

Report to Brownhills, Pelsall, Rushall and Shelfield Area Panel
Area Plan Summary Document Approval
27th June 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 Brownhills, Pelsall, Rushall and Shelfield 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 Brownhills, Pelsall, Rushall and Shelfield 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

Welcome to the Area Community Plan Summary Document for your local area.

Developed for residents of Brownhills, Pelsall, Rushall and Sheffield 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 Brownhills, Pelsall, Rushall and Sheffield Area Partnership supporting its local residents

Brownhills, Pelsall, Rushall and Sheffield 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 for Walsall 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

Telephone 01922 653707

Email areapartnerships@walsall.gov.uk

Twitter @areapartnership

or visit www.walsallpartnership.org.uk



Walsall Area Partnerships

Area Plan – Brownhills, Pelsall, Rushall and Shelfield

Partnerships in action

Local partners and organisations working within Brownhills, Pelsall, Rushall and Shelfield 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 Area Partnerships.

General

- A summer activity programme for young people helped to reduce anti-social behaviour and increase activities
- Safer Walsall advice campaigns targeted local residents to share key messages about personal and home safety
- Safer Walsall partnership shared advice to prevent Car key theft and targeted hotspot areas
- Cheerleading in Rushall, Shelfield and Brownhills
- Silver Keys project at Manor Farm is supporting the elderly and vulnerable across the area and getting them out of isolation and into activities that they wish to take part in
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Brownhills

- Welfare Benefits advice about benefits and Welfare Reform was shared with local residents in the Clayhanger Estate
- New Solar Panels were funded at Brownhills Community Association
- Stop Loan Shark training raised awareness with local agencies about the type of signs to look out for when potentially dealing with people who may be victims
- Relaunch of the Canoe Centre
- Clayhanger Community Centre is providing local support, advice and activities to the Clayhanger community
- Improved activities for young people in Clayhanger Estate were identified and being delivered
- Cherwell Drive in Brownhills West was funded by local partners to provide health and wellbeing services, groups and additional activities
- Mother and Toddler group at Cherwell Drive receiving health services
- Little Green Dragons moved to a new home at Brownhills Community Centre.
- A community kitchen at Brownhills Community Centre was funded by the Area Partnership and whg to enable older people to have luncheon and breakfast clubs
- Brownhills Safety House provided advice to hundreds of residents across Walsall about home and garden safety
- A Satellite drop in office for Midlands Heart opened in Brownhills West providing police surgeries



Walsall Area Partnerships

- Tree planting on open land in Brownhills improved the overall environment and increased the number of trees in the area. Local schools and businesses to maintain
- Brownhills West Fun Day engaged with the community to better understand the needs of younger and older residents
- Breast Screening in Brownhills Tesco Car park promote take up in the community

Pelsall

- Senior Citizens in Pelsall enjoyed an action packed day of activity and entertainment to mark National Older People's Day in 2012 with children from local primary schools
- Pelsall Youth Centre was refreshed to enable children to enjoy more activities
- Pelsall Village was officially opened in 2013 with a new library, Doctor Surgeries, Pharmacy and Children's Centre
- It's a Knockout event on Pelsall Common attracted crowds to raise money for local charities, promote healthy health checks and raise awareness of local amenities in the area
- Over 50 shopkeepers and local businesses in Pelsall have joined forces with Walsall Police, Neighbourhood Watch and other local agencies to create a radio scheme aimed at reducing shop lifting and anti-social behaviour
- A job club started at Pelsall History centre to support local residents
- Litter pick with Mcdonalds and St Michaels improved the environment
- Improved security and removed flytipping around Wood Lane
- A new plaque in the centre of Pelsall has improved the area and highlighted the area's recent history
- Positive activities for young people have been increased including the introduction of Box Clever sessions at the youth centre

Rushall and Shelfield

- Local partner agencies have been working closely with Shelfield Academy to deliver assemblies to every year group from year 7 to year 11 about anti-social behaviour and its impact on local residents and the environment
- Dementia Café at Manor Farm have provided support for local residents, their families and carers
- Circle of Friends friendship group launched for parents / carers with children who have a learning disability has been meeting at Brownhills and Walsall Wood Fellowship Hall in Shelfield
- Manor Farm job club has got people into work and continues to provide advice and support for local residents
- Rushall Community Centre is providing Coffee mornings, luncheon clubs and tea dances
- Manor farm gym and squash court have been refurbished
- The appearance of Barns Lane fishing area has been improved using support from Probation Services and Community Payback



Walsall Area Partnerships

- Improved the safety along the canal by and improved security for local residents in Bramcote Way, Rushall
- Improved signage at Greenfield's Children Centre to increase access to services and support use of the centre
- Greenfields staff have been trained to provide Chlamydia Screening where there are gaps and introduced screening/signposting services
- Improved fencing and railings around Autumn Close supported by Princes Trust improved safety and security for local residents

Partnership Working in Brownhills, Pelsall, Rushall and Sheffield

Brownhills, Pelsall, Rushall and Sheffield 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:

Supporting Businesses to Thrive and Get Local People into Work

- Develop job clubs to encourage more people to get into work
- Promote local business communities

Cleaner, Green & Environmental Issues

- Improve awareness of litter dropping through local primary schools and a series of litter picks
- Highlight the risks from dog fouling across the area including Nest Common
- Develop wet land on High Heath Park by improving the area for young people and installing outdoor gym equipment
- Ensure that Brownhills Common Restoration project improves the area and engages with the local community
- Improve the Area around the clock in Pelsall with the support of the Prince's Trust

Creating Safe, Sustainable and Inclusive Communities

- Provide advice to residents about bogus callers and distraction burglaries and to promote Walsall Trader Register.
- Tackle anti-social behaviour and crime including learning from the Pelsall Radio scheme
- Improve the appearance and facilities delivered by Sheffield Pavilion

Improving Safeguarding, Learning and the Life Chances for Children and Young People

- Provide targeted positive activities for young people in the area



Walsall Area Partnerships

- Develop cheerleading activities for primary school aged children to increase activities, encourage healthier lifestyles and showcase young talent at local events

Positive Activities for Young People

- Continue to increase activities for young people during school holiday periods
- Map out the requirements of younger persons (aged 0-9) to determine what is available and what is needed locally

Health Inequalities

- In the Area Partnership (Brownhills, Pelsall, Rushall-Shelfield) alcoholism has been identified as local problem and local actions will be identified to tackle the issue
- Train staff in Children's Centres and schools to deliver healthy eating advice to improve the long term impact on young people's health
- Provide additional health services to support the prevention of long term health conditions including cardiovascular disease, respiratory disease, cancer & palliative care and dementia
- Deliver services to reduce obesity with year 6 pupils by providing healthy eating initiatives including Eat Better & Start Better, Weight management programmes, increased healthy activities, healthy lifestyle advice and food dudes
- Encourage breast feeding through promotional campaigns and support
- Increase support for elderly in the community from local agencies
- Organise a Health check events for local residents

Regeneration

- Regeneration of the local area will see new properties and redevelopment from whg and other developers in Deakin Avenue, Wessex Close, Church Road, Short Street, Lyndon Drive and Silver Court Gardens
- Build new homes in Silver Waters, Brownhills, Taylor Wimpey residential development – already on-site at Silver Street/Watermead Grange