell-dc.gov.uk</a>
Councillor Barry Wood (Leader)	Cherwell District Council	<a href="mailto:Councillor.barry.wood@cherwell-dc.gov.uk">Councillor.barry.wood@cherwell-dc.gov.uk</a>
Ian Davies (Interim Chief Executive)	Cherwell District Council	<a href="mailto:Community.planning@cherwell-dc.gov.uk">Community.planning@cherwell-dc.gov.uk</a>
Councillor Kieron Mallon	Cherwell District Council	<a href="mailto:Councillor.kieron.mallon@cherwell-dc.gov.uk">Councillor.kieron.mallon@cherwell-dc.gov.uk</a>
Councillor Michael Waine	Oxfordshire County Council	<a href="mailto:Michael.waine@oxfordshire.gov.uk">Michael.waine@oxfordshire.gov.uk</a>
Jackie Wilderspin (Assistant Director of Public Health)	NHS Oxfordshire	<a href="mailto:Jackie.wilderspin@oxfordshirepct.nhs.uk">Jackie.wilderspin@oxfordshirepct.nhs.uk</a>
Superintendent Howard Stone (Cherwell Area Commander)	Thames Valley Police	<a href="mailto:Community.planning@cherwell-dc.gov.uk">Community.planning@cherwell-dc.gov.uk</a>
Lesley Donoghue	Oxford and Cherwell Valley College	<a href="mailto:phallam@ocvc.ac.uk">phallam@ocvc.ac.uk</a>
Keith Watson	Bicester Chamber of Commerce	<a href="mailto:keith.watson2@talktalk.net">keith.watson2@talktalk.net</a>
Sam Vaughan	Banbury Chamber of Commerce	<a href="mailto:s.vaughan@oxin.co.uk">s.vaughan@oxin.co.uk</a>
Kevin Minns	Kidlington Voice	<a href="mailto:kevin.minns@mins.co.uk">kevin.minns@mins.co.uk</a>
Additional local business representative	To be confirmed	-
Rev Jeff West	Faith Communities	<a href="mailto:curate@stmaryschurch-banbury.org.uk">curate@stmaryschurch-banbury.org.uk</a>
Jim Flux MBE	Cherwell Community and Voluntary Services	<a href="mailto:jimflux@tiscali.co.uk">jimflux@tiscali.co.uk</a>
Bee Myson	Age UK Oxfordshire	<a href="mailto:banburyoffice@ageukoxfordshire.org.uk">banburyoffice@ageukoxfordshire.org.uk</a>
Assia Bibi	Sunrise Multi-Cultural Project	<a href="mailto:Community.planning@cherwell-dc.gov.uk">Community.planning@cherwell-dc.gov.uk</a>

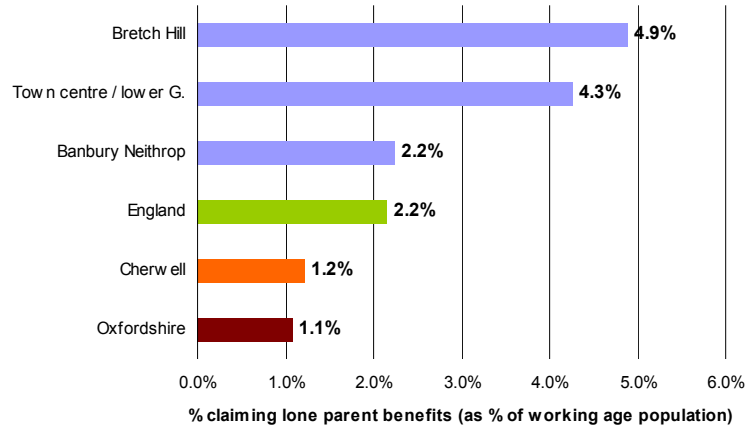
## Appendix 1 - Performance Measures: Basket of Indicators

### Out of work benefits

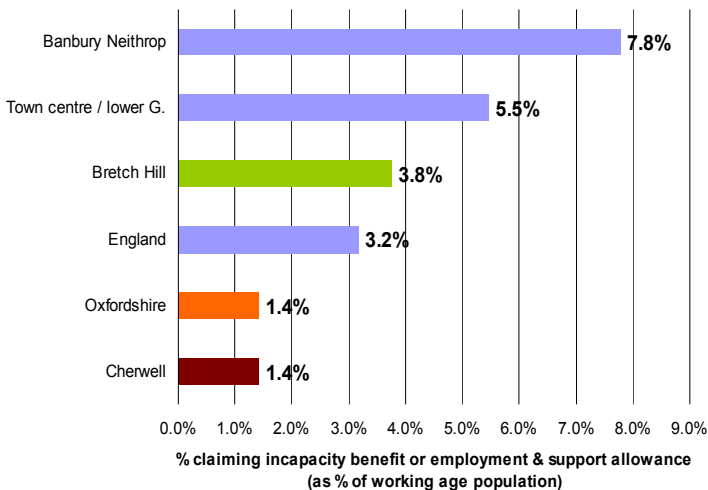
% working age population claiming Jobseeker's Allowance in regeneration areas compared to Cherwell, Oxfordshire and England (May 2010)



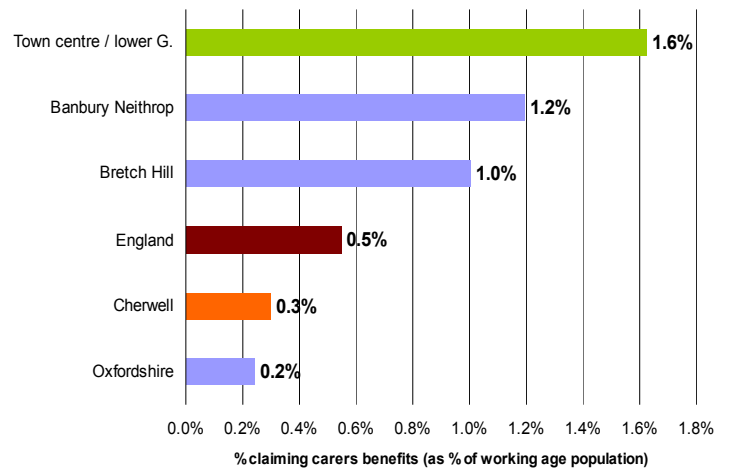
% working age population claiming lone parent benefits in regeneration wards compared to Cherwell, Oxfordshire and Great Britain (May 2010)



% working age population claiming incapacity benefits in regeneration wards compared to Cherwell, Oxfordshire and Great Britain (May 2010)

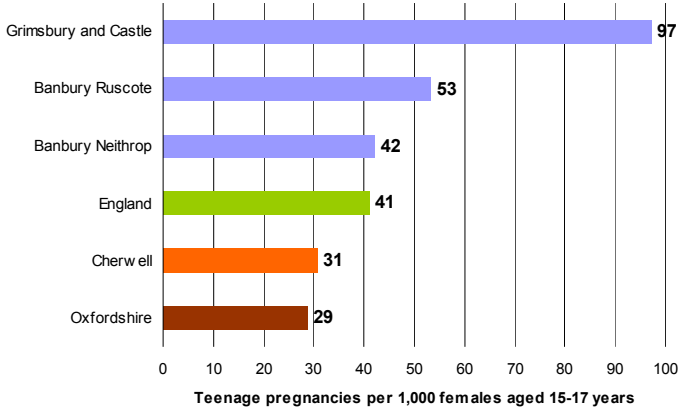


% working age population claiming carer benefits in regeneration wards compared to Cherwell, Oxfordshire and Great Britain (May 2010)

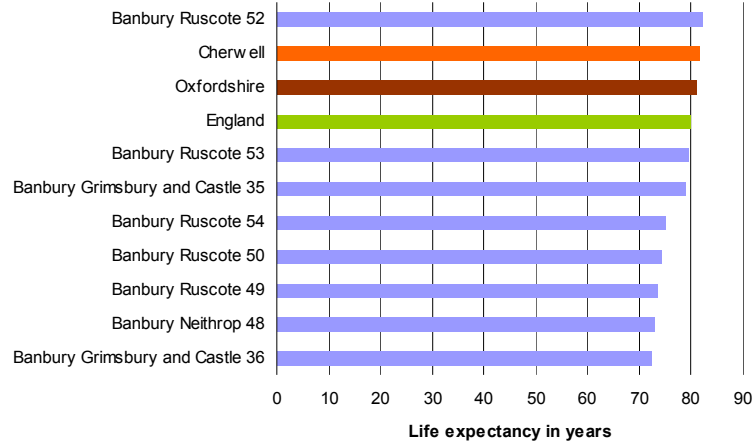


## Health

Teenage pregnancies per 1,000 in regeneration wards compared to Cherwell, Oxfordshire and England (2006-2008)  
 Note: based on small numbers so differences may not be significant

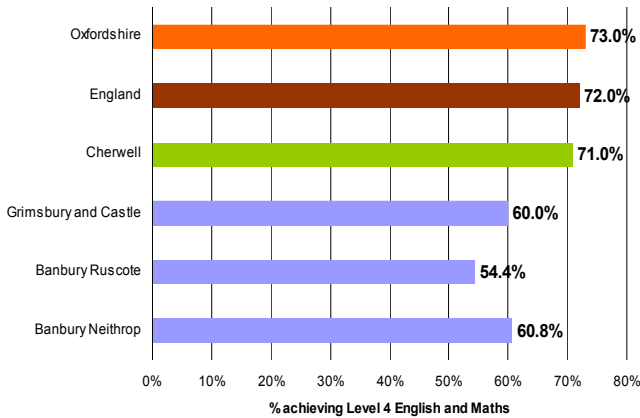


Life expectancy in regeneration SOAs compared to Cherwell, Oxfordshire and England (2003-2008)  
 Note: based on small numbers so differences may not be significant

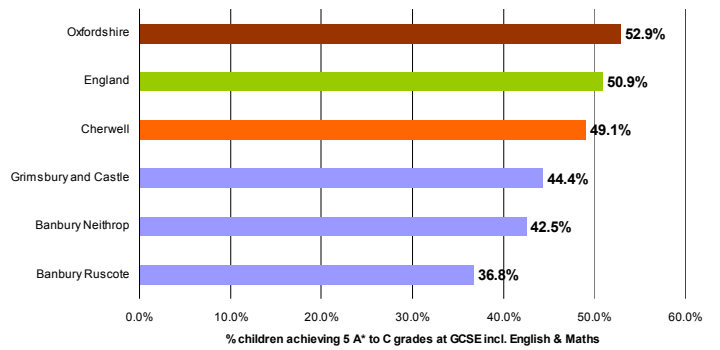


## Education

Percentage of children achieving Level 4 in English and Maths at Key Stage 2 in regeneration wards compared to Cherwell, Oxfordshire and England (2009)  
 Note: LA figures based on school location, not pupil residence



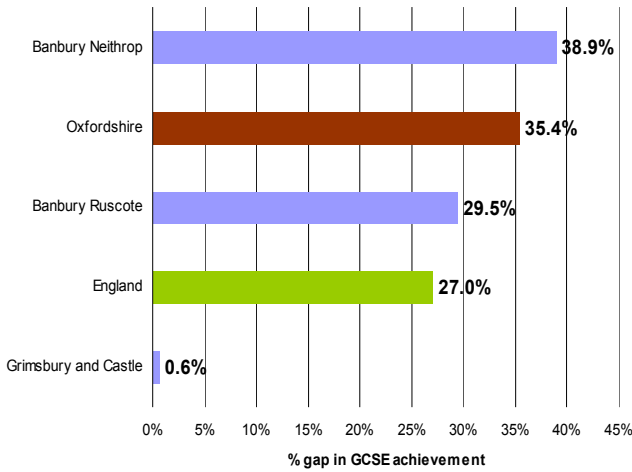
Percentage of children achieving 5 A\* to C grades at GCSE (including English and Maths) in regeneration wards compared to Cherwell, Oxfordshire and England (2009)  
 Note: LA figures based on school location, not pupil residence





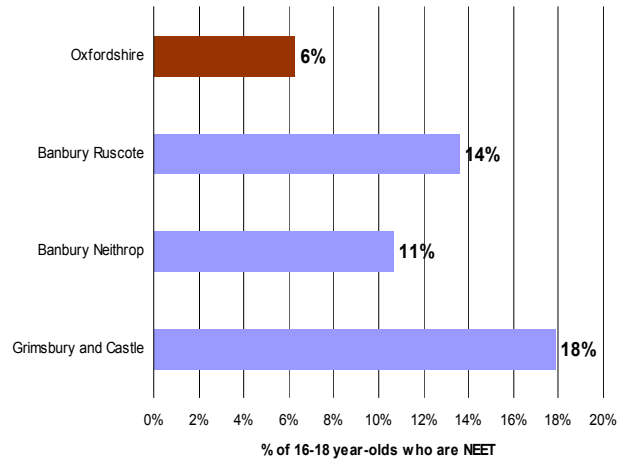
Gap between GCSE achievement rates of children eligible and children not eligible for free school meals in regeneration wards (2009)

Note: based on small numbers so differences may not be significant



Percentage of 16-18 year-olds not in education, employment or training (NEET) in regeneration areas compared to Oxfordshire (January 2010)

Note: based on small numbers so differences may not be significant

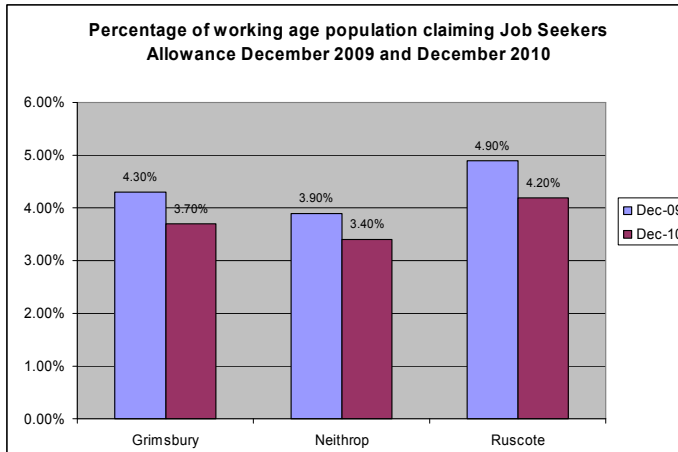


**Crime Headlines**

	Percentage Change between 2009/10 - 2010/11	
	Banbury Town	Banbury Ruscote, Hardwick, Neithrop
<b>Anti-Social Behaviour</b>	-22.0%	-13.0%
<b>Criminal Damage</b>	-18.4%	-16.3%

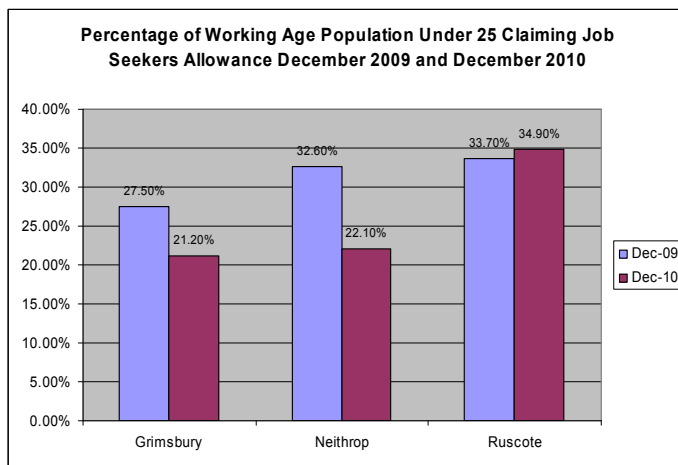
Data Source – Thames Valley Police – Cherwell Area Command

**Appendix 2 - Performance Measures: Employment and Skills**



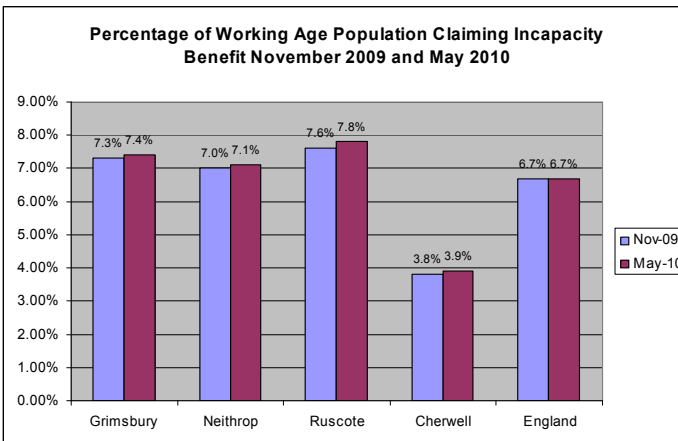
Shows a good reduction in the % of the working population seeking job seekers allowance.

Source: NOMIS



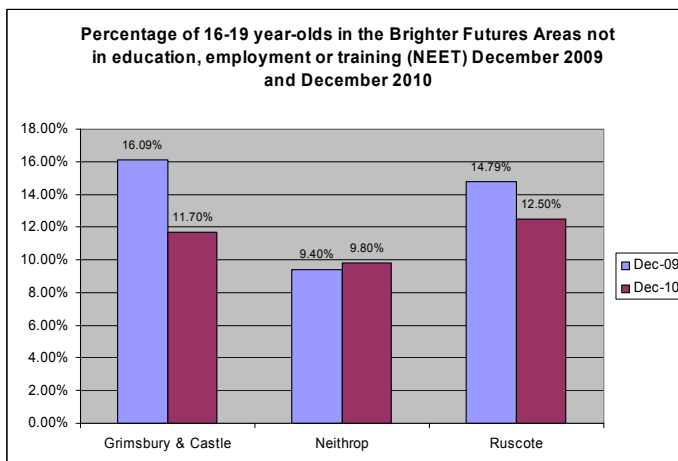
Shows a significant reduction in under 25s claiming job seeks allowance in both Grimsbury and Neithrop wards. Only a slight increase in the Ruscote ward.

Source: NOMIS



Shows a slight increase in incapacity benefit claims, reflecting the overall Cherwell position, but doesn't compare favourably to the national averages or direction of travel.

Source: NOMIS



Whilst Grimsbury and Ruscote show significant declines in NEETs, Neithrop shows a slight increase.

Source: OCC