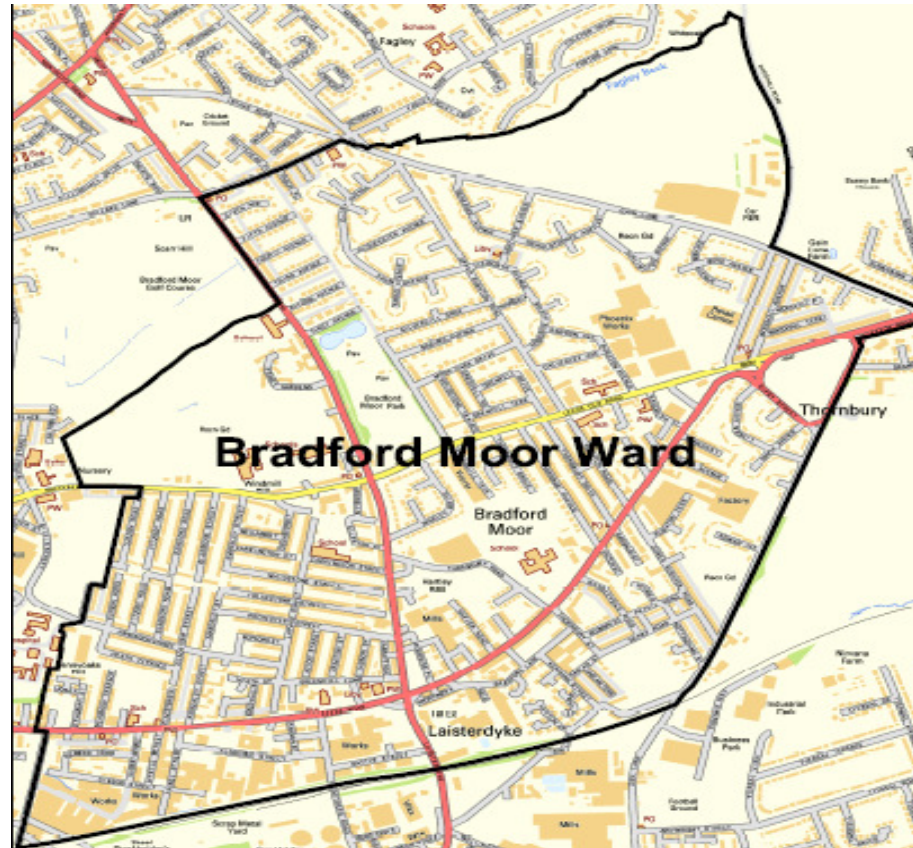


Bradford Moor Ward Plan 2016- 2017



Ward Members	Cllr Mohammed Shafiq	Cllr Zafar Iqbal	Cllr Faisal Khan
Ward Officer	Ishaq Shafiq	Date completed	March 2016

Ward Assessments and Plans

The Ward Assessment and plan is designed to inform ward working, including action planning and decision making. The document summarises the prevalent strengths and issues within the Ward. This evidence base includes both statistical information as well as qualitative information gained from consultation; partnerships and ward partnership team meetings. The Council Ward Officers play a critical role in digesting this information and summarising findings into the most pertinent issues which are presented in the ward plan. Ward plans are approved annually by elected members at the Area Committee and outcomes reported against.

Coordination of local services and devolution of decision making

The ward plans provides an opportunity for the coordination of services at the lowest decision making level. This ensures that problem solving is effective and efficient utilising local networks to identify concerns and opportunities early on providing efficiency saving and improved local outcomes for the community. Central to an effective ward plan is the coordination by ward officers of public sector services such as neighbourhood policing teams, cleansing, social landlords, public health and youth service to ensure services are tailored to meet local need. In addition ward officers actively support local networks and partnership involving the public, private and third sector as well as the community to build on local assets, improve community cohesion and increase social capital within the ward.

Engaging communities

The ward plan is based on community conversations at neighbourhood forums, with community based groups and organisations, at community events and local partnerships. The process does not revolve around what agencies can do alone but what communities, voluntary and community sector partners and public sector services can collectively achieve if they work closely together. By working with the community to define local priorities we can begin to enable and empower people and communities to support preventative approaches and behavioural change which reduce the demand on public service and produce improved outcomes for people locally. The ward plan process aims to draw the community into thinking of issues and solutions and begin to consider their contribution to the community and their personal responsibility. The key is to establish a partnership process that will not be overly demanding on resources to deliver it whilst at the same time maximising the important contributions that communities, voluntary organisations and public bodies can make to delivering better outcomes.

Section 1: Introduction to Bradford Moor Ward Plan

Ward	Bradford Moor
Ward Officer	Ishaq Shafiq
Partners involved	Bradford Moor Councillors. Services: Bradford East Area Co-ordinator's Office (Ward Officer, Warden Manager, Council Wardens, Youth Service Manager, Youth Ward Lead, Street Cleansing Manager, Clean Team Supervisor), Neighbourhood Policing Team, Incommunities, Places for People, Manningham Housing Association, CBMDC Traffic & Highways, Children's Services, Bradford East Health Hub, Children's Centres, CBMDC Parks and Recreation and Environmental Enforcement. Community: Friends of Groups, older peoples groups, community centre representatives across the ward, community development workers, Better Start Bradford, faith centres and other voluntary organisations.
How does the ward plan work	Ward plans throughout the district engage with the communities identified in the boundary of each ward. The assessment summaries the strengths using both statistical and qualitative information. Each year the plan sets out agreed actions in each ward with the support of a Ward Officer to work with others in seeking solutions. Ward plans are agreed and accountable to the Area committees in each constituency.
How to get involved	If you would like to get involved please contact the Ward Officer Ishaq Shafiq on 01274 431066.

Section 2: Summary of the Bradford Moor Ward Assessment

Population	Bradford Moor is the smallest ward in the District making it a very densely populated area. It lies on the District's border with Leeds and is largely a built up area with both residential and commercial development. As of the 2011 census, the population of Bradford Moor was estimated to be 21,210. According to the 2011 Census, 67.4% of the population of Bradford and District is White ethnicity (including White British and White Other). For England as a whole, this figure is 85.4%, and for Yorkshire and the Humber 88.8%. In Bradford Moor, 17.3% of the population is White ethnicity and 73.7% of the population is of Bangladeshi, Indian or Pakistani (largest group) ethnicity. There has been an increasing population of Eastern European communities and also asylum seekers and / or refugees in particular of Syrian origin moving into this Ward. Higher birth
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	<p>rates continue to be notable; the area has a significantly high population of 0-24 year olds (47%) in line with other Bradford district inner city wards. Higher birth rates and growing number of children and young people put pressure upon the infrastructure of education, health and housing provision.</p>
<p>Community Strengths</p>	<p>The Bradford Moor ward connects and leads into the Bradford City Centre and is a key gateway linking Leeds and Bradford. The ward is part of the Leeds City Region initiative and also part of a City Connect programme, a £28 million cycle friendly scheme which is due to be completed in April 2016 improving connections between Leeds and Bradford. There are a range of community organisations including The Thornbury Centre which acts as a hub for the Ward delivering a broad range of service provisions, Thornbury Youth and Community Centre, Bradford Moor PASS (based at Attock Park) and some other third sector groups. There is a children's centre in the Ward at Mortimer House – there is a review pending of Children's Centres. The area is well served with several schools across the ward, a mix of state and private educational establishments. The school community provides a useful platform for engagement and gives opportunities for partnership working within schools. Many of the schools have community rooms / spaces and offer a range of activities to parents sewing, ICT, exercise etc. Compared to other Wards of Bradford, but similar to the adjoining ward of Bowling and Barkerend, the area has significantly high numbers of faith buildings (mosques, temples and churches). The ward benefits from very strong active citizenship through the faith sector e.g. Sant Nirankari volunteers group do occasional litter picks / cleanups in their surrounding area. The level of volunteering is low and investment by residents in their neighbourhood is low in terms of community involvement in helping address local community concerns. However there is voluntary involvement in a range of activities including volunteering on a street level, through community groups and faith based organisations and some of this might not have been seen by the individuals concerned as volunteering. There are certainly opportunities to increase active citizenship across the ward; in some areas this would need more support and encouragement, using different methods to reach the hard to reach. Some of this could be achieved by continuing to improve through day to day work of Council Wardens, Ward Officer, Community Development workers, Youth Workers, parental support workers engaging one to one with residents on their environmental and community safety issues, connecting them with services; also through specific projects/clean ups in areas where residents want to see change. This could be developed to help sustain the work.</p>

	<p>There are a range of good parks and outdoor spaces Bradford Moor Park, Myrashay, Woodhall Recreation Grounds etc. Morrison's head offices are based within the ward at Gain Lane. The ward has access to a diverse range of businesses, shops and food places.</p>
Cleaner Greener	<p>Residents generally not taking responsibility for the cleanliness of streets, including un-adopted backstreets in terms of dropping or not picking up litter and dumping unwanted waste items on backstreets, verges and open spaces rather than using waste sites or Bulk Waste collections (which are now being charged for, other than for electrical items). Trade waste arrangements are inadequate or non-existent for a number of businesses. Anecdotally we are aware that East Europeans residents in rented housing get blamed for furniture and household waste being dumped in yards and on verges by other residents. This can be the result of landlords not clearing houses between tenancies, leaving the problem for the new tenants to deal with. This can have an impact on the nature of a neighbourhood and how people get along, and is a wider community problem. Low levels of engagement between residents and local services and the types of engagement and a lack of experience of 'self-help' makes creating positive changes in this deprived community more difficult to kick start and then keep going. The Bradford Moor Ward ranks top district wide for street litter failure and ranks second highest for reported fly-tipping. More work is needed to encourage residents to recycle. Residents should be supported to develop self-help approaches.</p>
Safer Communities	<p>Overall crime statistics evidence a downward crime trend. However, despite this significant issues of anti social behaviour and illegal drug dealing impact negatively on feelings of safety and probably the low level of satisfaction in Police and other services dealing with ASB. Low satisfaction with Police and other services dealing with anti-social behaviour could be linked to high levels and concern about anti social behaviour and street drug dealing / drug running. Concern about teenagers hanging around on streets, in parks and open spaces which can feel / be intimidating or aggressive is also something that young people themselves mentioned when taking part in a Youth Service consultation. People feeling unsafe after dark, including young people is perhaps also linked to levels of crime and anti social behaviour. Drivers not using seat belts or child restraints, parking irresponsibly and reacting negatively (sometimes abusively) continues to be a challenge. Bradford Moor is one of three Better Start Bradford Wards. Children aged under 3 years old in the Better Start area are more likely to be brought up in an environment where domestic abuse occurs compared to Bradford district.</p>

<p>Inequalities Health and wellbeing</p>	<p>High rate of a number serious, life threatening health conditions including diabetes, coronary heart disease and obesity which impact on mortality rates and quality of life. High birth rate. Isolation and depression may be linked to family lifestyles, lack of occupation and levels of poor health. Though people say they feel encouraged to be physically active the need for support / encouragement of healthy lifestyle choices is ongoing. Bradford Moor is one of three Better Start Bradford Wards. The communities in the Better Start Area have a lower life expectancy than in Bradford district and, for males, there is a significant difference been the expected life span in the Better Start area compared to local and national figures. The Better Start area has a high infant mortality rate with 9 infants dying per 1,000 live births compared to 4.6 per 1,000 in England between 2009 and 2011. There are higher rates of obesity in both Reception and Year 6 in the Better Start area compared to Bradford and England. The three Better Start wards account for 19% of all admissions to hospital following injury for 0-3 year olds across Bradford district and also have higher rates of A&E attendances for 0-4yrs than for the district. The Better Start children have poorer oral health with, on average, 3.2-4.0 decayed, missing or filled teeth per child aged under 5 years old. This data clearly indicates that children in the Better Start area are much less healthy compared to children within Bradford district as a whole and Bradford district itself is worse compared to regionally and nationally in many child health outcome areas.</p>
<p>Incomes employment and housing</p>	<p>High level of benefit claimants and low household income leads to worry about amount of debt and covering costs of heating etc. Overcrowded households are juxtaposed with a high level of empty homes across the ward and a low number of bids for social housing.</p>
<p>Children and young people</p>	<p>High youth and young adult population means a significant and appropriate level of services for children and young people are needed. The high level of children receiving free school meals is due to low household incomes, positive role models are needed. Obesity from year 6 onward is linked to diet, sedentary lifestyles and easy availability of cheap fast food. Low educational attainment and lack of aspiration; positive role models are needed. The Better Start Area Wellbeing Profile highlights over half of the children aged 5 years old or under in this area have poor social and emotional development compared to one in three children in Bradford. In the same survey, one in five children had poor communication, language and literacy compared to the district average of one in ten. We know already domestic abuse and child protection rates are higher in the Bradford Moor Ward and are aware from other research by Born in Bradford that White mothers are more likely to smoke and drink alcohol and this applies to many mothers of</p>

	White Other ethnicity.
Stronger Communities	<p>Volunteering overall is low across the Ward similar to the neighbouring ward of Bowling and Barkerend. However, there are many people involved with faith based organisations as volunteers delivering community benefit activities which might not be seen as volunteering by those taking part in this work. There is also evidence of some volunteering through local centres such as the Thornbury Centre Hub but there is a need to encourage and support volunteers to engage helping to build their capacity. The population ethnicity mix White, South Asian and Eastern European communities is a challenge. This diversity creates challenges, in an area where it is felt that people from different backgrounds don't necessarily get on well or treat each other with respect and there are community tensions.</p>

Bradford Moor Ward Plan 2016-2017

1.0 Cleaner Greener				
Code	Priority	What can Services contribute?	People Can	Named person responsible
1.1	Reduce litter, fly-tipping and the number of untidy gardens by working jointly with communities, partners and businesses	<ul style="list-style-type: none"> • Re-launch the Proud of BD3 project and network • Council Wardens patrol and target hot spot areas with days of action, enforcement and education supported by partners across all sectors • Clean Team focus on hot spot areas • Environmental Enforcement target hot spots in partnership with Ward Teams and Ward Partnership • Ensure businesses have trade waste contracts in place and responsibly store / dispose of waste • NPT joint home visits with Wardens, letter drops and enforcement patrols encouraging reporting of environmental anti-social behaviour / fly tipping • Housing Associations liaise and work closely with Council Services and undertake estate walkabouts and report issues • Information to residents at Forums and other community events and presentations to raise awareness of 	<ul style="list-style-type: none"> • Community litter picks / clean ups involving residents, schools and Friends of Groups • Work through Street Life initiative • World Environment Day (5 June) project with Youth Service • Become members of the Proud of BD3 group and actively support • ORBE / Anchor Project environmental sessions across schools and community centres • Report fly-tipping and litter • Report incidents in detail • Community street champions • Encourage private landowners to defend their land and clean up promptly • Promote on-line and Council App for reporting issues • Businesses to take more responsibility for trade waste and litter • Faith led and faith based environmental projects • More focussed school led educational work 	<ul style="list-style-type: none"> • Council Ward Officer • Area Operations Manager • Community groups • NPT • Housing Associations • Development Workers • Schools • Faith Centres • Better Start • LACO

		<p>Council services and Council powers</p> <ul style="list-style-type: none"> • Warden and PCSOs to issue FPNs where needed • Promote online reporting for litter dropped from cars • Support active citizenship and organise litter picks with residents and services in hotspot areas • School based educational work 	<ul style="list-style-type: none"> • Better Start Better Place improving play and outdoor spaces and educational programme – growing with your baby • LACO work with Central Eastern European Communities including Roma communities and groups that interact with these communities 	
1.2	Reduce the number of blocked gullies	<ul style="list-style-type: none"> • Support BD3 Oil Recycling Project and wider roll out of this to other parts of the ward • Ward Officer, Council Wardens, Highways and Gullies Section liaison to determine streets to be cleaned • Ward Officer organises Days of Action involving relevant partners including NPT 	<ul style="list-style-type: none"> • Community to report blocked gullies • Community to lend assistance with gullies / cleaning programmes – removal of local vehicles to assist with access • Community assistance to identify problem areas • Education around pouring of oil/fat down gullies and other waste 	<ul style="list-style-type: none"> • Council Ward Officer • Area Operations Manager • Gullies Manager • NPT • Community Groups • Residents
1.3	Support the roll out of the changes to bin collection by increase recycling across the Ward and / or support those with recycling bins to properly use these	<ul style="list-style-type: none"> • Develop the Recycling Reward Scheme pilot project – delivering educational awareness messages and engagement work across community settings • Ward Officer and Recycling Team support local campaigns and initiatives in areas of low take-up • Schools promote recycling message in schools • Information at Forums and other 	<ul style="list-style-type: none"> • Promote recycling message in newsletters and at community events • Businesses encourage to recycle • Residents groups to disseminate information in their local areas • Community Centre's and groups to address and support change – recycling behaviours and education and to support local campaigns and initiatives 	<ul style="list-style-type: none"> • Council Ward Officer • Recycling Manager • Schools • Youth Service • Housing Associations • Community Development

		<p>community events to raise awareness</p> <ul style="list-style-type: none"> • Council Wardens undertake door to door initiatives in areas where there is a low take-up of recycling with Recycling Team • Housing Associations involve their tenants in local initiatives • Voluntary Sector Provider / Community Development Workers develop and promote recycling initiatives and programmes 	<ul style="list-style-type: none"> • Karmand Centre oil bank programme with Yorkshire Water • Support National Recycle days (June) and campaigns • LACO support work which promotes recycling with Eastern European Communities 	<p>Workers</p> <ul style="list-style-type: none"> • Karmand Centre
2.0 Safer Communities				
Code	Priority	What can Services contribute?	People Can	Named person responsible
2.1	Ensure residents are aware of basic crime prevention measures and encouraged to report local priorities to reduce burglary, vehicle crime, drugs associated crime and anti-social behaviour	<ul style="list-style-type: none"> • Providing targeted support to the most hard to reach residents • PCSOs / Wardens promote Neighbourhood Watch Schemes, Crimestoppers, OWL and undertake reassurance patrols • Police and Council ASB teams take action such as warning letters, escalating this where appropriate to Court action • Discussions at Ward Partnership Team meetings with partners utilising intelligence to support cross partnership interventions 	<ul style="list-style-type: none"> • Residents follow crime prevention advice, locking doors, windows, sheds and garages • Residents to support each other through Neighbourhood Watch and Online Watch Initiative • Residents to challenge and report 'cold callers' and suspicious behaviour and incidents to the Police • Community Groups to publicise Crimestoppers and Neighbourhood Watch Schemes • Voluntary youth sessions and activities to divert young people into positive activities 	<ul style="list-style-type: none"> • Police Ward Officer • Council Ward Officer • Youth Service • Area Operations Manager • Third Sector

2.2	Reduce drugs related crime and anti-social behaviour by encouraging communities to report intelligence	<ul style="list-style-type: none"> • Youth Service / CD Worker to work with young people to raise awareness of drugs use and their effects as well as consequences of anti-social behaviour • Ward Officer / Wardens / CD worker to encourage reporting information to Crimestoppers • Ward Officer / NPT/ Wardens / CD Workers to promote and encourage residents to join Neighbourhood Watch Schemes • Holiday and detached provision for young people • Support delivery of Police Camp – 4 weeks each year 	<ul style="list-style-type: none"> • Residents and Groups report information to Crimestoppers • Publicise Crimestoppers, Neighbourhood Watch Schemes and enforcement action take at Community Events and on Community Websites • Deliver diversionary activities for young people 	<ul style="list-style-type: none"> • Council Ward Officer • Police Ward Officer • Area Operations Manager
2.3	Improve road safety encouraging people to drive and park responsibly	<ul style="list-style-type: none"> • Offer schools educational programmes through the Road Safety Team – supporting pedestrian safety and raise awareness of consequences of not using seat belts, child seats and use of mobile phones • Regular Police and Wardens educational and enforcement work around as arranged through the Ward Partnership Team • Schools to explore the feasibility of walking bus initiatives and other ideas to reduce traffic, dangerous parking and to support walking 	<ul style="list-style-type: none"> • Drivers drive and park more responsibly • Parents / carers prepared to park a short distance from schools and walk part of the journey if possible and appropriate • Support school walking bus and other projects 	<ul style="list-style-type: none"> • Police Ward Officer • Council Ward Officer • Area Operations Manager • Road Safety • Schools

		<ul style="list-style-type: none"> • Warden, Police and Ward Officer talks to parents and other groups about parking issues • Police Roads Team to host enforcement action days for speeding, mobile phone, seat belt and other driving contraventions and promote success stories 		
3.0 Inequalities, health and Wellbeing				
Code	Priority	What can Services contribute?	People Can	Named person responsible
3.1	Connecting people to services; focus on the whole person or lifestyle, not the condition	<ul style="list-style-type: none"> • Access GP services difficult to access (long waits or difficult to book appointment): CCGs/Public Health work with GPs • Connecting people to pharmacies: • Public Health information on repeat prescriptions • Prepare and educate people on using medicines • Medicines Amnesty • Promote Pharmacy First • Promote NHS Direct • Bowel screening: NHS England Action Plan, help people understand info sent to their homes • Work with health services, community groups and other partners to promote take-up of: • Breast screening 	<ul style="list-style-type: none"> • Residents to report issues to public health teams, CCGs and health watch • Residents take part in health checks • Range of access points for support / sign posting from community centres across the ward promoted by third sector • Residents sign up to access services • Work through Street Life project • LACO are commissioned to deliver almost 100 sessions around health and well-being for individuals and families across the Bradford District focusing on Eastern European Communities • Better Start Bradford – 22 work 	<ul style="list-style-type: none"> • All services • Public Health • CCGs • GPs • Schools • Various health services • Third Sector • LACO • Better Start Bradford

		<ul style="list-style-type: none"> • Cervical screening • TB • Diabetes check • Health MOTS • Stop smoking services • Information promoted through Forums, fun days, schools and through other community engagement events 	streams to be delivered across three Wards reducing a broad range of health inequalities for children and families below the age of four (detailed delivery programme in place); linking children and families to health services is integral to the project and educating people on making informed healthy life style behavioural changes	
4.0 Incomes Skills and Housing				
Code	Priority	What can Services contribute?	People Can	Named person responsible
4.1	Reduce problem debt and effects of Welfare Reform	<ul style="list-style-type: none"> • Community centres commissioned to run advice services locally; district wide Citizen Advice Bureau (CAB) provide debt advice • Credit Union encourage and promote membership • Trading Standards provide advice sessions on loan sharks and high interest loans • Neighbourhood Service map emergency food provision in Ward and ensure relevant agencies aware • Schools/Children's Centres be alert for problem signs and ensure take-up of free school meals 	<ul style="list-style-type: none"> • Community Centres provide debt advice or signpost to CAB and other services • Assist those in need by donating to food banks, food projects and other charities • Faith groups to encourage donations to charities for those in need • Encourage reduce, re-use and recycle and other self-help strategies • Pass on skills to others e.g. make do and mend, cooking, grow your own, sewing • Encourage skill swaps 	<ul style="list-style-type: none"> • All services • All centres • Ward Officer • All schools

4.2	Support bringing back empty homes into use and promote good standards of privately tenanted housing	<ul style="list-style-type: none"> • Wardens to undertake patrols and report issues • Empty Homes Advisor to work with landlords / owners to secure and bring properties back into use • Empty Homes Advisor to provide updates at Ward Officer Team meetings • Private tenants informed about their rights to encourage good standard of housing conditions 	<ul style="list-style-type: none"> • Residents and Community Groups to report issues to Wardens and Council Contact • Community Groups to promote support available regarding empty properties at community events, venues and Community Websites 	<ul style="list-style-type: none"> • Council Ward Officer • Area Operations Manager • Empty Homes Team
4.3	Support individual into training, education and / or employment	<ul style="list-style-type: none"> • Job Centre/ Aspire- I provide training and skills, signposting, employment and volunteering opportunities • Children's Centres support and advice to parents • Youth Service NEET support and interventions • Incommunities Open fields and Employment support • Schools education and careers advice 	<ul style="list-style-type: none"> • Community Centres and voluntary groups provide support for IT access, self employment, skills and education • Local Firms/business encourage placements and job opportunities • Volunteering and mentoring in community 	<ul style="list-style-type: none"> • Community Centres • Job Centre • Children's Centres • Youth Service • All Schools • Local businesses
5.0 Children and Young People				
Code	Priority	What can Services contribute?	People Can	Named person responsible
5.1	Provision of and support	<ul style="list-style-type: none"> • Deliver youth work sessions – 	<ul style="list-style-type: none"> • Recognising needs locally and 	<ul style="list-style-type: none"> • Youth Worker

	to youth sessions, youth clubs and positive activities for young people	<p>Laisterdyke Youth and Community Centre</p> <ul style="list-style-type: none"> • Create opportunities to increase youth work provision • Deliver positive activity holiday and other diversionary programs • Train youth and adult volunteers to volunteer with young people and support local youth clubs • Support young people's educational achievements • Showcase and celebrate positive achievements of young people 	<p>working together to plan to meet these where possible and feasible</p> <ul style="list-style-type: none"> • Residents as street champions and trustees of local organisations working locally • Work towards increased community use of the Laisterdyke Youth and Community Centre • Support Safeguarding Week events – October • Local volunteers to support youth activities • Run holiday and summer scheme provision 	<ul style="list-style-type: none"> • Council Ward Officer • All schools • Community Centres / third sector
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6. Stronger Communities (Community Support)

Code	Priority	What can Services contribute?	People Can	Named person responsible
6.1	Support, encourage and develop opportunities for residents to volunteer to get involved in a wide range of activities and projects connecting people from different faiths, ethnicities and ages	<ul style="list-style-type: none"> • Work with young people, people of different racial backgrounds, faiths, cultures and ethnicities to encourage their own involvement in local projects • Support the Big Lunch – in June and link into national Volunteers • Youth Service recruits and train volunteers to build capacity in sessions and increase the support to work with young people 	<ul style="list-style-type: none"> • Involvement of local residents in residents groups and other voluntary organisations • Involvement of volunteers at local community centres and faith organisations and in running activities for others • Support the Big Lunch – in June and national Volunteers week 1-7th June • Residents encouraged developing 	<ul style="list-style-type: none"> • Council Ward Officer • Youth Service • Third sector including faith groups • Residents

		<ul style="list-style-type: none">• Support the development of Friends of Groups• Encourage residents to report issues to agencies and Council services and explore community responses as part of the solutions approach• Develop snow warden networks• Support community groups to access funding opportunities internal and external to the Council	self-help approaches and community solutions to local issues where appropriate	
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