

# Report of the strategic Director of Environment and Sport to the meeting of Bradford South Area Committee to be held on 22 January 2015.

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**Subject: Be Neighbourly Campaign**

**Summary statement:**

This report is to inform the Bradford South Area Committee on the development and progress of the Be Neighbourly Campaign.

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**Overview & Scrutiny Area:**

**Corporate**



## 1. SUMMARY

This report provides the area committee with an overview of the Be Neighbourly Campaign and how this initiative is aiming to encourage greater neighbourliness as means of combating isolation of vulnerable people during winter and extreme weather

## 2. BACKGROUND

**Be Neighbourly** aims to encourage and support neighbours to be more neighbourly and to make their neighbourhoods friendlier places to live.

The campaign wants to help to decrease loneliness through increasing connections between neighbours and encourage more help during the winter months.

Organising and taking part together in simple activities is seen as a great way to build a stronger sense of belonging to your local community. It can also help to reduce isolation of lonely and vulnerable neighbours by providing opportunities for social contact and friendship.

The campaign is actively supported by a group of partners that includes: Warm Homes Healthy People Partnership, Stronger Communities Partnership, Older People's Partnership, Bradford Council, Neighbourhood Watch, faith organisations, community groups, voluntary organisations, charities and many others.

## 2.2 DEVELOPMENT

**2.2.1** In April 2014 a meeting of Stakeholders met to discuss ideas for encouraging and promoting neighbourliness in light of the low uptake, of the last two rounds of the winter warmth healthy people small grants offer. It was concluded that the warmer months of the year offered a much better opportunity to build greater social action between neighbours. Increased neighbourliness would then help to build protection for those who become vulnerable to the extremes of the weather.

**2.2.2** A plan was agreed to launch a campaign that would promote neighbourliness and recruit Street Champions (cold weather) and Neighbourhood Watch coordinators. Both would be encouraged to support street level activity and engagement to increase neighbourliness.

**2.2.3** A Be Neighbourly Facebook page was set up to encourage participation.

**2.2.4** A Be Neighbourly Pack has been designed to give some basic guidance and information on how to get involved in the campaign, on organising street activities and on how to involve neighbours. It also includes application forms to sign up to be a street champion and or a Neighbourhood Watch Coordinator (if street not already covered by NW)



**2.2.5** To date the Be Neighbourly Campaign has been promoted at a number of events around the District including the Older Peoples Focus Group, BOPA AGM, The Black Health Forum, the Stronger Communities Forum, BD3 Street Wise, Lapage Community Engagement Day the Bradford South Health & Wellbeing Hub and the Ilkley Good Neighbours Scheme. Further presentations are confirmed for early 2015 a to both voluntary and public sector organisations.

**2.2.6** Be Neighbourly has also had a full page article in the Telegraph & Argus and has been mentioned in the Ilkley Gazette. The Be Neighbourly Face Book page has over 300 likes. The West Yorkshire Police O.W.L (Online Watch Link), has also been used to send out Information on. Be Neighbourly has a web page on the Councils website and where the campaign pack and additional documents can be downloaded.

### **2.3. RESOURCES**

**2.3.1** Currently there are 140 people and organisations who have registered to be Street Champions, Neighbourhood Watch Coordinators or supporting organisations who have pledged to actively support the campaign. Responsibility for the day to day running of Be Neighbourly rests with the Stronger Communities team. A named Stronger Communities team member has responsibility for the coordination of the campaign with some additional support from an Inn Churches Community Support worker. The Warm Homes Health People (WHHP) programme has underwritten the development of the campaign – funded by Public Health.

**2.3.2** A Winter Warmth Community Fund for 2014-15 in the amount of £36.005 has been made available through the Bradford District Community Fund. The fund supports neighbourhood street projects and or smaller less formal community groups with small grants of between £500 and £1000, to those who want to offer support that will help vulnerable people in their neighbourhoods. The scheme runs together with Be Neighbourly and the Warm Homes Healthy People Programme.

**2.3.3** To date £22.866.50 has been distributed by the Winter Warmth Community Fund to groups across the District. The sum of £5,661.15 has been shared between eight projects within the Bradford South area. The following groups and projects were recipients of the fund; Gannethorpe Residents Group, CanBe's, Holme Christian Care Centre, Mohanlal Mistry, Sujaav Project, The Great Horton Live at home Scheme, Lidget Green Walking and Outdoor Club and St John's Church Red Letter Project.

### **3. OTHER CONSIDERATIONS**

None

### **4. FINANCIAL & RESOURCE APPRAISAL**

There are no financial implications for the Area Committee arising from this report.

### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

There are no significant risks arising from this report.



## **6. LEGAL APPRAISAL**

This work relates directly to the Local Government Act 2000 and to the Duty of wellbeing placed upon the Council to promote and improve the wellbeing of the District.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

The Be Neighbourly campaign promotes fairness and inclusion while supporting Bradford South Area Committee's commitment to equal opportunities for all.

### **7.2 SUSTAINABILITY IMPLICATIONS**

There are no implications apparent.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

No specific impacts

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

Increasing neighbourliness across the District has the potential to improve Community Safety by promoting a sense of security and community spirit, particularly amongst the more vulnerable members of the community. Street Champions and Neighbourhood Watch coordinators can help to meet local community safety priorities.

#### **7.5.1 HUMAN RIGHTS ACT**

There are no Human Rights Act implications arising from this report

### **7.6 TRADE UNION**

None

### **7.7 WARD IMPLICATIONS**

The information in this report is relevant to all wards in the District

### **7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

The Be Neighbourly Campaign provides further opportunities for the Area committee to address its stronger community priorities.

## **8. NOT FOR PUBLICATION DOCUMENTS**

None

## **9. OPTIONS**

Bradford South Area Committee may determine to adopt the recommendations outlined in this report or propose alternative recommendations for consideration.

## **10. RECOMMENDATIONS**

Bradford South Area Committee welcomes the report and considers how the committee can work to increase the levels of Neighbourliness within communities and neighbourhoods within the district.



**11. APPENDICES**  
Appendix 1 – Be Neighbourly information sheet.

**12. BACKGROUND DOCUMENTS**  
None

