



PRCC.36 14/15
Committee; Prosperous Communities
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B

Subject: South West Ward Strategy and Partnership Action Plan

Report by:

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Purpose / Summary:

This report has been produced to provide members with details of the strategic approach being taken with regard to the South West Ward in Gainsborough.

RECOMMENDATION(S):

- 1. That Members endorse the Vision, Strategy and associated Partnership action plan.**

IMPLICATIONS

Legal: None

Financial: FIN/101/15 None

Staffing : None

Equality and Diversity including Human Rights :
*NB: A full impact assessment **HAS TO BE** attached if the report relates to any new or revised policy or revision to service delivery/introduction of new services.*

Risk Assessment :

Climate Related Risks and Opportunities : None

Title and Location of any Background Papers used in the preparation of this report:

Call in and Urgency:

Is the decision one which Rule 14 of the Scrutiny Procedure Rules apply?

Yes

No

Key Decision:

Yes

No

Background

1.1 Gainsborough South West Ward (SWW) is the most deprived in the whole district and as a result has many of the associated problems. Virtually all the figures collected across a range of services and organisations show that the SWW has significant issues across a variety of measures.

1.2 These issues cross a number of service/ organisational boundaries and are all part of a hugely complex series of lifestyle indicators which simply can no longer be addressed in isolation.

1.3 These issues have been apparent within the ward for many years and as such are deeply engrained. Numerous efforts have been made to address some of these issues through a variety of projects and programmes in the past. However all the data, information and anecdotal evidence that is currently available shows that these significant efforts have made little or no real difference.

1.4 A significant amount of officer and member resource is spent tackling and reporting ad hoc problems, particularly in regards to ASB, in the South West Ward. This approach is sporadic in nature and therefore often runs the risk of reacting to issues, rather than strategically working collaboratively to implement meaningful and preventative actions and services. This sporadic and often individual service approach is replicated across partner organisations, which has resulted in the lack of improvement across the range of indicators, resulting in real risk of poor outcomes for the community within the ward.

2.0 The Strategic Approach

2.1 A Strategic Steering Group including representatives from all key organisations, health, Police, County Council, Voluntary Sector etc was formed in March 2014. At the first meeting data was shared with partners and a number of priority issues were identified. These have been organised into 4 themes, which have an action plan and lead officer.

- Social- To reduce health inequalities and maximise life chances.
- Physical- To develop a quality living environment, including surroundings, housing and secure tenancies that results in a place that people want to visit, live and continue to live in.
- Safer- To reduce crime and the fear of crime.
- Stronger Communities- To further enhance the community capacity and encourage more resilient communities who work better together.

2.2 The Strategic Group has a strong and growing membership who are all committed to a collaborative approach to tackling issues and have all contributed to the development of the partnership action plan, vision and strategy. The strategy is attached as Appendix A.

2.3 This new way of working with partners and agreed vision and actions is the umbrella strategy that supports delivery of individual initiatives such as Selective

Licensing. Without this overarching strategy such initiatives would run the risk of limited success. This is a macro approach to ensuring services have maximum impact through collaboration at a time when there are pressures on resources.

3.0 The Operational Approach.

3.1 An operational tasking group was created in June which meets every 2 weeks. This group includes colleagues from housing, waste, public protection, ASB, Police, Families Working together, Youth and Community Services and Probation. The purpose of this regular meeting is for representatives to provide intelligence on the area and for swift action to be taken, as a collective.

3.2 Actions from this group are fed back to the Strategic Group.

4.0 Action Plan

4.1 The Partnership Action Plan has been attached as appendix B. This has been sent to partners for validation. It is considered that the action plan will be a living document that is updated at each strategic group as actions are completed these will be achieved and additional actions may be included. A key action at the next Strategic Group meeting is to prioritise the actions.

5.0 Performance Management.

5.1 Performance monitoring of the action plan will be through the production of a balanced score card which will include a number partner targets as well as a number of strategic partnership targets. The scorecard template has been agreed and the next phase will be to agree targets.

Appendix A

South West Ward Strategy and Partnership Action Plan

Vision.

To reduce deprivation and raise aspirations and life chances in the South West Ward of Gainsborough.

Background.

1.1 Gainsborough South West Ward (SWW) is the most deprived in the whole district and as a result has many of the associated problems. Virtually all the figures collected across a range of services and organisations show that the SWW has significant issues across a variety of measures. Briefly this includes: -

- Low average income
- Very high rates of unemployment and incapacity benefit claimants
- Much lower than average life expectancy
- Much poorer than average housing standards
- Significantly higher levels of crime and anti-social behaviour
- Poorer than average academic achievement
- Poor general living environment

These issues cross a number of service/ organisational boundaries and are all part of a hugely complex series of lifestyle indicators which can no longer be addressed in isolation

1.2 These issues have been apparent within the ward for many years and as such are deeply engrained. Numerous efforts have been made to address some of these issues through a variety of projects and programmes in the past. However all the data, information and anecdotal evidence that is currently available shows that these significant efforts have made little or no real difference.

1.3 Services and partners, however do remain committed to making a real and positive difference within the SWW, and are working closely with the community to ensure that changes have the necessary impact required and essentially are supported by the community to ensure a sustained success.

Strategic Partnership

2.1 A Strategic Steering Group including representatives from all key organisations including health, Police, County Council, Voluntary Sector etc was formed in March 2014. At the first meeting data was shared with partners and a number of priority issues were identified. These have been organised into 4 themes, which have an action plan and lead officer.

- Social- To reduce health inequalities and maximise life chances.

- Physical- To develop a quality living environment, including surroundings, housing and secure tenancies that results in a place that people want to visit, live and continue to live in.
- Safer- To reduce crime and the fear of crime.
- Stronger Communities- To further enhance the community capacity and encourage more resilient communities who work better together.

The role of partners was identified as providing public and voluntary sector support, using our legislative processes and professional skills as required to support the communities. It is critical that all key partners are committed to supporting the strategic group in the achievement of its objectives, through the delivery of specific action plans.

3.0 Themes

Social- To reduce health inequalities and maximise life chances.

Premature mortality rate is 93% higher than the district rate

Highest smoking rates and second highest obesity rates in the district

Life expectancy significant lower than district averages (at least 5 years less for men and 3.5 years for women)

All three SWW Super Output Areas are in top ten most deprived in West Lindsey

High levels of income deprivation, child poverty and fuel poverty across the ward

Unemployment claimant rates nearly 3½ times Lincolnshire average (12.43%)

Long term unemployed a third higher than county average

Those claiming incapacity benefit two thirds higher than county average

25% of households earn under £10,000 pa

KS2 results significantly lower than rest of district

Twice the rate of NEETs compared to county

Level 4 or 5 qualifications around half county average

Basic numeracy and literacy lower than national and regional averages

Physical- To develop a quality living environment, including surroundings, housing and secure tenancies that results in a place that people want to visit, live and continue to live in

SWW has more than 9% of its homes empty

56% of houses are deemed “non-decent” (33% across rest of district)

32% of surveyed landlords say they cannot afford to carry out required repairs

Heavy skewing towards private landlords

Few sports and leisure facilities with limited community green space

Poor access to broadband in comparison to rest of county

More than half of population live in area of low air quality (6 times county average)

Safer- To reduce crime and the fear of crime.

Crime priorities in ward focussed on vehicle and youth ASB, drug dealing and metal theft

Significant problems around environmental issues such as litter, fly-tipping, dog fouling

Crime generally falling in line with national trends but still serious hotspots of problems – problem families/ households

Stronger Communities- To further enhance the community capacity and encourage more resilient communities who work better together.

Lack of community cohesion

Low number of community volunteers

Low number of community groups

SOUTH WEST WARD ACTION PLAN –October 2014

Appendix B

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	Health Trainer Programme	Support individuals to make sustainable lifestyle changes through development of a personal health plan and signposting/referring to relevant local services	Lifestyle/behaviour change. Reduction in health harming behaviours (e.g. poor diet, physical inactivity, smoking).	MB	Review the number of people accessing the service who live within the SWW and consider targeted promotional activity Develop the service to delivering group programmes within Gainsborough children centre	
		Performance Indicators	<ul style="list-style-type: none"> • Number people accessing the service and developing a personal health plan. • Number people achieving the goals set within their personal health plan. • Number of people signposted or referred to other local services. • Percentage of people accessing the service who live within areas of deprivation (quintile 1 and 2) 			
	Live Well for Life	New 11 week programme to tackle obesity for families with children aged 5 and under.	Providing early intervention to tackling obesity and child obesity.	Public Health/ Children's Services	Roll out of initial programme and further sessions	Dec 14 onwards
			Building positive lifelong health choices. Reducing obesity and child obesity. Improving mental. Physical wellbeing.		Joining up scheme with Bumps and beyond programme	Dec 14 onwards.
Performance Indicators	<ul style="list-style-type: none"> • Number people accessing the service. • Number people completing the programme. • Reduction in obesity rates. 					

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	GP Exercise Referral Scheme	Provide opportunity for sedentary adults or those with diagnosed long term conditions to become physically active in a supervised environment, free of charge for a 12 week period.	Increased physical activity. Improvement in clinical indicators (e.g. blood pressure). Improved mental health. Reduced obesity.	MB	Review the number of people accessing the service who live within the SWW and consider targeted promotional activity	TBC
		Performance Indicators	<ul style="list-style-type: none"> • Number people accessing the service. • Number people completing the programme. • Percentage of people accessing the service who live within areas of deprivation (quintile 1 and 2) 			
	Fit Kids Programme	12 week programme targeting children classified as obese to encourage improved diet and increased physical activity. Parental engagement is a pre-requisite of the programme	Increased physical activity amongst children. Improved child nutrition. Reduced childhood obesity. Improved confidence and self-esteem.	MB	Review number of programmes delivered within the SWW and request service provider to target this area if not already done so.	TBC
		Performance Indicators	<ul style="list-style-type: none"> • Number children accessing the programme. • Number completing the programme. • Change in BMI • Change in diet and activity levels 			
	Community Cooking and Growing Schemes	Provide education and practical learning on food preparation and cooking skills. Also provides opportunity for communities and groups to grow their own vegetables.	Improved dietary habits. Reduced obesity. Greater confidence. Improved physical activity (through gardening)	MB	Work with Gainsborough children centre to develop growing sites for parents and children and also deliver cookery skills programme within children centre Provide cookery skills programme for Gainsborough Disability Network Extend scheme into Ashcroft Road project.	Ongoing
		Performance Indicators	<ul style="list-style-type: none"> • Number of cookery courses delivered. • Number of people attending cookery courses. • Number of community growing sites developed. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	Walking for Health Scheme	Organised and volunteer led walking groups within the local area.	Increased physical activity. Improved mental health.	Gainsborough Health Walks	Investigate whether local health walk is in operation.	Ongoing
		Performance Indicators	<ul style="list-style-type: none"> • Number of walks in the local area. • Number of people attending walks 			
	Improving services for those with a disability	To explore opportunities to influence enhanced support and services for those within the SWW with disabilities.	<p>Better response to meeting the needs of the disabled community.</p> <p>Increased awareness of the issues facing those with disabilities.</p> <p>Better prepared and trained workforce.</p> <p>Better collaboration between support services to support those with disabilities.</p> <p>Increase in support sessions and positive activities.</p> <p>Improved mental well being</p>	WLDC, LCC, LCHS, Disability network	TBC	TBC
		Performance Indicators	TBC			
UNICEF Baby Friendly accredited children centres	To achieve the international UNICEF Baby Friendly accreditation with Gainsborough children centre. Evidence demonstrates that areas which have children centres with this accreditation achieve higher breastfeeding rates.	Increase breastfeeding rates	Partnership between LCC, LCHS and West Lindsey	Obtain the newly published standards from accreditation from UNICEF Re-establish working group to implement the UNICEF standards within the children centre	Spring 15	

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social		Performance Indicators	<ul style="list-style-type: none"> Successful achievement of Baby Friendly accreditation after UNICEF inspection and audits. 			
	Mental Health joint working	Working with providers to explore opportunities for further collaboration, mapping of assets and targeting of support.	<p>Better response to meeting the needs of the community.</p> <p>Increased awareness of the issues facing those suffering with mental health.</p> <p>Better prepared and trained workforce.</p> <p>Better collaboration between support services to support those with mental health issues.</p> <p>Reduction in the admissions for emergency care.</p> <p>Improved mental wellbeing. Greater economic benefits for area and Gainsborough as whole.</p>	LCC, LCHS, WLDC, disability network	<p>Mapping assets within community</p> <p>Involvement in People's Partnership launch and focus groups.</p>	TBC
		Performance Indicators	TBC			
	Tackling health inequalities	WLDC to continue further engagement and canvassing with health sector to ensure commissioned services target communities in SWW and reduce health inequalities.	<p>Tackling health inequalities</p> <p>Asset mapping fed into JSNA</p> <p>District involvement in People's Partnership</p>	WLDC, LCC, LCHS	<p>Continue dialogue and joint working with ccgs, LCHS</p> <p>Mapping of assets</p> <p>People's Partnership event.</p>	<p>TBC</p> <p>TBC</p> <p>TBC</p>
		Performance Indicators	<ul style="list-style-type: none"> Reducing health inequalities 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	Change 4 Life Programme	To increase physical activity amongst sedentary children (targeted at key stage 2)	Increased physical activity amongst inactive children. Improved confidence and self-esteem.	Inspire +	Identify schools within the SWW that are actively participating in the programme	TBC
		Performance Indicators	<ul style="list-style-type: none"> • Number of schools engaged with the scheme • Number of children participating in the programme 			
	Breastfeeding support strategy	Rebranding of breastfeeding support groups.	To increase breastfeeding rates and to provide enhanced support to mothers.	Health and LCC	Development of app Breastfeeding workshops Recruitment drive for peer mentors. Accreditation programme	TBC
		Development of breastfeeding toolkit to provide training and support.	To increase the numbers of breastfeeding peer mentors in the community.			
	Developing breastfeeding app.	Improved mental and physical wellbeing of mothers and babies.				
	Unicef accreditation for children's centre.					
	Performance Indicators	<ul style="list-style-type: none"> • Increase in breastfeeding rates • Numbers of peer mentors • Number people completing the workshop • Award of accreditation • Numbers of app downloaded. 				
	Healthy Schools Programme	Healthy Schools promotes the health and well-being of pupils and staff through a well-planned curriculum in a physical and emotional environment that promotes learning and healthy lifestyle choices	TBC	TBC	Investigate the Healthy Schools programme and number of schools in SWW that are engaged.	TBC
		Performance Indicators	<ul style="list-style-type: none"> • Number schools in SWW engaged with the programme 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales	
Social	Smoking Cessation	Service to support people to stop smoking	Reduce smoking prevalence. Reduce prevalence of smoking related disease/premature mortality	Phoenix stop smoking service	Review the number of people accessing the service who live within the SWW and consider targeted promotional activity	TBD	
		Performance Indicators	<ul style="list-style-type: none"> • Number people accessing service • Number people reaching 4 weeks without smoking 				
	NEET and unemployment strategy	To roll out NEET and Unemployment strategy.	Reduction in numbers of long term NEET and unemployed.	Targeted support given to vulnerable groups to tackle issues impacting on positive outcomes inc adult pathway. Reduction in incidents of ASB/crime Improved health and mental wellbeing. Improved social cohesion. Greater economic benefits for area and Gainsborough as whole.	WLDC, LCC, LEP, local training providers, Job centre plus.	TBC, roll out of project within children's services.	Ongoing
			Explore links with employment project (adult pathway)			TBC	
			Explore links beyond 2 year work programme (Pinnacle training)			TBC	
Performance Indicators	TBC						
Smoke Free Homes Initiative	To raise awareness of passive smoking and encourage changes in smoking behaviour around children	Reduced passive smoking. Increased number of home safety checks by Fire Service.	Smoke Free Homes Project	Review the number of people accessing the service who live within the SWW and consider targeted promotional activity	March 15		
		Performance Indicators	<ul style="list-style-type: none"> • Number of homes registered with smoke free homes 				

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	Explore Training support opportunities on mental health for work based training providers	To look at what training providers currently deliver with regards to mental health support. Seeking to ensure that all providers have access to relevant training, support measures and access to referral pathways to specialised services	<p>Increase in mental well-being.</p> <p>Reduction in numbers of NEET and long term unemployed.</p> <p>Increase in positive outcomes inc employment, learning opportunities and volunteering.</p> <p>Increase in referrals to specialised mental health services.</p> <p>Greater economic benefits for area and Gainsborough as whole.</p>	Health/WLDC	<p>Work with training providers to assess current support and practices.</p> <p>Work alongside mental health services to explore training opportunities and improve referral pathways.</p>	March 15
		Performance Indicators	<ul style="list-style-type: none"> • Numbers being retained on programmes • Numbers accessing positive outcomes • Referrals to services • Training events. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social	Explore Closer links between Job centre Plus and Revenue and Benefits.	With the relocation of Job Centre Plus into the Guildhall, seeking to ensure that clients receive an effective set of services and support from both departments.	<p>Clients receive a joined up set of support services.</p> <p>Increase in client satisfaction.</p> <p>Increase in effective referrals and signposting for relevant support/services.</p> <p>Increasing the effectiveness of support delivered.</p> <p>Tackling child poverty and reliance on benefits.</p> <p>Greater economic benefits for area and Gainsborough as whole.</p>	WLDC/ Job Centre Plus	Development of working relationships and systems.	TBC
		Performance Indicators	TBC			
	Raising aspirations – working with schools	Investigate extension of Youth 100 project to deliver work related support to students in year 9-11.	<p>Increase in positive activities and attainment.</p> <p>Positive career choices at the end of year 11.</p> <p>Reduction in numbers on NEET and unemployment register.</p> <p>Reduction in those receiving benefits.</p> <p>Decrease in absenteeism.</p>	WLDC/GAIN	Put together task force	TBC

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Social		Performance Indicators	<ul style="list-style-type: none"> Numbers completing programme NEET figures Absenteeism figures 			
	steps2change	Access to psychological therapies via self-referral	Increased access to psychological therapies	LPFT	Develop relationship with the step2change service and what it offers	Jan 15
		Performance Indicators	<ul style="list-style-type: none"> Number people from SWW accessing services through the programme 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Scouts Hill outdoor play park Development.	Provide opportunity for positive outdoor activities/recreation.	Lifestyle/behaviour change.	WLDC/ positive futures	Determine land ownership and seek resolution.	By end Oct 14.
		Create a green environment where young people and children have opportunity to play and exercise.	Reduction in physical inactivity, reduction in anti-social behaviour.		Prepare WREN project proposal, working with community and positive futures to engage and consult with local young people. In interim period ensure grass cutting and maintenance in place. WLDC to resource this.	By end Feb 15
		Explore whether 3G pitch concept could be incorporated into scheme.	Increase in social cohesion. Improved mental health.		Liaise with WREN re 3G pitch concept and eligibility. Submit expression of interest form to Lincolnshire FA.	April – Sept 15
		Performance Indicators	<ul style="list-style-type: none"> • Successful development and delivery of WREN project • Numbers of activities delivered • Numbers of young people undertaking activities 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Ashcroft Road Park Development.	Develop park to offer positive play opportunities, youth shelter, community healthy living projects and improved environmental green space in built up area of the SWW.	Increased physical activity.	WLDC, LCC	Prepare WREN project proposal, the community and positive futures to engage and consult with local young people	Jan 15
			Reduction in child obesity.			Work with Gainsborough Children's centre to expand community growing scheme and to ensure that local families are using and are invested in long term future of the park.
			Improved mental health.		Work in partnership with positive futures re youth shelter and its capacity to enable engagement.	
			Reduced obesity.			Work in partnership with X Church to ensure that community and young people are invested in the upkeep and positive usage of the park.
			Reduction in youth ASB.			
			Increased youth engagement.			
		Performance Indicators	<ul style="list-style-type: none"> • Delivery of the WREN project. • Number of families and young people accessing the park. • Numbers of families accessing community growing scheme. • Reduction in reported environmental incidents. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	To develop a Red-Amber-Green referral process.	To develop a holistic early intervention and preventative referral pathway to oversee cases and incidents in the SWW.	Increase in partnership working, referrals and collaboration.		To interrogate the current referral processes in operation (asbrac, arm) to explore whether early intervention measures and principles are being deployed, to take forward any findings.	Deadline April 15
			Use of referral pathway into treatment services.		To work with FWT, YOS, positive futures, probation, drugs and alcohol to assess opportunities for referral and further action.	March 15
			Ensuring that services and partners are being appropriately responsive and timely to the needs of the community and reducing escalating issues and problems.		To develop and define the referral pathway process.	April 15
			Appropriate targeting of services and resources through preventative strategies.		To work with community to increase opportunity for reporting and raising issues.	Ongoing
			Reduction in incidents of ASB/Crime and the need for enforcement activities.		To develop information guide for services and practitioners re referral pathway inc website/social media.	Nov 14
			Increase in community confidence.			
		Performance Indicators	<ul style="list-style-type: none"> • Number of referrals to partner organisation i.e. FWT, probation, YOS etc. • Reduction in numbers of cases reaching asbrac. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Develop youth outreach service.	<p>To work with young people in the SWW to promote positive behaviours and provide support and advice, including support with alcohol and substance misuse.</p> <p>Looking at new ways of working, utilising locations within the SWW, to provide good quality provision for young people/ alongside outreach team.</p>	<p>Reduction in incidents of Absenteeism</p> <p>Reduction in the numbers of reported incidents of ASB.</p> <p>Increase in the participation of positive activities.</p> <p>Increase in positive activities and health and mental well-being.</p> <p>Reduction in those involved with drug/substance related incidents.</p>	LCC	<p>To pull together joint funding application to develop outreach team.</p> <p>To work with existing groups in area (X church, residents groups) to engage with community and consult on needs.</p> <p>To work with youth Addaction on ensuring preventative work with legal highs and other substance misuse behaviour is addressed.</p> <p>Work educational institutes to look at absenteeism reporting systems and notifications.</p>	<p>Feb 15</p> <p>Ongoing</p> <p>March 15</p> <p>April 15</p>
		<p>Performance Indicators</p>	<ul style="list-style-type: none"> • Funding secured • Number of young people accessing support. • Numbers engaged in positive activities. • Reduction absenteeism. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	To develop “street by street” action plans.	To develop a plan that tackles the holistic and individual needs of our priority streets.	<p>Ensuring that services are targeted to meet the complex and individual needs of our priority streets.</p> <p>Deploying appropriate services to maximise effectiveness and address needs.</p> <p>To ensure a preventative approach.</p> <p>Reduction in the levels of ASB/crime.</p> <p>Increase in community confidence.</p>	WLDC/ Police	<p>Develop task force to pull together plans.</p> <p>Review current activities, response in relevant streets. Develop action plan per street.</p>	<p>Feb 15</p> <p>April 15</p>
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents • Numbers of services signed up to plans. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	South West Ward Tasking Group.	To deliver internal and external rapid and responsive solutions for the communities within the SWW.	<p>To scrutinise internal systems and make changes/recommendations.</p> <p>Quick and effective response to complaints and incidents via Flare, South West Ward Residents Group, and South West Ward Improvement Group.</p> <p>To provide challenge to internal partners to effect positive change.</p> <p>Improved community confidence.</p> <p>Reduction in ASB/crime incidents</p>	WLDC	<p>To meet bi-weekly with key internal departments.</p> <p>To invite FWT, probation and positive LCC Youth and Development every 6 weeks.</p> <p>Every department to prepare monthly stats on incidents in SWW.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
		Performance Indicators	<ul style="list-style-type: none"> Reduction in incidents of ASB/flytipping/crime Increase in reported incidents Reduction in complaints. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Legal high and Drug and Alcohol awareness training.	<p>To provide key support workers in the SWW with the relevant techniques to be able to better support those at risk of drug and substance misuse. Embedding MECC techniques in every day practice.</p> <p>To increase partnership working between Police/treatment services as well as also ASB teams and probation.</p>	<p>Agencies and stakeholders have up to date information and a toolkit to support and use appropriate techniques.</p> <p>Agencies are utilising the appropriate referral mechanisms, and signposting effectively.</p> <p>Improved mental and physical well-being.</p> <p>Reduction in levels of ASB/crime incidents.</p> <p>To ensure a preventative approach.</p> <p>A better skilled workforce able to respond to the needs of the community.</p> <p>Increase in participation in positive activities by young people.</p> <p>Increase in community confidence.</p>	Addaction	<p>To identify those agencies requiring training and support and put together training programme.</p> <p>To roll out training programme to the X Church and its volunteers.</p> <p>To ensure programme referral is embedded into referral pathway mechanism.</p>	<p>Spring 15</p> <p>TBC</p> <p>Spring 15</p>
		<p>Performance Indicators</p>	<ul style="list-style-type: none"> • Reduction in incidents of drug related ASB/crime incidents • Increase in referrals to Addaction and youth Addaction. • Numbers of practitioners undertaking training. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Roll out of Amy Winehouse resilience programme	To deliver a drug and substance misuse programme within our secondary school that delivers better awareness, education and resilience.	Increasing awareness and knowledge regarding drugs and alcohol and the associated risks.	Addaction	Liaison with Gainsborough Academy to identify interest.	Nov 14
			Targeted support for those young people living in a household where there is substance misuse.		Design of programme, ensuring that key partners are part of process (certain families will be identified for specific workshop support)	May 15
			Creating better trained teachers, able to offer preventative support.		Ongoing support programme identified for targeted support.	May 15
			Improving the awareness of support services and responsive signposting and action.			
			Improved mental and general well-being.			
			Reduction in absenteeism and exclusions.			
		Performance Indicators	<ul style="list-style-type: none"> • Number of year 7-11 students enrolled on course. • Numbers of parents attending information sessions • Reduction in number of days lost through absenteeism and fixed suspensions. • Reduction in numbers of drug/substance related incidents in school. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Preventative Drug and Alcohol Service to be Included in new commissioning Process.	To ensure that a preventative service for the SWW is included within the new county drug and alcohol service specification.	Delivering support within the locality to focus on causes and symptoms of drug and alcohol use. Lifestyle/behaviour change. Improved mental health and well-being. Reduction in instances of ASB/crime. Increased community confidence.	LCC	Work with LCC to look at preventative requirements within new service specification.	End Dec 15
		Ensuring issues are raised when future treatment services model goes out for consultation.	Performance Indicators			
	Generic Service Offer	Tailored and locality focussed response from services and agencies. Ensuring that preventative approach is applied to tackling key issues in the SWW.	Delivering support within the locality to focus on causes and symptoms of drug and alcohol use. Lifestyle/behaviour change. Improved mental health and well-being. Reduction in instances of ASB/crime. Increase in positive activities Increased community confidence.	WLDC/LCC	Set up task group to look at what service offer could be and include, exploring potential for “passport to services” approach.	Summer 15

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents Number of young people accessing support. • Numbers engaged in positive activities. • Numbers of services signed up to plans. 			
	Multi- Agency Mobile Police Unit events.	Running quarterly multi-agency mobile unit events at key hot spots in the SWW.	Increase in community confidence.	Police/WLDC	Put together calendar of events.	First one Nov 17 th 2014
		Delivering multi-agency localised support and information to the SWW communities.	Increase in reporting of concerns, comments and issues.		Market events to the community	Nov 14 and ongoing
		Increasing community confidence in services and increasing people's willingness to share their views, comments and concerns.	Local information used to support service development and delivery.			
	Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers attending events • Number of events • Number comments, issues collated • Community feedback. 				
	Enhanced dialogue between Police and Children's Services	To continue to work together to identify opportunities for further collaboration.	<p>Increase in joint visits.</p> <p>Improved channels of communication.</p> <p>Increased efficiencies and support for families.</p>	Police/LCC	Meeting to look at processes and how agencies are alerted and invited to home visits.	Ongoing

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents Number of young people accessing support. • Numbers engaged in positive activities. • Numbers of services signed up to plans. 			
	Providing support in schools regarding good citizenship and consequence.	Police to provide PCSO support to Benjamin Adlard School in assemblies and via PSHE programme.	<p>Increase in pupil's awareness of consequences of crime and anti-social behaviour.</p> <p>Reducing the number of incidents of youth ASB/crime.</p> <p>Better positive perception of pupil's towards enforcement services.</p> <p>Improved community cohesion.</p> <p>Reduction in absenteeism</p> <p>Closer links between education and enforcement to provide early identification of key issues and seek solutions</p>	Police/ Benjamin Adlard/WLDC	<p>WLDC to set up meeting with school.</p> <p>Programme of work scheduled</p>	<p>Jan 15</p> <p>Feb 15 ongoing</p>
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents Number of young people accessing support. • Numbers engaged in positive activities. • Numbers of services signed up to plans. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	ASB Self-Assessment with Peer Review.	Completing self-evaluation and peer review to ensure service is delivering maximum efficiencies, a high quality service and realising its potential.	<p>Delivering high quality interventions.</p> <p>Improved service level targets.</p> <p>Improved staff development and training.</p> <p>Enhanced internal systems</p> <p>Improving community perceptions and confidence.</p> <p>Increase in community response and reporting</p> <p>Reduction in the numbers of incidents of ASB.</p>	WLDC	<p>Sourcing peer reviewer</p> <p>Developing self-assessment toolkit and undertaking evaluation.</p> <p>Roll out of recommendation/findings</p>	<p>Oct 14</p> <p>Dec 14</p> <p>TBC early 2015</p>
		Performance Indicators	<ul style="list-style-type: none"> • Reduction in the numbers of ASB incidents • Completion of self-assessment tool • Increase in the number of complaints recorded. • Faster service level targets 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Communicating service and activity offer.	To ensure that activities and services are effectively marketed and communicated to those working and supporting communities in the SWW.	Preventative approaches taken to tackling issues in the SWW:	WLDC/Police	To explore methods of ensuring services are aware of support and activities available i.e. service directory, newsletter etc.	Dec 14
			Increase in referrals and uptake of support, resulting in: Agencies are utilising the appropriate referral mechanisms, and signposting effectively.		Multi-agency attendance at residents meeting inc WLDC, PCSO, ASB.	Nov 14
			Improved mental and physical well-being.		Extension of street surgery programme to include mobile police stations and increased multi-agency representation. More promotion of using Positive Futures and expanding their project.	Dec 14
			Reduction in levels of ASB/crime incidents.			
			A better skilled workforce able to respond to the needs of the community.			
			Increase in positive activities			
			Increased community confidence.			
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents • Numbers of services signed up to plans • Numbers engaged in positive activities. • Number of referrals to partner organisation i.e. FWT, probation, YOS etc. • Reduction in numbers of cases reaching asbrac. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Street Dance Activity and event	To develop a weekly targeted positive activity in the SWW, focussing on street dance.	Lifestyle/behaviour change. Reduction in physical inactivity, Reduction in anti-social behaviour. Increase in social cohesion. Improved mental health	Positive Futures	Publicise sessions ensuring all services are aware. Organise celebration event	Ongoing Spring 15
		Performance Indicators	<ul style="list-style-type: none"> • Number of young people from SWW accessing programme • Delivery of celebration event. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	X Church Development	To support the X Church in further developing its services to young people and the local community.	<p>Lifestyle/behaviour change.</p> <p>Reduction in physical inactivity, Delivering support within the locality to focus on causes and symptoms of drug and alcohol use.</p> <p>Reduction in anti-social behaviour.</p> <p>Increase in social cohesion.</p> <p>Improved mental health Improved mental and physical well-being.</p> <p>Reduction in levels of ASB/crime incidents.</p> <p>A better skilled workforce able to respond to the needs of the community.</p> <p>Increase in positive activities</p> <p>Increased community confidence.</p>	LCC/Police	<p>Develop training programme to address key areas of delivery; safeguarding, health and safety.</p> <p>Support church with identified fire risk assessment.</p> <p>Liaise with church on further exploring opportunities for community café i.e. volunteering, training, community garden at Ashcroft Rd</p> <p>Support church in developing wider relationships with community groups and stakeholders. Exploring opportunities for expansion, partnership arrangements.</p>	<p>Dec 14</p> <p>Dec 14</p> <p>April 15</p> <p>June 15</p>
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents • Numbers of services signed up to plans • Numbers engaged in positive activities. • Number of referrals to partner organisation i.e. FWT, probation, YOS etc. • Reduction in numbers of cases reaching asbrac. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Family Engagement Days.	Developing series of family engagement days inc Santa's grotto.	Increase in positive activities Increased community confidence. Increase in social cohesion Improved access to services and support	FWT	Set up of tasking group to explore calendar of events and roll out of programme Marketing of events	Nov 14 Ongoing
		Performance Indicators	<ul style="list-style-type: none"> • Delivery of events • Attendance at events • Numbers of referrals to agencies • Numbers signed up to activities 			
	To explore mentoring programme for 13-16 year olds.	Taking the principles of the Youth 100 project and developing a mentoring scheme within schools.	Improvement in positive behaviours and school attendance Improved mental health and well-being. Reduction in instances of ASB/crime. Increase in positive activities Reduction in absenteeism	LCC/GAIN	Presenting concept to GAIN members and developing task group Engagement with education system Development of peer/ mentoring training programme Recruitment of volunteers	Jan 15 Jan 15 May 15 Summer 15
		Developing peer mentoring scheme to sit alongside.	<ul style="list-style-type: none"> • Increase in the number of volunteers • Reduction in absenteeism • Increase in youth employment • Increase in attainment • Decrease in disruption in class. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	To source and develop Outreach/ Drop in locations.	To improve accessibility to support and services within the locality by locating officers within settings within the SWW.	Increase in Community confidence	WLDC/Police	Identify location options, including the Bridge, WLDC property and Benjamin Adlard.	Feb 15
			Increase in reporting of issues and incidents.		Work with partners to explore virtual team to work in locations.	March 15
			Increase in social cohesion		Work with community to market scheme and get community 'buy in'	Ongoing
			Improved access to services and support			
			Better response to needs			
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of referrals to agencies • Numbers of ASB/crime incidents • Number of referrals to partner organisation i.e. FWT, probation, YOS etc. • Reduction in numbers of cases reaching asbrac. 			
	Explore options of developing preventative training options re anger management Widen scope for training	To explore training support and interventions that take a preventative approach in tackling issues that may lead to anti-social and criminal behaviours.	Avoiding Court Process and costly judicial processes	Probation	Source training and support options	TBC
			Improved mental and physical health.			
			Reduction in levels of ASB/crime incidents.			
			Increase in positive activities			
			Improved family dynamics and positive relationships			
			Increased community confidence.			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer		Performance Indicators	<ul style="list-style-type: none"> Numbers of referrals to agencies Numbers of ASB/crime incidents Number of referrals to partner organisation i.e. FWT, probation, YOS etc. Reduction in numbers of cases reaching asbrac. 			
	Activity pass	Develop some funding to create activity pass that can be used by children and young people from low income families to attend one constructive group activity per week i.e. Guides, girls brigade, dance, army cadets, swimming etc.	<p>Increase in positive activities</p> <p>Improved family dynamics and positive relationships</p> <p>Increased community confidence.</p> <p>Improved mental and physical health.</p> <p>Reduction in levels of ASB/crime incidents</p>	WLDC/LCC	<p>Set up task group to take forward idea.</p> <p>Explore funding options</p> <p>Explore expanding activities in particular via Positive Futures. In particular in activities that teach discipline, anger management, team rules I.e., Kick Boxing, martial arts etc.</p>	<p>March 15</p> <p>March 15</p> <p>April 15</p>
		Performance Indicators	<ul style="list-style-type: none"> Reduction in absenteeism Increase in youth employment Increase in attainment Decrease in disruption in class. Numbers of referrals to agencies Numbers signed up to activities 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer	Alcohol Fuelled Crime prevention	Police to proactively promote seminars when issuing fixed penalty notices.	Embedding MECC techniques in every day practice. Reduction in alcohol fuelled incidents. Improved health and mental health well-being. Improved community confidence. Better utilisation of referral pathways into treatment services	Police/DART. Addaction.	Police and drug and alcohol agencies to work together to share best practice.	TBC
		Performance Indicators	<ul style="list-style-type: none"> Reduction in incidents of drug related ASB/crime incidents Increase in referrals to Addaction and youth Addaction. Numbers of practitioners undertaking training. 			
	Restorative Justice in the SWW	To explore further opportunities to utilise restorative justice in the SWW.	Improved Social Cohesion. Improved mental and physical well being	Police	Ensure embedded into referral pathways Communicating programme	TBC
		Performance Indicators	<ul style="list-style-type: none"> Numbers of referrals to scheme 			
	Multi-storey car park action. Tackling ASB.	Collaborative measures including training and staff support from Youth and Community Development Workers.	Reduction in numbers of incidents in car park. Increase in community safety and perceived threat from ASB presence. Increase in positive activities by young people.	LCC/Police/WLDC	Steering group established, training programme in development.	Oct 14

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Safer		Performance Indicators	<ul style="list-style-type: none"> Numbers of referrals to agencies Training completed by practitioners Numbers of ASB/crime incidents Number of referrals to partner organisation i.e. FWT, probation, YOS etc. Reduction in numbers of cases reaching asbrac. 			
	Selective Licensing proposals for the South West Ward	To consult with stakeholders in the Ward regarding the introduction of a selective licensing scheme for private landlords.	To reduce the level of ASB	WLDC (Housing)	Consultation complete	1 st Sept 14
			To improve the overall area		Consultation analysis underway	Nov 14
			To ensure that property management in the area is improved		Report due to committee	16 Dec 14
		Performance Indicators	<ul style="list-style-type: none"> Implementation of scheme within timescales. Specific indicators to be developed should scheme be introduced. Decision on scheme taken by members. If introduced new measures to be included. 			
	Targeted enforcement using housing and planning powers	To ensure that enforcement resources are directed regularly to the SWW for planning, housing and empty properties	To take enforcement action on appropriate properties using existing powers	WLDC/ (housing)	Periodic area inspections in place	Ongoing
To complete works in default where owners are not compliant			Regular review of priority cases		Fortnightly	
				Progression of WID for appropriate properties	Ongoing	
	Performance Indicators	<ul style="list-style-type: none"> Number of enforcement cases open in the area number of notices served number of cases dealt with via prosecution or WID 				

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Empty Homes Cluster Funding Project	To bring back into use 100 properties in the SWW cluster area before March 2015	To reduce the number of long term empty properties	WLDC (Housing)	Ongoing liaison with landlords requiring Assistance	March 2015
					Refurbishment of purchase properties	March 2015
		Performance Indicators	<ul style="list-style-type: none"> • Number of properties brought back into use 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Dog fouling campaign	Explore opportunities to tackle dog fouling via: <ul style="list-style-type: none"> Spot target campaigns School visits and information sessions Enforcement 	Reduction in dog fouling incidents	WLDC	Skills audit of staff able to deliver spot fines	Feb 15
			Improved environment		Development of calendar of spot fine campaigns	Jan 15
			Improved signage and information		Liaise with local school re opportunity to deliver educational sessions.	March 15
			Improved physical wellbeing.		Invest in signage and explore new ASB powers.	Jan 15 ongoing
			Increase in community confidence			
			Increase usage of parks and green spaces by youth and community groups.			
			Reduction in waste disposal call outs.			
			Reduction in complaints.			
		Performance Indicators	<ul style="list-style-type: none"> Reduction in the number of dog fouling cases reported. Reduction in clean up services Responsible dog ownership, increase in use of waste bins. Reduction in complaints. Increase in fixed penalty notices. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Increase in positive recycling DCLG project	Bid submitted to DCLG to fund a positive recycling scheme. Encouraging individuals and communities to recycle and be responsible waste disposers.	<p>Increase in recycling output.</p> <p>Better physical environment.</p> <p>Increased use of receptacles</p> <p>Award scheme (best recycler, best street)</p> <p>Increase in social cohesion.</p> <p>Reduction in fly tipping and environmental complaints.</p> <p>Improved physical and mental wellbeing.</p>	WLDC waste services.	<p>Bid submitted</p> <p>Steering group established</p> <p>Project rolled out (if successful)</p>	<p>7th Nov 14</p> <p>Ongoing</p> <p>Jan 15</p>
		Performance Indicators	<ul style="list-style-type: none"> • Increase in recycling outputs • Reduction in call outs • Community satisfaction survey • Numbers of rewards administered. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Local Enforcement Strategy	The reduction in early presentation of waste and Fly tipping by varying means: <ul style="list-style-type: none"> • Revamped preventative letter. • Increased enforcement presence. • Audit of ASB and environmental functions (opportunity for collaboration/generic triage support) • Education • Community champions • Greater community confidence. • Signage audit, better and clearer information. 	Reduction in the incidents of fly tipping and early presentation of waste.	WLDC	Development of new preventative letter.	Dec 14
			Increased community confidence		Self-evaluation of ASB team	Jan 14
			Performance Indicators	<ul style="list-style-type: none"> • Reduction in the number of early presentation and fly tipping cases reported. • Reduction in clean up services • Reduction in complaints. • Increase in fixed penalty notices. 		Proposal submitted for new enforcement officer Dec 14 Exploration of new ASB powers. Nov 14 Police mobile units and community hub Nov 14 ongoing
	Wren projects (see ASB/crime re Ashcroft rd. and scouts hill)	PLEASE SEE WREN PROJECTS UNDER ASB/CRIME - ASHCROFT ROAD AND SCOUTS HILL.				

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Youth community clean day and Litter picking	Programme of youth volunteering days to clean up streets in the area.	Increase in positive youth activities.	LCC Youth and Community Development.	To recruit volunteers	Jan 15
			Improved physical environment.		To develop programme	Feb 15
		Increase social cohesion.		To explore roll out to wider community.	May 15	
		Improved physical and mental wellbeing.				
	Performance Indicators	<ul style="list-style-type: none"> • Numbers of volunteers recruited. • Reduction in clean up services • Reduction in complaints. • Numbers of sessions delivered 				
Physical	Community pay back scheme	A two year project to utilise the community payback team in the SWW Supporting community projects and tackling 'grot spots' to improve the area visually.	Reduction in recidivism	WLDC	Continue weekly activities in liaison with community groups and agencies	ongoing
			Improved physical environment.			
	Increase social cohesion.					
	Improved physical and mental wellbeing.					
	Performance Indicators	<ul style="list-style-type: none"> • Reduction in incidents of ASB/crime • Reduction in clean up services • Reduction in complaints • Numbers accessing programme. 				

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical	Street surgeries	Programme of street surgeries to identify environmental issues in all areas that need improvement and take appropriate action.	<p>Early identification of empty properties. Missing bins, damaged properties, potholes etc.</p> <p>Increased enforcement action through council tax registers or land registry.</p> <p>Building community confidence</p> <p>Improved environment.</p> <p>Improved physical and mental wellbeing.</p> <p>Reduction in complaints.</p>	WLDC	Programme roll out	Ongoing
		Performance Indicators	<ul style="list-style-type: none"> • Reduction in the number of early presentation and fly tipping cases reported. • Reduction in clean up services • Reduction in complaints. • Increase in fixed penalty notices. • Delivery of sessions 			
	Explore Opportunity for street allotments/ community growing schemes	Provide opportunity for communities and groups to grow their own vegetables.	<p>Improved dietary habits. Reduced obesity. Greater confidence.</p> <p>Improved physical activity (through gardening)</p> <p>Improved environment</p> <p>Award scheme – best kept street</p>	WLDC	<p>SEE GROWING SCHEME ACTION (SOCIAL)</p> <p>Carry out feasibility study for allotment.</p>	Spring 15

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Physical		Performance Indicators	<ul style="list-style-type: none"> • Number of cookery courses delivered. • Number of people attending cookery courses. • Number of community growing sites developed. 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Stronger Communities	Community Strategy to be devised	Community strategy to be devised but will focus on areas:	Increase in community confidence	WLDC	Strategy to be devised	TBC
		<ul style="list-style-type: none"> Communicating the plan. Community events/festivals Best neighbour awards Creating community champions. Increase in volunteering inc youth volunteers Number of community led groups Developing resilience. Communication strategy Greater service presence within the locality Community feedback directly influencing services and impacting on performance monitoring Street allotments 	<ul style="list-style-type: none"> Greater community cohesion and resilience Increase in volunteering Development of community champions model Increase in reporting incidents. Reduction in cases of ASB/crime. Improved physical and mental wellbeing. 		<ul style="list-style-type: none"> Health and Wellbeing asset mapping. Involvement of local groups in People's Partnership Restorative justice roll out 	<ul style="list-style-type: none"> TBC TBC TBC
		Performance Indicators	<ul style="list-style-type: none"> Numbers of volunteers Number of community champions Community events and attendance Community feedback Reported incidents from public 			

Theme	Activity	Purpose	Outcomes	Lead	Action	Timescales
Stronger Communities	Establish Area Youth Forum	To give young people in the SWW a voice and influence over issues that impact on them	<p>Increase in positive activities</p> <p>Increase in participation in decision making</p> <p>Improved social cohesion.</p> <p>Design of services that make a difference to young people.</p> <p>Reduction incidents of youth ASB</p> <p>Increase of young people participating in community events and represented on community forums.</p>	LCC/positive Futures	Establish group	Summer 15
		Performance Indicators	<ul style="list-style-type: none"> • Numbers of volunteers on forum • Number of youth community champions • Representation on community forums and events. 			