

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

## **Area Manager Report**

**Updated 31 March 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. Area Plan Development**

2.1 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

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

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

3.1. **Goldmine Studio School** have asked if we have any project their students (aged 14 – 19) could do to fulfil their community development phase of their curriculum. They have confirmed they will paint every bollard and bench along High Street, Brownhills and all bins including the red benches, and Ravenscourt benches, also the benches, bollards and fencing along Silver Court. This project was hopefully completed late February.

3.2. **Brownhills in Bloom** judging has been confirmed for 3 July 2014. The group has earmarked several environmental improvements including the installation of more community Floral displays.

3.3. **Brownhills Town Festival** will be mid July – date to be confirmed. This will be a town celebration and we will be commemorating WW1.

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

Partners involved – NHS Walsall, Walsall Housing Group, Walsall Area Partnership, Social Care & Inclusion, IYPSS, Green spaces, Sports and Leisure, Pelsall Medical Centre

4.1 **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. After a meeting with health professionals, they felt there was a remarkable improvement in relationships and communication with staff and the Community Social Worker. Having direct contact with a social worker helped them deal with cases more efficiently and effectively as they were able to share information providing a better service for the customer.

4.2 Key issues identified for Health within the Area Partnership include:

- High rates of childhood obesity in some communities
- High rates of alcohol-related hospital admissions in Rushall
- High rates of teenage pregnancy and poor sexual health outcomes in Brownhills Central and Brownhills West

4.3 **Alcohol Project** - Public Health are leading on the project. The data that has been gained, further analysis is being undertaken to further align to the GP practices in the Area Partnership. It is hoped that the analysis of the data will open discussions with the CCG, Alcohol Commissioner and Public Health, to identify and explore the possibility of piloting a Primary Care Alcohol Clinic in the Area Partnership.

4.4 **Life Education Centres (LEC)** have been commissioned by the Area Partnership to undertake work with Year 5 and 6 and to involve as many parents as possible in the programme to raise awareness with children the dangers of alcohol and open discussions between parents and children. It will also provide an opportunity for the Health and Fitness Team to link into the school via the LEC, to talk to parents and children about healthy eating and general well being. Raise awareness around obesity and the importance of doing physical activity and healthy eating. Majority of the schools have signed up to the programme.

4.5 **Brief Intervention and Briefing Advice (IBA)** alcohol screening. Tool kit training was given to colleagues on the Silver Keys project, at Manor Farm Community Association. Enabling them to recognise the signs, ask the right questions and refer cases appropriately.

4.6 **Performance in Education** is being delivered in the two main secondary schools, Shelfield Academy and Brownhills School, in the Area Partnership. A hard hitting drama performance, depicting the hard impact of drugs and alcohol on young people and their families.

- 4.7 **DUST (drugs and alcohol screening Tool)** – Colleagues in IYPSS have been trained in alcohol and drugs awareness – the DUST screening tool. This aids youth workers in identifying substance misuse in young people and respond by referring them to the appropriate services.
- 4.8 **Obesity** - Having identified, from data available that Brownhills West Primarily school was one of the worst in the Area Partnership, contact has been made with the new Head at the school and one of the conversations was around obesity and how we could look to tackle the issue, but also involve parents. The Headteacher was keen to engage. We will be looking to train up parents to run Active clubs and educate parents on healthy cooking - work with whg health champions and look to utilise kitchen facilities at Elwood school as work areas will allow family cooking sessions. Health walks will be reintroduce in Spring. A task and finish group to be set up to take this forward.
- 4.9 **Sexual Health and Teenage Pregnancy** - Task and finish group set up and led by the Public Health lead, which includes IYPSS / Public Health / NHS. Due to an increase in sexual transmitted diseases and teenage pregnancy levels, particularly in the Brownhills area. We are looking to link in more closely with the Young Persons Health Advisor Nurses and IYPSS. Discussions are ongoing to look at nurses going out with the detached youth team in the evening on the Hopper bus to build trust with the young people and eventually looking to also take the Health bus out alongside the Hopper. As young people build that relation with the nurses they will feel confident to approach and visit the nurse at an identified location in Brownhills. Considering a suitable location within Brownhills that the Nurses could operate from to deliver a service, as residents from Brownhills are unlikely to travel into Walsall to access services. coping out how often Young Person's Health Advisors visit the schools and the kind of issues that are being encountered.
- 4.10 **Local Area Co-Ordinator (LAC)** - Brownhills has been selected as one of the two learning initiatives. We are in the process of informing local groups / organisations in the area of the LAC programme and how they can be involved and how it will work. The programme is about supporting local people who may be isolated, excluded or vulnerable, regardless of age, mental ability or disabilities, to take control of their lives again, and have services support and help them achieve an outcome they want. The LAC will take the time to understand the individual / family and work with them at their pace to help get them back into the community and lead a more inclusive and fulfilling life.

## 5. **Creating Safe and Sustainable Communities**

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

- 5.1 **CCTV** for Brownhills, Rushall-Shelfield & 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

Camera 3 Rushall (On loan from Area Partnership 2).

A camera will be relocated from one of the locations to Leighs Rd, Shelfield.

- 5.2 **Leighs Road, Shelfield – Alleyway** - Ongoing anti-social behaviour issues in the public right of way, which is well used by local residents. Old fencing has been kicked down. We will be looking to get overt CCTV installed in the alleyway to try and identify the people involved.
- 5.3 **Street Champions Event** - Was held on the 10 March, 5.30 - 7.30pm. The emphasis at this event was on recognising the efforts of Street Champions, following on from the group receiving a Mayors Award before Christmas. The Mayor thanked the Street Champions for all their efforts.
- 5.4 **Verge Parking Update** - Planning permission given at the Planning Committee meeting on 13 March 2014, for development of eight spaces on the land fronting properties 37 – 51, Stanley Road, as per the original proposed scheme. Development of this site is subject to the capacity of the Lafarge Tarmac team, early work usually consists of test holes, general outline marking and the delivery of fencing to secure the site. It is anticipated this work will start prior to 31 March 2014.
- 5.5 **Brownhills Networking Event** was held on the 28 January at Brownhills Activity Centre. The event was well attended, by local groups, Walsall Voluntary Action (WVA), Alex Boys Walsall Council's Strategic Funding Officer was on hand to provide advice and guidance to groups on funding, business plans, etc. The event provided an opportunity to plot what activities were being offered by groups and establish the key needs of the groups, which was funding and promotion.
- 5.6 **Fordbrook Bridge, Pelsall**- Continuous problems of ASB, with young people throwing objects from the bridge on to on-coming traffic. A number of incidents have occurred where damage has been caused to vehicles / buses. Already a lot of resources / manpower has been used to try and tackle the issues. A site visit was held with contractors / partners and Sustrans, who are responsible for the bridge, to see the problems that are being experienced and to discuss potential solutions to resolve the problems. A solution has been put forward to Sustrans, that partners feel would help alleviate the problems that are faced. We are now awaiting a response from Sustrans. 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.
- 5.7 **Rischale Way, Rushall** – On-going issues in the locality. The police and the Anti-Social Behaviour team are aware and continue to monitor the situation.
- 58 **Parkstone Close, Shelfield** - Littering and young people urinating against a resident's fence. Relevant partners have been informed. Police have increase patrols in the area. Clean and Green services will look to increase the litter picks in the area. Enforcement

Officers have also been informed and anyone caught littering will be served with a Fixed Penalty Notice (FPN)

- 5.9 **Meet and Greet Event** held at Sheffield Academy on the 11 February was attended by a number of local residents and partners. This was an opportunity for local residents to meet the new Principal and the senior leadership team of the Academy. A positive meeting with a number of actions and it is envisaged that quarterly meetings will be held.
- 5.10 **Police Web Chat** took place on 5 March – Inspector Keane took live questions regarding ASB and crime concerns in the Area Partnership.
- 5.11 **Brownhills** -Two litter picks have been undertaken in Brownhills along Coppice Lane and along Coppice Side. Approximately 100 black bags were collected by the community Payback team.
- 5.12 **High Heath Christmas Event** – Friends of High Heath Park and Autumn Close Residents Group have started planning a Christmas event, working closely with local Primary schools and churches, which will be held on High Heath Park, weather permitting. If the weather is inclement, then the event will be held on Sheffield Academy grounds. It is hoped that there will be an ice rink, stalls and children rides. There is usually an annual event, whereby the primary school children gather in the park once the Christmas tree is planted, to decorate the tree and sing carols. This year the local residents want to have a bigger event that local residents can be involved in.

## **6 Improving safeguarding and learning chances for children and young people**

- 6.1 **Turners Woods Project** – Looking to engage more schools to embrace outdoor learning of the local environment. We have one or two who are working independently; we want to encourage other schools to work in partnership with each other. Several meetings have taken place in relation to using Turner's Wood in Pelsall as a school resource for all the local primary schools. St. Michael's Church of England, have identified a classroom at the rear of their school for young people both from their school and other local schools to use as a base for washroom facilities. A walkway has been identified from the classroom to Turner's Wood entrance where we are hoping to locate a gateway. The pathway will be laid by 'The Princes Trust' in May/June this year using natural material (woodchip) supplied by Clean and Green Environmental Depot, Brownhills. A Meeting has been arranged with Simon Atkinson in relation to getting written agreement for a gateway, as the Wildlife Trust are the trustees of Turner's Wood.
- 6.2 **Children's Services** are co-ordinating a monthly meeting with other statutory partners including, West Midlands Police, Registered Providers, Adult Social Care, West Midlands Probation Services and Community Safety to support the Strengthening Families Agenda. The aim is to introduce 6 monthly meetings across each Area Partnership discussing and co-ordinating support for families within each area. Partners came together for the first time in February to share intelligence and develop support outcomes for local families.

- 6.3 **Brownhills West Junior session 4:00pm-6.15pm NACRO / IYPSS Senior Session - 5.15 p.m. - 9:00 p.m.** – We currently have a core group of 10 junior members who attend every week. The group have been engaging well over the last few weeks. The sessions are led by NACRO and supported by IYPSS on a Monday and IYPSS lead on a Wednesday. The young people come to participate in new things on a weekly basis such as cooking sessions, blindfolded fruit tasting, health and fitness and have general discussions with the workers and just generally chilling out. Staff have forged good links with the parents, residents and shop keepers within the community and attendance is increasing each week. WHG have now come on board and have a series of consultations booked and have provided a small amount of money for off-site activities for the young people. We have been meeting and aim to have as many localised partners on board in the near future to push the project on further. Young people and the workers have also been planning what they want to do next. They have planned a 12 month programme that will be rolled out at the end of April 2014, things included (community based project, health well-being, future chef project and a personal development project) each project with last for 12 weeks approximately. There is now a core group of around 12 senior young people who attended on a regular basis. The group are very receptive and engage well in the activities offered. The group have recently had an input from the local police team around the dangers of stranger danger and being safe on the streets, this was very well received in terms of their learning and also building up relationships with the Police. Further workshops are planned for the near future. We have formed a young people's committee that meet on a quarterly basis to look at plans and evaluate the previous work what has been delivered in the Hub and look at future plans as a consequence of engagement with services youth related ASB have dropped significantly over the last 12 months in the Brownhills West estate with partner engagement
- 6.4 **February Half Term Programmes** - Both junior / senior groups have been heavily involved during half-term programmes and their attendance has been really good. Parents have been very vocal on how their children have enjoyed the holiday periods with IYPSS / NACRO, as they would usually have nothing to do and it has kept them out of trouble and kept them focused throughout the holiday period. There was a planned family day, (bowling) which was attended by some parents and their children which was very much enjoyed by all. We had films and fruits session at The Hub, which was attended by 18 young people and downhill biking at Cannock Chase. We also took 12 young people to Pelsall Youth Club for a quiz night that brought the two groups together from within the partnership which went really well.
- 6.5 **Youth inspectors** - Four young people from the Hub will be joining the IYPSS youth inspectors program – this will enable the young people to go out into other youth clubs in the Borough of Walsall to see what standard of provision there is for young people who attend council run provision. The young people will be doing various visits and have training and gain accreditation for their participation. This is an on-going programme and the young people are gaining a lot of new skills which they say they use in their daily lives.
- 6.6 **High Heath Park** - The detached team are now currently deployed back in the area due to a rise in youth related ASB. Workers are working with the local shop keepers to identify any young people causing ASB, as reports have come in stating that they congregate outside NISA stores on Spring Lane. The team have engaged a new younger group that are keen to work with us and have arranged a Friday night meeting point with them, near the park, away from the shops. We also have engaged our older group and will be planning some activities and programmes with them to commence in April 2014

- 6.7 **Rushall Skate Park** Consultation was done late 2013, with regards to the upgrade of the park in Rushall, residents and young people were invited to two evenings to look at potential plans and how they can be involved. The detached team supported the young people and have created a core group of young people from the area and will be working with them for the duration of the upgrade and planning programmes and activities. The team aim to have a weekly session in the area that will continue for the next twelve months
- 6.8 **Pelsall Youth Club – SEXTING Project** is being run on Monday evenings aimed at 7 year plus. This is a six week programme to raise awareness around what sexting is, how it can occur and the reasons why people use sexting text. All important aspects of this topic are covered to ensure that the young people are aware of the dangers and the implications that it can have on victims and perpetrators.
- 6.9 **Cooking Lessons take Place on Wednesday Evenings** aimed at years 7 - 9. This is a seven week programme covering various easy to learn and cook recipes, such as chocolate fairy cakes, tuna bake, carrot cake, sweet and sour chicken, ultimate scones, spaghetti bolognese, meringues and cream. All recipes were chosen by young people with consultation from staff.
- 6.10 **Thursday Evenings** (School years 10+) – This evening is more relaxed and is usually discussion led with latest topics taking a central role. These can range from the latest internet drinking games, such as neknominations to career choices. Pool or table tennis tournaments are held for those who do not, always want to engage in discussion.
- 6.11 **Video Project** – takes place Friday Evenings aimed at years 5 and 6. The young people have so far created an excellent 'Goodbye' Video for their former Headteacher, who has moved to the middle east. The young people are also in the process of producing a video to promote a particular night at the centre. To date they have covered topics such as 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 and Editing

## 7. Other Activities

- 7.1 **Women of Walsall** - Held on 7 March at Goldmine Centre, organised by WHG. Inspirational women's from various backgrounds were invited to the event to talk about the challenges that they overcome to get to where they are now. It hoped that there will be an annual event held in Walsall. It is hoped that a small group discussions forum will be held to discuss issues of concern to women. A good turn out of approximately 50 women from all BME communities.

### 7.2 Enhancing Skills in the Community – 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.

However, the referrals from the Children's Centre were not as many as originally expected. Manor Farm opened the offer to the local community, which attracted further learners to the programme. Further engagement strategies are needed to target this hard to reach group, which will be explored within the partnership for future activities.

The association plans to offer participants the opportunity to join vocational programmes and offer further taster sessions to attract a further influx of learners. This may be direct with the association or through the network of partnerships the association works with offering vocational training opportunities. The initial engagement of hard to reach groups is always a battle for larger colleges and the association will work to fill that gap through the new partnership developed through this funding.

#### **What the learners said:**

- 'I have learned to cook healthier for my family'
- 'Absolutely brilliant class, the tutor was brilliant, I would like more classes to follow please'.
- 'I can cook on a budget tasty food- it wasn't as hard as I thought'
- 'I have really enjoyed the sessions and would love to do more'
- 'I got a certificate – I never expected that'
- 100% of learners thought the facilities were 'Excellent'
- 100% of learners felt they learnt 'More than expected'
- 100% of learners thought they would like to take up further learning activities
- 100% of learners felt that this type of learning activity in the community was valuable
- 100% of learners would be interested in further courses offered at a community setting

Overall feedback on the sessions offered was exceptional from feedback gathered.

The pilot scheme incorporated families working together along with individuals trying something new. The age range of learners was from 5 – 64, with most in the 20 - 35 years old.

87% of participants were female, although male focused activities were offered this proves a harder to reach group that needs further partnership work to engage with males in the area.

a successful partnership has formed with new contacts that will be developed further too positively benefit those in the area.

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