

# Report of the Strategic Director of the Department of Place to the meeting of the Executive to be held on 9 January 2024

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## **Subject:**

**Bradford West Locality Plan – Progress update 2022/23**

## **Summary statement:**

As part of the Council-wide programme of ‘Strengthening Locality Working’, Neighbourhood and Community Services worked with other Council services and partner agencies to develop five Locality Plans, one for each constituency that make up the Bradford District. This report gives an update on the progress achieved towards addressing the locality-wide priorities set out in the Bradford West Locality Plan during 2022/23.

## **EQUALITY & DIVERSITY:**

The Locality Plans are being developed in consultation with a wide variety of partners with the aim of ensuring that the voices of all communities in the Locality are heard. This has included specific targeting, to ensure the views of minority groups, and those whose voices are seldom heard, are engaged in the process.

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David Shepherd, Strategic Director of Place

## **Portfolio:**

Leader of the Council

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## **Overview & Scrutiny Area:**

Health and Social Care



## 1. SUMMARY

As part of the Council-wide programme of 'Strengthening Locality Working', Neighbourhood and Community Services worked with other Council services and partner agencies to develop five Locality Plans, one for each constituency that make up the Bradford District. This report gives an update on the progress achieved towards addressing the locality-wide priorities set out in the Bradford West Locality Plan during 2022/23.

## 2. BACKGROUND

- 2.1 The vision for the Strengthening Locality Working approach is to build safe, strong and active localities where citizens and local leaders are empowered to work alongside public agencies and partners to address local needs and issues. Working collaboratively and creatively, they utilise local assets, resources and opportunities to enhance community capacity and tackle inequalities. People are at the heart of service design and delivery, and experience coordinated support within their localities and only need to tell their story once. A stronger focus on prevention and early help promotes better outcomes for local people and helps reduce the need for statutory interventions wherever possible.
- 2.2 To achieve this vision the project advocates a stronger role for Bradford Council and its partners as a leader and place shaper, aligning delivery and resources, renewing the emphasis on the role of Area Committees, and supporting local councillors in their capacity as democratic champions.
- 2.3 The project has seen the strengthening of resource and capability within Neighbourhood & Community Services, including the recruitment of 15 Assistant Ward Officers and five Stronger Communities Participation & Engagement Officers and a broadening of the role and influence of Area Co-ordinators as convenors of place.
- 2.4 This work is underpinned by developing arrangements for a Council-wide locality approach to prevention and early help that promotes collaboration between Council colleagues, and with wider partner agencies, to better support individuals, families and communities across the District. By prevention we mean, preventing or delaying problems from arising in the first place so that everyone across the Bradford District – whatever locality they come from – can live a long, healthy, and full life. In turn, Early Help is about tackling problems head-on when they emerge, intervening early before problems escalate. At the heart of both Prevention and Early Help is a constant focus on what's strong, not what's wrong. We work closely with communities to make the most of their assets, resources and opportunities, empowering citizens and local leaders to work alongside public agencies and partners to address local needs in a collaborative and creative way.
- 2.5 This re-dressing of the balance which emphasises an asset-based approach to tackling inequalities and neighbourhood issues, alongside the more dominant deficit-based model, requires a shift in both thinking and practice which challenges existing ways of working and therefore takes time, commitment and support at all levels of the organisation, to implement successfully.

This does not, however, mean that one approach is better than the other. Working together,

assets-based approaches add value to the deficit model by:

- Identifying the range of protective and well-being promoting factors that act together to support well-being and the policy options required to build and sustain these factors.
- Promoting citizens as co-producers of well-being rather than simply as consumers of services, thus reducing the demand on scarce resources.
- Strengthening the capacity of individuals and communities to realise their potential for contributing to the development of their neighbourhoods.
- Contributing to more equitable and sustainable social and economic development and hence the goals of other sectors.

2.6 As this has been the first year of implementing the Locality Plans much of the work has been focused around bringing the relevant people together to explore how best to address the priorities in the Plan. Work has been done to further develop inter agency support and ownership of the themes and priorities, and the action needed to address them.

Neighbourhood & Community Services have led on, or contributed to, this work in the Bradford West locality which is demonstrated within the Bradford Locality Plan and its appendices.

2.7 A key initiative developed by Neighbourhood & Community Services over the past year has been a strength-based approach to working with individuals looking for prevention and early help support in communities, called 'Neighbourhood Connect'. This takes referrals from people themselves, Neighbourhood Wardens, Councillors, Adult Social Care and many other sources. Ward officers or assistant ward officers then have a strengths-based conversation with the person to determine how they could best connect them with services, activities and groups in their community to give them the most appropriate support which will contribute to their well-being and ability to live a fulfilled life.

2.8 Neighbourhood & Community Services are aware that key performance indicators and other appropriate measures of success need to be developed for the priorities in the Locality Plans and have acknowledged the over-aspirational nature of the goal setting in the original plans. Work has begun on revising these so that they better reflect what is realistically achievable, and this will be continued over the current year. The following principles set the overall context for this work and will continue to guide the setting of locality priorities:

- Increase organisational resilience through a common understanding and approach to locality working.
- Evidence outcomes delivered against the Council and District plan priorities.
- Promote community capacity and improve outcomes to be delivered for communities.
- Reduce inequalities and improve access to support for individuals and communities.
- Allow individuals and communities to access multi-disciplinary early help that ultimately prevents/reduces/delays the need for intervention by statutory services.

2.9 This work will be informed by, and be undertaken alongside, the development of a Neighbourhood & Community Services Prevention & Early Help strategy which will set out

the ways in which the service currently leads on, and contributes to, prevention and early help for individuals and communities, and the future direction for the development of the service.

- 2.10 This report presents a progress update of the 18 locality-wide priorities in the Bradford West Locality Plan during 2022-23 (Appendix A). The priorities set out in the Locality Plan align with the six 'priority outcome areas' that make up the Council Plan 2021-25.
- 2.11 Appendix B contains six Case Studies, one for each of the six priority outcome areas, which highlight an example of the nature of the work being done to address these priorities in the Bradford West locality.
- 2.12 The Locality Plan also includes six Ward Plans which set out the priorities and outcomes for each of the wards covering the Bradford West Locality. Progress against these are reported to Bradford West Area Committee.

### **3. OTHER CONSIDERATIONS**

- 3.1 The Locality Plan sets out an ambitious set of priorities for Bradford Council, working with its partner agencies, communities and residents to address over 3 years. This is building on the important work that Bradford Council and its partners have done over recent years.

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

This work falls within the current budget and resources of the Neighbourhood Service and other existing Council and partner agency resources that are available for joint working to address the Locality Plan priorities.

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

A key purpose of Strengthening Locality working is to reduce the demand on services.

### **6. LEGAL APPRAISAL**

There are no legal implications directly arising from this progress report. Legal input provided on the current projects have included advice on grants, procurement and subsidy control and further legal input will be provided as required.

### **7. OTHER IMPLICATIONS**

#### **7.1 SUSTAINABILITY IMPLICATIONS**

One of the key themes in the Locality Plan aims to increase sustainability across the Area.

#### **7.2 TACKLING THE CLIMATE EMERGENCY IMPLICATIONS**

Locality approaches should reduce travel.

### **7.3 COMMUNITY SAFETY IMPLICATIONS**

Community Safety issues will be addressed within the Locality Plan.

### **7.4 HUMAN RIGHTS ACT**

No known issues.

### **7.5 TRADE UNION**

No known issues.

### **7.6 WARD IMPLICATIONS**

There will be positive implications for all Wards in the Bradford West if the Strengthening Locality Working programme achieves its objectives.

### **7.7 AREA COMMITTEE LOCALITY PLAN IMPLICATIONS**

This report details progress being made to address the 18 priorities in the Bradford West Locality Plan.

### **7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE**

The views of young people have been considered in the development of the Locality Plan through a District wide survey and through consultation in Youth Work settings.

### **7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT**

No known implications

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

None

## **9. OPTIONS**

9.1 Decisions related to Locality Plans are the responsibility of the relevant Area Committee. Therefore, this report is presented to the Executive for information, discussion and comment.

## **10. RECOMMENDATIONS**

10.1 The Executive is invited to comment on the Bradford West Locality Plan – Progress Update 2022/23, as set out in Appendix A of this report.

- 10.2 The Executive requests that the Bradford West Area Co-ordinator, accompanied by the Chair of Bradford West Area Committee, presents a progress report to the Executive in 12 months time, setting out the progress and achievements made for each of the priorities detailed in the Bradford West Locality Plan during 2023/24.

## **11. APPENDICES**

Appendix A: Bradford West Locality Plan – Progress Update 2022/23

Appendix B: Case Studies

Appendix C: Neighbourhood Connect

## **12. BACKGROUND DOCUMENTS**

“Bradford West Locality Plan 2022-25” (Document ‘L’), Bradford West Area Committee, 20 October 2022

## **Appendix B: Case Studies**

### **CASE STUDIES**

#### **BETTER SKILLS, MORE GOOD JOBS AND GROWING ECONOMY**

##### **Bringing Skills Training to The People**

Thornaby Hub may be a small building but plays a big part in the Clayton Estate community. Thanks to partners working together the centre delivers regular activities for local residents. One of the key mains of this Hub is to work with key stakeholders and develop opportunities for local residents to gain better skills. The Hub is working on the following tangible initiatives that meet the needs of local residents:

- Incommunities – as landlord of the Hub which is leased to Clayton Estate Community Action Group are looking to support and utilise the hub by linking Incommunities Employment Co-ordinators to trial sessions and support residents back to work and provide housing advice, which is a priority and raised regularly with local Councillors.
- Department of Work and Pension's, Community Outreach Coaches to trial weekly support sessions to help individuals and families turn their lives around.
- Skillshouse are looking to deliver the English for Everyone Programme to help a number of learners from Clayton & Fairweather Green who are travelling to other parts of Bradford for ESOL provision access the programme locally.

To get local people attracted and engaged to the Hub a number of projects have been undertaken for the community these include, THRIVE (part of the Clayton Warm Spaces Network established in 2022) for families to meet in a warm space with a brew, chat and activities to keep warm, Grub at the Hub, holiday activities with food, and more.

- 400 people attended free holiday activities, such as sports & physical activities, musical theatre summer school, trips to the Zoo and more through Education's Holiday Activity Funding 2023 funding.

With a successful Family fun day on 31.8.23 to end the summer activities. 10 volunteers including local councillors helped to make the day a success with 372 sausages cooked and not one left.

- The Hub has built positive relationships with residents and worked with partners to turn the hub into a community venue that meets the needs of the community. What's on at the hub is regularly posted on the new Clayton Estate Community Action Group's Facebook page.



Getting to know residents is building the trust that is needed, particularly with young people to help them recognise the benefits and value of the hub as they now want to look after the building and keep it.

- 15 volunteers help at the centre to deliver activities and events, and are actively involved in the family fun day, Grub at the Hub every Friday 12.30-1 pm which is growing and now supports up to 56 local residents with essential food items for £3 a bag, making everyone feel welcome and more.

The appointment of a centre manager has been invaluable and helped to reduce the pressure on a number of statutory services, such as the police, fire brigade, children's/youth services. The hub was a regular agenda item for local Councillors and Ward Officers, due to young people gathering outside the building and causing ASB issues and the need to turn the centre into a positive place, particularly for young people aged 5 to 11 years.

### **DECENT HOMES**



Brighter Heaton: Transforming Communities Together

The collaborative efforts of Bradford West Area Office, local Ward Councillors, Incommunities, and Home Group resulted in a marked improvement in the living conditions and engagement levels of Heaton ward residents.

Statistics from Public Health show there are a series of challenges that affect the overall well-being of residents of Heaton. Suboptimal living conditions and a lack of community engagement were pressing concerns. However, a transformative initiative, aptly named 'Brighter Heaton', emerged as a beacon of hope for this community.

#### **Main Achievements:**

The project's success is evident in the numbers. Over 50 households actively participated, signifying a significant increase in community engagement levels. Two large skips were provided by Home Group, allowing residents to dispose of any waste in their gardens.

In addition to improving living conditions, 'Brighter Heaton' took a holistic approach to narrowing inequalities within the community. The provision of energy-efficient measures, including draft excluders and LED lights, proved instrumental in raising the living standards for all residents. Waste

disposal education was also a crucial aspect, as it empowered residents with knowledge about proper waste management procedures. This comprehensive approach contributed to a more equitable environment, where every resident could enjoy an improved quality of life.

A key aspect of the project's success was the emphasis on community engagement. Council Neighbourhood Wardens played a vital role in this regard, serving as a bridge between the project partners and the residents. They actively engaged with residents, offering guidance on waste disposal procedures, and providing information about available resources. This personalized approach helped build trust and rapport within the community, ultimately leading to higher levels of participation.

'Brighter Heaton' stands as a testament to the power of collaboration and community-driven initiatives. Through the concerted efforts of Bradford West Area Office, Incommunities, Home Group, and the dedicated residents of Heaton, a transformative change has taken root.

The Green Doctor program is an excellent initiative that provides free, impartial advice on how to save energy in the home and access other services and initiatives available. They can provide different kinds of support, whether that's advice on paying off debt with energy or water companies or spotting other concerns for a referral to other services.

However, the Bradford Council has prioritized the goal of ensuring everyone has a comfortable home that meets their needs and helps them lead fulfilling lives. The council aims to increase the supply of homes of the right type, quality, and location to meet the needs and aspirations of the diverse and growing population in Bradford. They also aim to retrofit existing housing stock to create energy-efficient and adaptable homes.

This case study serves as an inspiring example of how targeted interventions can lead to tangible improvements in the lives of community members. As we reflect on the journey of 'Brighter Heaton', we are reminded of the potential for positive change.

## **GOOD START, GREAT SCHOOLS**

### **Childrens route to success!! Together We Can**





Local young girls bring their ideas to life to help transform the Hollings Road snicket creating a safe and enjoyable space for local children and families to walk to school. Participants also gained a real-life experience in community engagement and public realm design and received a certificate for their participation in this innovative programme.

- Street Space Founder Director Phillippa Banister secured a small grant from JU:MP to deliver the Safer Snickets project in Manningham.
- Ward Officer identified 3 potential key locations that would benefit from this project.
- Ward Officer linked Street Space to Hollings Youth Association where 9 young women aged 11-14 expressed an interest in the project and attended workshops at Hollings Youth Association. The workshops involved mapping the most common routes they take on a day-to-day basis. They shared comments about how they feel at different times of the day using these routes and created mood boards of inspiring images to shape the snicket.
- Ward Officer arranged a site visit with Street Space and the PC Women & Girls Engagement Officer who collectively agreed on the Hollings Road to White Abbey Road snicket due to its close proximity to Dixons Manningham and Green Lane schools.
- The girls started by developing a manifesto for 'Safe Snickets' to measure the success of any interventions created and then developed ideas first in 2D by editing current images of the snicket before bringing ideas to life in 3D using a model kit. The local Mosque and Schools were consulted on the project and the final design was chosen. Everyone involved had lots of fun!
- The ideas were developed by working with designers and architects before supporting the installation of their interventions, such as Painted hopscotch, Painted birds & words: Start - Testing - Trying - Flying - Take Off, Laser cut wooden or vinyl birds to hang to/from the lamp column and stake/fence, painted in-steps – bringing them to life in the space and monitoring their impact.

#### Stakeholders and Consultations:

- Street Space, JU:MP: Secured funding for the project.
- Ward Officer, PC for Women & Girls Engagement Officer, local Councillors: Instrumental in supporting the project, working with Street Space and local girls to help finalise the location and make links with young women through Hollings Youth Association.
- Cleansing Services, Signage Team: Supporting the girls to litter pick the snicket & install a post for the birds in flight.

The purpose of the safer snickets project is to work collaboratively to transform an unloved snicket or small public space.

**BETTER HEALTH, BETTER LIVES**

## BRINGING GOOD HEALTH TO YOU NEIGHBOURHOOD HEALTH SCREENING



The Farnham Community Association has been actively working with a local community partnership group to organize an event aimed at the early prevention of high blood pressure and diabetes among adults aged 30-60. The event focused on catching early signs of these factors, which would help the NHS understand early signs in that age bracket. The centre utilized its own volunteers to assist with the welcoming and signing process, reducing waiting times, and alleviating pressure on doctors. With a long history of running events of this nature, the Farnham Community Association is actively working for the benefit of residents in the area.

To address health inequalities within Bradford West, a system-wide approach is being undertaken to support service users, Primary Care Networks (PCNs), and communities in addressing their mental health and physical needs using a prevention approach. City Ward have hosted health checks focusing on blood pressure, diabetes, and healthy living. An event in September 2023 at the Milta Islamic Mosque on Ivanhoe Road, which attracted over 80 participants in just 3 hours. This was supported by the local area office we were the link between PCN and Farnham Community Association with putting the two together so the event could take place.

These health checks are part of efforts to promote better health and well-being within the community. By raising awareness about common health conditions such as high blood pressure and diabetes, individuals can take proactive steps to manage their health and make informed lifestyle choices. Regular health checks can help identify potential health risks early on and enable timely interventions. It's great to see initiatives like these taking place in city ward to improve the overall health and well-being of the community!

## SAFE, STRONG AND ACTIVE COMMUNITIES

### KEEPING IT GREEN AND KEEPING YOU SAFE



This area designated as village green status has been blighted with the constant noise and anti-social behaviour of off-road vehicles accessing Allerton Green for years. The issue has been two-

fold with local residents bringing their off-road bikes/quads and also people from out of the area driving their vans onto Allerton Green and offloading bikes/quads and bringing their whole families. The offroad bikes have also been causing issues on the roads surrounding the access points. Police and Bradford Council officers have previously undertaken several measures to try and resolve the issues but have not been able to reduce the antisocial behaviour.

Bradford West Area Co-ordinator's office have led on the work with Local ward councillors, NPT and officers from Bradford Councils Countryside and Rights of Way and Safer Communities to address the anti-social use off-road vehicle accessing into Allerton Village Green and Chellow Dene area, but still allowing access for residents.

The main priority of the intervention was to secure the access points. There are 9 access points, we have identified 5 access points which need measures put in place to restrict access to off road vehicles.

Phase 1 - new gate and extra bollards have been installed at the entrance off Meadowbank Avenue, still allowing access for residents. The barriers at Meadowbank Avenue are the first to be installed with the co-operation and support of the landowners and residents. New PSPO zone signs have been put in place on lampposts and residents have also been asked to support by continuing to report incidents to the police.

Phase 2 - Field gates and kissing gates to be erected at the access points off North parade and Ivy Lane.

Phase 3 - working with Highways we are looking at putting measures in at 2 other access points. Since the gate has gone up on Meadowbank Avenue the police have said there has been a marked reduction in the calls to service. Also, residents have welcomed the scheme and said there has been less issues.

Police patrols have been stepped up in the area and colleagues from Operation Steerside are regularly carrying out operations in the area.

This area is fostering better sense of safety and trust among its residents and services this will lead to stronger and more resilient communities. Since the development of this project:

- Restricted access for off road vehicles
- Less off-road vehicle nuisance
- Reduced calls to service for police/council

## **A SUSTAINABLE DISTRICT**

**Clean Air, Safe Streets = Healthier and Happier YOU**



Girlington Primary school was part of School Streets which was a pilot scheme introduced at nine Bradford schools in 2021. It involved schools that were not on major roads and saw the road around the school gates closed to cars at drop off and pick up times. It was in a bid to encourage more families to walk to school and to reduce dangerous congestion around the school gates and subsequently to reduce air pollution whilst also improving health and wellbeing. Unfortunately, due a number of factors the scheme was temporarily suspended.

Bradford West Area Office led on revitalising this work in Girlington, working together with partners including Council highways, schools and local volunteers from Greener Girlington.

The Scheme is now operating at two schools in the heart of Girlington, Girlington Primary School and St Philips CE Primary Academy with the aim to: Reduce congestion around the school; Prevent dangerous driving, parking and turning outside school where there are lots of children and families; Reduce air pollution (caused by engines running) and noise pollution; Provide a safer, calmer, happier, healthier space for our children; Encourage walking, cycling, wheeling and scooting to school.

Local community group Greener Girlington have worked with parents and the wider community to recruit volunteers and manage the street closures with the support of the West NPT and Bradford West Area Office. Council highways officer provided the initial training for school staff and since then Bradford West Area Office has done training sessions with the volunteers. Over 20 Parents and residents have got involved and are volunteering as school streets stewards.

This project has seen a considerable reduction in the number of pupils being driven to school. More pupils are being let walk to school by themselves. It has led to an overall calmer start and end to the school day.

The volunteers are getting more engaged with school life and other initiatives in the community. Attending JUMP sessions at the school around health and nutrition and fitness sessions at Masjid Umar on Kensington Street. Positive feedback from the schools, parents, pupils and residents.

- *Children are calmer school start, more pupils walking*
- *Its tension free I don't have to worry about my little ones leaving me side.*
- *I don't have to worry about cars driving onto the pavement without looking out for small children.*

- *Theres more space for children to move around, jump and run.*
- *There have been so many times before this road closure when cars drove so fast and recklessly just to get as near to the school entrance as possible.*

These schools now are looking to be part of the Bradford Clean Air Schools Programme (CASP).

## **Appendix C: Neighbourhood Connect**

Evidence from engagement post-Covid, was finding that a lot of people were really struggling to get back to their social interactions and the number of people who were socially isolated or lonely, for various reasons, across the Bradford District, had increased and this was impacting their health.

A robust social intervention to meet low level needs of mental well-being was required to help individuals cope with their circumstances in better ways or help them change their circumstances by improving their individual well-being, self-care and overall health outcomes. Neighbourhood Connect was introduced as a response to receive referrals from Adult Services that didn't meet their threshold but could benefit from an early intervention strategy to prevent further development of need.

Neighbourhood Connect does this by connecting individuals with the 'Local Offer' thereby providing the vital link to help them take control of and improve their lives. Additionally, this intervention eases the pressures on Adult Social Care and other specialist and high cost services whilst also shaping our localities model by putting a system and structure around our approach to improving community well-being and community development.

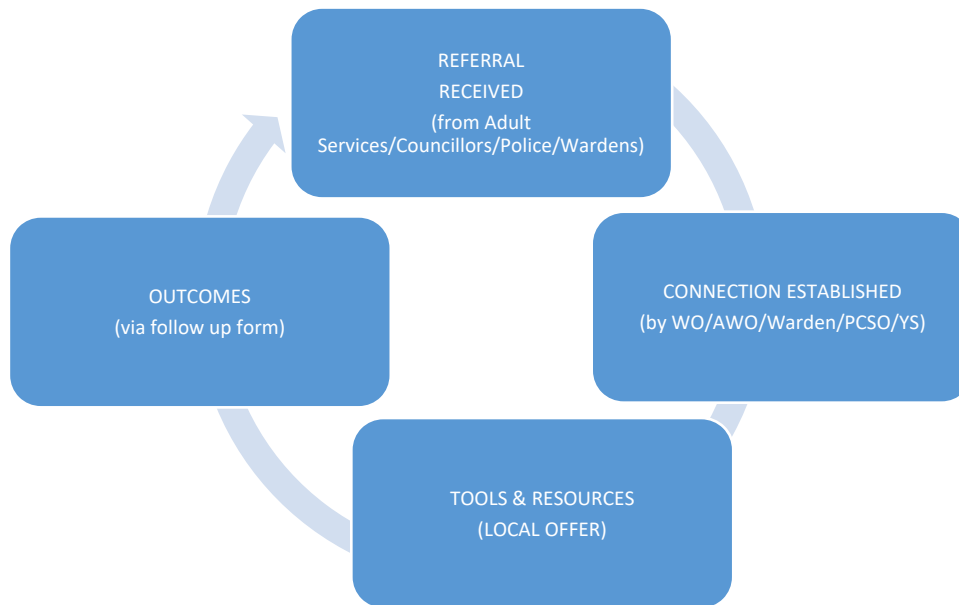
### **WHO IS IT FOR?**

Neighbourhood Connect is aimed at individuals who may be:





## HOW IT WORKS



- 1) Referral form is received by the Neighbourhood Connect office at [neighbourhoodconnect@bradford.gov.uk](mailto:neighbourhoodconnect@bradford.gov.uk) - The form provides the reasons for the referral as well as contact details and includes relevant permissions for data sharing.
- 2) The referral is sent to the relevant Ward Officer who either takes on the case themselves or assigns it to another staff member – referred to as the Neighbourhood Connector (NC). It is aimed for initial contact to be made within 10 days of the referral being received.
- 3) The NC has a strength based conversation with the individual focusing on setting goals together and connecting people and assets in the neighbourhood to each other and to their 'Local Offer'.
- 4) The case is followed up by the NCs who remain the named contact person for monitoring the progress and development of individuals to ensure they have strengthened their connections in their localities including receiving any necessary interventions from statutory or other support services.

## THE OUTCOMES SO FAR

Neighbourhood Connect has:

- 1) contributed positively to helping individuals improve their sense of **control of their own health and well-being** with support from their connector.
- 2) provided an opportunity to re-orient the **focus from gaps and deficits to assets and measurable strengths** within communities.
- 3) contributed to improving the overall **performance and efficiency** of the council by easing pressures on adult services and encouraging better sharing of information and better linking between services.

- 4) mobilised individuals and encouraged a culture of positive participation improving their **sense of belonging** in their neighbourhoods and playing an important role in **strengthening existing friendships and building new ones**.
- 5) enabled the sharing and retaining of life skills and experiences giving a **sense of purpose** to individuals and bringing **community cohesion to life**.
- 6) **increased the Council's awareness** of the varying community groups, voluntary groups and peer support groups as well as statutory services that already exist.
- 7) provided more **opportunities to promote health and well-being** more effectively enabling the Council to put **preventative and early intervention strategies** in place.
- 8) enhanced capabilities of our workforce to adopt new practices **focussing on people instead of partners**.
- 9) **Increased** the number of neighbourhood **volunteers**.
- 10) helped promote a **culture and mind-set of positivity**.