

**Report to Walsall South Area Panel**  
**Area Plan Summary Document Approval**  
**2 July 2013**

**1. Context**

- 1.1 On 8 April 2013, Walsall Council approved 'The Walsall Plan 2013 - 2016' - the Sustainable Community Strategy for the Borough. This sets out a three year vision for Walsall as a "great place to live, learn, work and invest". The Walsall Plan identifies four strategic priorities:
- Economic development, employment and improving employability
  - Improving health, including well-being and independence for older people
  - Creating safe, sustainable and inclusive communities
  - Improving learning and life chances for children and young people
- 1.2 Each Area Partnership has an Area Plan (also known as a Delivery Plan), setting out activity against identified workstreams / priorities. These are mapped against 'The Walsall Plan' priorities. The Area Plan / Delivery Plan is a detailed operational document which is regularly updated at Area Partner Meetings, which monitor delivery against the Area Plan priorities. Area Partner Meetings include representatives from Walsall Council, Police, Fire Service, Walsall Housing Group, voluntary and community sector organisations and health).
- 1.3 In order to inform the public of Area Partnership activity, a summarised Area Plan document for each Area Partnership has been drafted. The Area Plan for Walsall South Area Partnership is attached as Appendix 1. This has been drafted in consultation with Elected Members and partners.
- 1.4 The summarised Area Plan document for each area contains details of activity undertaken across the Area Partnership together with planned future activity.
- 1.5 The Area Plan for Walsall South Area Partnership is submitted to the Area Panel for their consideration, noting it highlights for Elected Members and the community, the range of activities undertaken within their locality, in accordance with the multi-agency arrangements put in place for Area Partnerships.

**2. Recommendations**

- 2.1 That the Area Plan Summary Document be approved.

**3. Next Steps**

- 3.1 As mentioned at 1.2 above, the detailed operational Area Plan is regularly monitored and updated.

- 3.2 It is anticipated that the Area Plan Summary Documents will be updated, on an annual basis, to ensure residents are kept informed.
- 3.3 The Area Plan Summary Documents will be made available, by the end of July 2013, in print and on-line, in order to inform residents of the work of Area Partnerships.

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**Walsall Area Partnerships**

**Walsall South**

**Paddock / Palfrey / Pleck / St Matthew's**

# Area Community Plan

## Summary Document



The Palfrey Horse

### Welcome to the Area Community Plan for your local area.

Developed for residents of Walsall South by your local Area Partnership team who are working together, to support the overall vision for Walsall as set out in "The Walsall Plan", to make Walsall a great place to live, learn, work and invest"

There are six area partnerships across Walsall including the area of Walsall South supporting nearly 60,000 residents across Paddock, Palfrey, Pleck and St Matthew's.

Walsall South Area Partnership includes local councillors, local communities, the voluntary sector and organisations such as Walsall Council, West Midlands Police, NHS Walsall, Walsall Housing Group, West Midlands Fire Service, Walsall College and many others.

Your Area Community Plan will support the vision by:

- Supporting businesses to thrive and local people into work
- Improving health including well being and independence for older people
- Creating safe, sustainable and inclusive communities – reducing levels of crime and providing the right environment for people to live in
- Improving Safeguarding, Learning and the Life Chances for Children and Young People. Recognising that a person's early years crucially help to determine what kind of future they will have

**If you would like to be informed about activities and projects in your area contact your Area Partnership Team on 01922 653713 or email [areapartnerships@walsall.gov.uk](mailto:areapartnerships@walsall.gov.uk) Twitter [@areapartnership](https://twitter.com/areapartnership) or visit [www.walsallpartnership.org.uk](http://www.walsallpartnership.org.uk)**

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# Partnerships in action

Local Partners and organisations working within Walsall South (St Matthews, Paddock, Palfrey and Pleck) have been working together to improve your local area. Here are just a few of the initiatives identified as a result of their work and through Walsall South Area Partnership.

## Walsall Town Centre

- Waterfront South development is providing new homes and commercial space
- Walsall Town Centre Team held events to promote the town centre including the award winning Night Markets
- Environment Education Day led by Environmental Health promoted by a partner event
- Safer Walsall and West Midlands Police advice campaigns increased awareness of personal safety
- National Firefighter Day was celebrated with a multi agency advice event in Walsall Town Centre
- Walsall Fashion Week organised by Walsall College showcased local exciting work
- The Olympic torch visited Walsall Town Centre in June and drew huge crowds
- A project was launched to remove drug and alcohol debris
- A special police team was set up to work in Walsall Town Centre and Caldmore to reduce the impact from street drinkers in public places
- In 2012 55 new business started creating 199 new jobs. 278 of the 486 businesses in the town centre are independent
- £150,000 to improve the appearance of Park Street



**A summer activity programme for young people helped to reduce anti-social behaviour and increased activities**



## Pleck

- The Gateway Enterprise Centre on the Alumwell Estate has been launched to provide local enterprise opportunities for young people and the wider community
- An Active Steps programme has been introduced to help reduce the risk of falling amongst older people and those with lower levels of mobility including a programme at the Shree Ram Mandir Temple
- Parking improvements have been funded to extend and improve parking facilities in Woodward Close, Alumwell
- Fencing has been installed in Pleck Park to reduce incidents of anti-social behaviour and help improve park security
- Birchills Tidy Group has been established to lead on issues of concern for the Birchills Area

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## St Matthews

- Operation Scarlet was launched to tackle the local sex industry and the Remove the Impact group has helped to raise the profile of this issue. A Street Prostitution working group has also been established
- Caldmore Village Festival organised by Caldmore Village Festival Committee and supported by local partners attracted large numbers to support the Queen's Jubilee themed weekend
- Caldmore Mela promoted health and community
- The Goldmine Project was launched to provide training, learning and advice to young people
- Caldmore Tidy Group has undertaken several tidy days in the area with more planned
- Traffic calming improvements have been implemented including 3 new speed cushions
- Residents, community groups and partners held parties and events to support the Queen's Diamond Jubilee including the Bandstand event in Walsall Arboretum and Caldmore Village Festival
- Caldmore Hub opened its doors in 2012 funded by Walsall South Area Partnership and Caldmore Accord Group to provide advice surgeries, exhibition space and opportunities for training and volunteering



## Paddock

- The Chuckery Festival was a huge success showcasing local bands
- A gate was installed to improve safety for residents in the Chuckery Area
- Funding was provided to improve Park Hall Lake
- Park Hall Community Association relocated to The Broadway North Centre after 37 years and continue to provide services to Walsall South residents



## Palfrey

- Walsall Myplace is a new purpose built centre for young people and the community on Walstead Road West. Activities include: advice and support on topics such as careers, money, and health, and a wide range of positive activities and opportunities are also on offer
- Residents in Palfrey are celebrating after being awarded a million pounds from the Big Lottery Fund under its Big Local Fund
- Launch of Palfrey Park Pavilion to encourage community engagement in the area
- Sunday Reading Club has been launched and funded by Walsall South Area Partnership
- Local partners and the community helped to distribute advice in Palfrey to support a cleaner street campaign
- Health & Wellbeing Day in March 2013 at Palfrey Community Centre organised by Pleck Health Centre and supported by Palfrey Health Centre, Amber Medical Centre and Walsall South Area Partnership promoted health and wellbeing services



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# Partnership working in Walsall South

Walsall South Area Plan has identified a number of local priorities following consultation with local residents and communities. This plan will continue to be developed as the area partnerships evolve and following ongoing consultation with our residents and community partnerships. Here are just a few of the planned improvements in your area to support the vision for Walsall.

Local partner agencies are working together to:

## Reduce incidents of crime and anti-social behaviour

- Expand the use of CCTV
- Target youth provision in areas where there are incidents of anti-social behaviour
- Reduce the impact of Street Drinking in Walsall South by further campaigning and enforcement
- Use street patrols to identify underage drinkers
- Identify and target hotspots where fake goods are sold
- Reduce vandalism and theft from void properties

## Creating cleaner and tidier neighbourhoods

- Support the good work being delivered by the Caldmore Tidy Group and encourage streets to take pride in their areas
- A Birchills Tidy Group has been established to improve the area
- Support Street Champions and other groups to continue to make a difference to their communities
- Develop community gardens, bulb and flower planting on waste sites
- Support friends of the park groups and youth provision in parks
- Reduce contamination of recycling bins and increase local recycling
- Increase visitors to the Town centre through local events and retail stores, including Primark
- Support the funding opportunity from the Big Local in Palfrey
- Develop the proposals for a new Cinema Complex in the Town Centre

## Healthy lifestyles

- Promote the free NHS health checks to identify health conditions earlier

- Increase the understanding and prevention of long term health conditions including a pilot project focusing on Diabetes
- Launch awareness campaigns to promote healthier lifestyles including diet, exercise and healthy weight
- Alumwell residents want to secure a community coordinator for their area and are developing a group at Alumwell Innovation Centre to support local residents



- Provide information programmes aimed at young people to promote healthier lifestyles and reduce the use of legal and illegal drugs, reduce teenage pregnancies and improve diet including Food Dudes and Fun 4 Life weight management

## Remove the impact of sex workers and drug dealers

- Continue to target hot spot areas and improve the safety for local residents
- Reduce the vulnerability of sex workers by improving support for health, housing and training/jobs
- Promote education programmes for young women identified as at risk
- Deliver a multi agency project aimed at on street sex workers
- Identify hotspots for drug activity and implement increased support, remove drug paraphernalia and needle exchange schemes
- Increase support for young people about the consequences of taking illegal drugs

## Improving educational attainment

- Improve literacy through projects like the Sunday Reading Club at Palfrey Junior School and Mentoring programmes at Hillary Primary school
- Develop parenting skills for parents from early years to school years
- Promote opportunities for the new Studio School that offers vocational skills and real preparation for the workplace by delivering what many employers have been demanding

## Improving Job Prospects

- Deliver an action plan to improve opportunities for local residents following input from local partners and residents who identified this as a priority issue for the area
- Implement a Worklessness project to get people into the right jobs
- Maximise the apprentice scheme at Manor Hospital to provide opportunities for young people
- Offer additional support to migrant workers in Palfrey and Caldmore
- Continue to develop opportunities through the outstanding Walsall Adult and Community College

## Improving roads maintenance and traffic flow

- Improve visibility and signage along the A34 Birmingham Road
- Implement Road safety improvements along A4148 Old Pleck Road and Wallows Lane and also the A461 Bescot Road
- Improve traffic flow along West Bromwich Street and introduce further traffic calming solutions.
- Deliver traffic crossings in the Caldmore area funded by the Government