

# **Brownhills, Rushall - Sheffield and Pelsall Area Partnership**

## **Area Manager Report**

**Updated July 2014**

### **Ongoing Updates on the Actions for Brownhills, Rushall - Sheffield and Pelsall Area Plan**

#### **1. Purpose of the Report**

1.1 The headings of the work streams have been changed to reflect the four main priorities of the Walsall Plan 2013 - 16, which are as follows:-

- Supporting Businesses to thrive and supporting local people into work
- Improving Health including well being and Independence for older people
- Creating Safe and Sustainable Communities- Reducing levels of crime and providing the right Environment for people to live in
- Improving Safeguarding and Life Chances for Children and Young People

#### **2. Recommendation**

The Area Panel is requested to note the contents of this report.

#### **3. Area Plan Development**

3.1 The Area Plan for the local Area Partnership has been developed in line with strategic priorities as set out for the Borough through the 'Walsall Plan' and the strategic plans identified by each of the thematic strategic boards. Local intelligence has been adopted to ensure a local delivery plan is adopted that meets the needs, challenges and aspirations of local communities across the partnership area

#### **4. Supporting business to thrive and supporting local people into work**

Partners involved – Town Centre Management Team, the Area Partnership, Brownhills Town Centre Partnership, Walsall Housing Group, Local Primary Schools, Goldmime Studio

4.1 **Brownhills Canal Festival** – took place on the 29 June 2014. Weather was excellent and it brought out the local community. There were over 1000 people who attended the event. A number of stalls and activities took place, the Fires Service was on site, the River and Canal Trust with their barge, birds of prey, Mad dom. The event was opened by the Mayor, Councillor Pete Smith.

- 4.2 Brownhills Town Festival** is planned for Saturday, 19 July from 11 am to 3 pm. This will be a town celebration and we will be commemorating WW1. The event is themed traditional summer fun with the free face painting, balloon modelling, children's crafts workshop, a birds of prey display, children's rides, donkeys, inflatables, a stage for local bands and performers to perform from, as well as street entertainment, including mix and mingle acts.
- 4.3 Brownhills Town Centre Partnership** is currently working towards being a Community Interest Company to allow them to seek and source external funding to improve their town within their own right – we are confident this will happen before the summer.
- 4.4 Brownhills Community Association** – are holding a Community Fun day on 9 August. A number of partners will be present with a host of activities for all age groups.
- 4.5 Brownhills in Bloom** judging was held on Thursday, 3 July from 10 am. Local residents were asked to help do a litter pick and a general clean up prior to the Judging taking place.

## **5. Improving Health including well being and independence for older people**

Partners involved – Public Health Walsall, Walsall Housing Group, Area Partnership, Social Care and Inclusion, IYPSS, Green spaces, Sports and Leisure, Pelsall Medical Centre, Holland Park Surgery

- 5.1 Community Social Worker** – January saw the launch of a pilot from Pelsall Village Centre with a Community Social Worker being based at the medical centre. As result of the improved communications and relationships, a presentation was made to the Business Management Team, where a number of community nurses were present, and they were all keen to replicate the work being undertaken at Pelsall Medical Centre. Discussions are underway with Social Care to look how we can further localise services to the benefit of the community.
- 5.2 Alcohol Project** – Are looking to run a pilot from Pelsall Village Centre in co-operation with the GP's from the practice. Discussions are being had, has to what realistic model would work best with GP's, to have a impact on those who are on the verge of becoming at risk of alcohol dependency. Discussions are ongoing with the practice. Also looking at the feasibility of starting a Fellowship Group, similar to Alcohol Anonymous (AA) in the area.
- 5.3 Local Area Co-Ordinator (LAC) Update** - Brownhills has been selected as one of the two learning initiatives (the other being in the Darlaston South and Bentley Ward). Following the recent recruitment exercise, we have unfortunately been unsuccessful in finding suitable candidates for either post. The post will be re-advertised.
- 5.4 Holland Park Surgery** - In discussions with Holland Park surgery to see how the social work model at Pelsall Medical Centre could be replicated at this surgery. Also, to improve understanding of the Social Worker with clinic staff and medical staff at the practice.

## 6. Creating Safe and Sustainable Communities

Partners Involved - Anti-Social Behaviour Unit, IYPSS, Police, Area Partnership, Walsall Housing Group, Trading Standards, Clean and Green services, Countryside Services, Friends of Parks groups, NACRO, local schools

- 6.1 CCTV for Brownhills, Rushall-Shelfield and Pelsall - We currently have access to two cameras that can be deployed in the area:

Camera 1 was installed in Pelsall, this has now been removed to gain footage

Camera 2 Shelfield

- 6.2 **Leigh's Road, Shelfield – Alleyway** - Ongoing anti-social behaviour issues in the public right of way, which is well used by local residents. Overt CCTV is installed, but this has moved the problem further along the alleyway. Identity of the perpetrators is still unknown.

- 6.3 **Street Champions Meeting** – was held on the 17 June at Brownhills Activity Centre. It was an opportunity for the all the Street Champions in this Area Partnership to meet and share their experiences.

- 6.4 **Verge Parking Update** – 8 parking spaces have been created at Stanley Road, Rushall, this has helped to ease some of the parking issues on this stretch of road. A door knocking exercise was undertaken recently to inform residents that the parking area is open to all residents and is not restricted to just those residents in the immediately vicinity.

- 6.5 **Fordbrook Bridge, Pelsall** - Ongoing problems of anti-social behaviour, with young people throwing objects from the bridge on to on-coming traffic. Following a site visit, a further meeting was held with partners to move forward with an amicable solution. A way forward has been agreed with Sustrans, that partners feel would help alleviate the problems that are faced. The proposal put forward was weld mesh fence that would blend in with the surrounding area and would enclose all accesses to the side of the bridge on both sides. Access for wheelchair / pushchairs, etc, would not be affected. The Area Partnership will be looking to contribute towards the project to ensure that it moves forward swiftly.

- 6.6 **Wood Common** - Incidents of anti-social behaviour, young people camping on the common, damage to the memorial park and the actual play area. Letters have been delivered by Walsall housing group and the Council's Anti-Social Behaviour (ASB) team to local residents in the vicinity advising them to report all incidents of ASB to the team or to the Police. History around the memorial bench is being established by the Park Ranger, which will be followed by joint visits with the Police to the local schools to talk about the memorial bench and also to make them aware of the issues of ASB and dangers on the common. The bench has been repaired by the Council. Police are

patrolling the area; the integrated young peoples support services (IYPSS) team are also deployed in the area. Partners are working together to try and resolve the issues.

## **7. Improving safeguarding and learning chances for children and young people**

**7.1 Brownhills West Youth Club** – The group is growing in numbers and going from strength to strength. Junior sessions are 4.00 pm - 6.15 pm NACRO / IYPSS; Senior Session - 5.15 p.m. - 9:00 p.m. The sessions are led by NACRO and supported by IYPSS on a Monday and IYPSS lead on a Wednesday. The young people and the workers have planned a 12 month programme that will be rolled out at the end of April 2014.

**7.2 Summer Programmes** – Was launched in late June, offering a wide range of activities for young people across the Area. We are also looking to run a community cohesion programme along side the Summer Programme. An exciting and empowering programme this summer leads to a residential supporting all those who want to deal with difficult issues with confidence and contribute to making Walsall a more inclusive and enjoyable place to live in. Young people and adults are being recruited, selected and trained to get the best out of the project individually and collectively. This initiative is funded by Walsall Public Safety Team and will be developed and delivered by IYPSS Positive Activities Team. Lead by an experienced Community Development worker and trainer. Initially expected to be delivered over a period of 6 to 9 months. Places are limited, we want those who want to work with young people, and adults, deal with difficult issues and concerns and equip them to empower themselves and others.

The project proposal states:

“VISION -This initiative is important. While many of our communities are safe and enjoy good relations, we know also, there are groups within our neighbourhoods who actively seek to divide our communities, raise animosities and make people fearful. This includes racist and oppressive ways of causing us to hesitate rather than be pro-active. You may be aware that a number of mosques in the Midlands were targeted last summer and there are tensions in communities across Walsall that lead sometimes to conflict. A key finding of research<sup>1</sup> carried out on behalf of Walsall Council found that racist and oppressive language was common in everyday conversation. A variety of resident groups were interviewed. Many agreed that greater engagement amongst diverse Walsall communities was essential in maintaining and developing better community relations. We will use knowledge, skills and abilities to enable each other and those we work with to act with greater confidence and collaborate effectively. It is important to build resilience to inspire engagement, conversation, and collaboration amongst our many diverse groups. So they work together rather than against each other.”

“Training and Support - will equip and enable those who want to initiate change by being mentors, peer educators, and peer leaders in their local communities and also as part of a wider borough group. We will develop a number of partnerships along the way. A good example of partnership working is Walsall College working with us. The college has offered their facilities and involvement of some of their Art, Media and Drama students.

The students will contribute their skills and knowledge as well as assist in the development of creative, exciting ideas thereby assisting us to engage with young people and adults in our communities. Training sessions and a residential will equip us with the wherewithal to work individually and as part of a borough-wide team. All must attend and take active part in these sessions and the residential. Training will formally begin at Walsall College (Wisemore Campus TBC) in the first week of summer holidays. There will be 5 initial training sessions from Monday 21<sup>st</sup>-25<sup>th</sup> July, which will then be followed by weekly follow up sessions throughout the summer. The three-day training residential is at the Frontier Outdoor Centre in Northampton from 26<sup>th</sup> to 28<sup>th</sup> September 2014. Activities and challenges will assist us to review work carried out and plan the Celebration Evening. The Celebration Evening to mark the contribution made by all those involved and the impact of the work is likely to take place in late November at Walsall College. There is no cost for participants however all participants will have to undertake an informal interview to explain why they wish to be considered to be part of this initiative. The training sessions and the residential will provide exciting and challenging activities for participants to build on their skills, abilities both individually and collectively.”

“RECRUITMENT - We are now in a position to start recruitment, we are looking to recruit 24 young people together with 12 adult residents from the borough (36 participants in total). For reasons of equity we have decided that 6 spaces are allocated for each of the 6 Area partnership areas. The young people/adult ratio is 2:1-so out of 6 allocated spaces for each area partnership, 4 are ring fenced for young people 2 spaces are ring fenced for adults. This is our starting point as we wish to have equal representation from all area partnership areas, however the allocations may change, to ensure spaces are filled. Taster events are being planned where there will opportunity to find out more, meet members of the team and let us know if you want to be considered. Taster session will be delivered in your locality in a setting conducive for training and development work. Information about this initiative will be shared, opportunities to become involved will be outlined and training and support confirmed. Once participants are recruited all will be inducted and take part in lead up sessions to prepare for training and development, including the residential in September. We hope all participants will be recruited and inducted by the middle of July. It will be an opportunity for all concerned, to gain in knowledge, skills, abilities as well as establishing active relationships with those who want to deal with difficult issues and concerns.

7.3 **Pelsall Youth Club – Monday Evenings** (School yrs 7+) – we have been doing a personal safety project, which consisted of a programme covering:

- what grooming is
- how it can occur / happen
- who can be a perpetrator of grooming
- consequences of unsafe sexual interaction
- the laws around this subject
- consequences to the victims and perpetrators
- what can be done

**Wednesday Evenings** (School yrs 7-9) – Pelsall Youth Centre will be again taking part in the Pelsall Carnival under the ‘Brazil (Rio) Carnival’ theme. We have been using

Wednesday and Friday sessions to prepare for the young people's participation which includes making costumes (skirts, head and arm bands and masquerade masks). Young people are using skills such as learning to use a sewing machine, tie-dying material, group work and communication.

**Thursday Evenings** (School yrs 10+) – this evening is more relaxed and is usually discussion led with latest topics taking a central role. These can range from school discipline to celebrities as role models and the messages they give to young people. We also hold pool or table tennis tournaments for those who do not always want to engage in discussion.

**Friday Evenings** (School yrs 5&6) – Pelsall Youth Centre will be again taking part in the Pelsall Carnival under the 'Brazil (Rio) Carnival' theme. We have been using Wednesday and Friday sessions to prepare for the young people's participation which includes making costumes (Skirts, head & arm bands and masquerade masks). Young people are using skills such as learning to use a sewing machine, tie-dying material, group work and communication.

We are still undertaking a video project which to date is still running. The young people are currently filming Carnival prep footage, which will lead on to filming their participation in the Carnival itself. These skills learned are as mentioned below

- Introduction to the camera equipment, set up of the equipment and working as a camera crew
- Planning a script and footage
- Preparation of new movie ideas story board planning
- Filming
- Editing

In addition to this, the young people have been using the bright evenings and excellent green space facilities (Pelsall Common) to plan and play their own mini football tournament that is running alongside the World Cup 2014. Young people are encouraged to ensure they clear and rubbish/debris left behind, thus helping to instil a sense of value and pride in their community

## 8.0 **Other Activities**

8.1 **OPEN DAYS FOR NEW SERVICES IN WALSALL** - New services for both advocacy and befriending will commence in Walsall from 1 July 2014. These services are as follows:

**Advocacy Services** (provided by Advocacy Matters) - Older person's advocacy (55+) Physical Disability / Sensory Impairment advocacy, Autism advocacy, Learning Disability advocacy

**Befriending Services** (provided by keying) for people with physical disabilities / sensory impairments

**Befriending Services** (provided by Autism West Midlands) for adults on the autistic spectrum

The providers of these services are having open days during the launch week.

Tuesday 1 July Walsall Independent Centre, 10 am – 2 pm

Thursday 3 July Manor Farm Community Association, 10 am – 2 pm

- 8.2 **Life Education Centre – Feedback** – In January 2014 the Area Panel approved funding for the above project and it was requested, that there is feedback on the progress of the project. The project was to form a partnership between 3 key organisations in the Area Partnership, to collaborate in a positive manner to impact on hard to reach potential learners and engage and impact positively on their lives. The collaboration between the 3 identified partners worked really well and this will continue with both delivery of education, promotions and family engagement.

Of the 13 schools, only 9 schools took part. 3 schools did not respond to any correspondence or calls made to engage the school in the project and one school withdrew due to change in the Headteacher. The project was run from February 2014 to the end of March 2014, due to the financial year end (the project could not be carried into the new financial year). As a result, 18 workshops were delivered, with approx 448 children taking part and 147 parents. A number of schools were initially reluctant to take part as they feared they would have difficulty in engaging parents / carers, as we placed a caveat of schools trying to engage 50% of the parents, which we later reduced. On average schools were only able to engage with 33% of the parents. The project offered the schools a fully funded day of 2 x Family Learning Health Workshops, aimed at year 5 and 6 where parents and children engage in tier one activities to build confidence and knowledge and confidence in drugs and health awareness. The schools were pleased with the parental responses.

The Family Learning Health workshops were well received by the schools, children, and parents / carers attending. The more familiar the schools become with this model of work, and if the confidence of the parents / carers who come to the school, become part of their children's learning can be celebrated, over time we think numbers would increase, which would have a positive effect on the whole family's health and well-being and help towards reducing health inequalities.

Comments from parents and children who attended the workshop:

**Parent's comments:**

- Drugs – my son knows a lot more than I thought about these issues
- Did not realise my daughter knew so much. Diet issues, body parts, how many units each alcoholic drink is
- Child found out about good / bad foods
- I learnt a lot
- My daughter learnt alcoholic drinks are not good for you
- Good to learn with my child and help her with important facts in life. Eating healthier and exercise
- Alcohol section was surprising it was enlightening, didn't realise amount of sugar in drinks
- Side effect of drugs and names of drugs
- Portion sizes surprised me
- What my child already knows about topics, i.e., alcohol which we have not officially discussed

- Thought I was giving my child healthy drinks, but I'm not!

#### **Children learnt:**

- What drugs can do to your body & how alcohol affects your body
- How bad sugar is and unhealthy food is for people.
- Hygiene
- How much sugar adults & children are supposed to have
- How to take care of your body
- How to be careful with drinks
- Portions of food you should have
- What to do if I am in trouble
- You need to exercise a lot
- Different names of drugs
- Only 21% of Britain's smoke and another 4% of them are underage
- A lot of drugs can kill, it is best to have water

#### **As a result of the workshops parents said they:**

- Would be eating more healthy foods and exercising
- Try to eat a more balanced diet
- Will be adding more fruit to our diet
- Take less sugar
- Do more fun exercise
- Take less sugary drinks
- Read food labels more to check sugar / salt contents

#### **When asked if they wanted learn more about the topics children's said:**

- If drugs & alcohol can harm you emotionally
- Personal Hygiene
- More about alcohol & germs
- What other effects drugs do to your body
- Why people start smoking & drinking and if you have too much how it effect your body
- How drugs & alcohol affect your brain

#### **Additional comments from the parents:**

- It was really informative
- Really enjoyed
- It was fun the children enjoyed learning
- It covered everything
- It was good for the children



One of the Additional questions we put into the survey was to ask parents about *what additional information you would be interested in around “healthy Lifestyles”* those who responded said:

35 – Active lifestyles

42 – Diet Choices

7 – Alcohol

10 – Drugs

10 – Smoking

30 – Emotionally Support

And that they would like to see information available at all the normal places such as libraries, community centre, but they thought schools should do more in these subjects.

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