

**Pelsall and Rushall Local Neighbourhood Partnership – 10th
January 2005**

PRODUCING THE FIRST PARTNERSHIP PLAN

1. Brief Summary of Report

The purpose of this report is to inform the LNP of the first partnership plan to open a debate on potential constructive proposals and prioritised actions for inclusion in the Pelsall and Rushall Partnership plan

2. The Initial Priorities

The initial priorities identified within the first Partnership Plan are as follows:-

- Young People
- Housing
- Environment
- Crime
- Health
- Education

Suggestions for grouping of themes:-

- Young People
- Crime
- Education
- Environment

3. Work to date

- Wider consultation with local communities identifying 10 key priorities against which specific actions will be delivered. From now until 2008 the council will tackle important issues linked to these 10 priorities to ensure that the vision for Walsall is achieved.
- Ward Walks
- RHCS Consultancy have facilitated a workshop immediately following the formal meeting. This entailed a summary of the key facts about the partnership area and identified themes for further discussions to take place. These included environment, crime, education, health and access to services.
- Crime and visioning workshops held to help populate the partnership plan.
- Identify Training and Development Opportunities available to the partnership, alongside strengths of the partnership.

4. Recommendations

- The partnership plan is approved and that acceptance of the plan be recommended to Council following submission to Cabinet.
- Details of the workshops held to date are used as part of the first neighbourhood plan.
- That there be the formation of task groups to progress the detail of the first neighbourhood plan.

CONTACT OFFICER

Parveen Sangha
Neighbourhood Partnerships Officer
Tel: 01922 654701
sanghap@walsall.gov.uk

Pelsall and Rushall

LOCAL NEIGHBOURHOOD PARTNERSHIP

COVER PAGE

Size - A4 Booklet

- 1) To be based on 'Vision Document' Style Cover including photographs from individual local areas
- 2) Photographs to be inserted within matrix with blanked off areas in-between.
- 3) Text above matrix to clearly show: (LNP area) Local Neighbourhood Partnership
- 4) Text below matrix to clearly show: Local Neighbourhood Plan 2004 - 05
- 5) Full logo's for Walsall MBC & Walsall Borough Strategic Partnership to go underneath at bottom of page.

LOCAL NEIGHBOURHOOD PLAN 2005 -06

Walsall Council - A Vision for Walsall in 2008

About Walsall Borough Strategic Partnership

Section one - Introduction

Section Two – Area Profile

Section Three – Areas for Action

Section Four – Making it Happen

Appendix

Walsall Council – A Vision for Walsall in 2008

Walsall Council has agreed its vision and priorities from now until 2008. This has been achieved through local consultation about what sort of place Walsall could be in the future and what part the council should play in leading the changes ahead.

To support this vision the council has identified 10 priorities against which specific actions will be delivered. From now until 2008 the council will tackle important issues linked to these 10 priorities to ensure that the vision for Walsall is achieved.

Vision 2008: In 2008, Walsall will have an established reputation as an ambitious “can-do” place where a civic, economic and cultural renaissance has been made possible.

In 2008, Walsall people are proud of their heritage, proud of what their borough has become and excited about future opportunities.

In 2008 Walsall will be a learning borough that promotes the value of learning and achievement, in our schools and colleges in the home, in the community and at work.

In 2008 Walsall will have a reputation as a clean, green and safe borough.

By 2008, real improvement will be evident in the health of our citizens, and the needs of people who care for others will be acknowledged and their work valued.

In 2008 local people will see themselves as residents of the borough as a whole. Local districts and their centres will still have their strong sense of identity. Walsall Town Centre will be an exciting and vibrant place for culture and business – acting as the economic powerhouse of the borough.

In 2008 Walsall Council will be recognised as a listening organisation, which effectively represents, but also tackles, the concerns of local people. The council will provide strong and responsive civic leadership, supporting local communities with the resources and tools to provide local solutions to local problems. Walsall will enjoy high levels of civic involvement in neighbourhood partnerships and in a capable, vibrant voluntary sector.

By 2008 Walsall will have played a full role in transforming the Black Country into a highly successful sub-regional economy.

Priority Areas:

- Ensure a Clean and Green borough
- Make it easier to get around
- Ensure all people are safe and secure
- Make our schools great
- Make Walsall a healthy and caring place
- Encourage everyone to feel proud of Walsall MBC
- Make it easier to access local services
- Strengthen the local economy
- Listen to what people want
- Transform Walsall into an excellent local authority.

About Walsall Borough Strategic Partnership

“Walsall will be a prosperous, inclusive and competitive Borough in which its diverse communities feel involved, safer, healthier, and can take pride in its future.”

Walsall Borough Strategic Partnership (WBSP) is Borough-wide and brings together the major service delivery agencies (Police, Health, Local Authority), and the business, community and voluntary sectors, to tackle issues of deprivation within the Borough's most deprived areas.

The WBSP comprises six Theme Groups:

- Improving Community Safety and Crime Reduction
- Improving Health, Well-Being and Social Care
- Regenerating the Economy
- Sustaining a Better Place to Live and Work
- Raising Educational Standards through Lifelong Learning
- Community Engagement (and Equalities)

The Partnership is now commissioning against four strategic objectives:

- Supporting a thriving Economic Community, through supporting existing businesses, encouraging new business and raising the skills base of people in Walsall
- Environment and Improving the Image of Walsall, through raising aspirations, improving liveability, and regenerating the fabric of neighbourhoods
- Opportunities for Children, through a variety of formal and informal activities
- Community Safety and Reclaiming Neighbourhoods and addressing the impact of substance misuse, through education and awareness raising, particularly on young people through diversionary and health promotion activities

With four integral Themes:

- Skills Escalation
- Raising Aspirations
- Community Cohesion
- Improving the Image of Walsall

The WBSP works closely with Walsall Community Empowerment Network to ensure that communities of interest and geography are fully involved with the Partnership and the decisions it makes. This also includes the Local Neighbourhood Partnerships.

Together these strategic priorities set the backdrop against which Local Neighbourhood Partnerships operate and set the scene for improvements identified within this neighbourhood plan.

SECTION ONE: INTRODUCTION

Foreword by Partnership Chair - C of P

What is a Local Neighbourhood Partnership?

A Local Neighbourhood Partnership or LNP is a meeting at a more local level, between the council, partner agencies and representatives of the business, voluntary and community sectors where local issues are discussed, problems identified and solutions proposed to resolve them. A further key role of the LNP is to engage and consult with all local people to help identify these key neighbourhood issues and to seek views on how best to tackle them, and in doing so, produce a local neighbourhood plan.

The make-up of a local neighbourhood partnership includes all ward councillors for the area, four council appointed partners including the police, Primary Care Trust and primary and secondary school representatives, and up to ten locally appointed partners from the business, voluntary and community sectors. This however, does not stop members of the public becoming involved, as meetings, which are held every three months, are open, with everyone free to attend. Each meeting of the LNP does have an agenda, with key topics for discussion, but also allows time for members of the public to raise questions and to have their say on local issues.

What can the Local Neighbourhood Partnership do? – H of NP

What will the Local Neighbourhood Plan be used for? – H of NP

SECTION TWO: AREA PROFILE – Strategic Intelligence Unit

Map of the Area **LNP team to liaise with Council colleagues**

MAP

Facts About the Area

NOTE: Works to be carried out under the DDA in 2004/05:
EDC Pelsall , Pelsall Lane, Rushall; Rushall Community College, King George Crescent,
Rushall; Shelfield Area Office, Green Lane, Shelfield

This Section presents a range of statistics on the LNP; it places this LNP in context of the Walsall borough wherever possible.

Population structure: This LNP area has above the borough average for people aged 30 years and upwards. However the numbers of older people becomes more marked in the age ranges 60 – 75+ where numbers of elderly residents are considerably above both the borough and national averages. Some 96% of local residents are of white origin. It has well in excess of the borough average of owner occupiers and above the borough average of pensioner households and households with a limiting long term illness. It has a very low rate turnover rate of households moving, well below the borough average which would suggest it has a settled and stable community.

Environment: In a study completed in 2001, residents in this LNP area were asked “Are you satisfied with this area as a place to live?” 85% answered “Yes” – the third highest of any LNP area. However nearly 40% of people answered “yes” when asked if they thought it had got worse as a place to live.

Economy: The area has slightly above the borough average for economically active people and, as a result, a low level of unemployed people. It is well below the borough average in terms of people claiming benefits of any description. Another indication of poverty is car ownership; this LNP area has above the borough average for households with one, two or three cars, obviously an indication of young people living with parents.

Crime: The area has the second lowest level of reported crime from 2001 to 2004 and has the third lowest disorder rates of all LNP areas. When residents were asked: “How safe do you feel in this area during the day?” 85% answered “very or fairly safe” (the third highest response of all LNP areas). The rate fell when asked the same question relating to safety during the night, with 39% stating they felt “very or fairly safe”. However, this was the fourth highest score of all LNP areas

Statistics relating to specific neighbourhoods within the LNP area

Government departments have developed a way of mapping “poverty or deprivation indicators” across England. They use a variety of statistical sources to arrive at what is known as the “Index of Multiple Deprivation”. This is essentially a way to “rank” all the areas of England to identify those areas in most of need of assistance to raise income levels, improve health and education in the area etc.

A recent improvement is that the Government has now developed a way to consider smaller local neighbourhoods within wider geographic wards; they are useful to highlight distinct “pockets” of deprivation or poverty.

The Government has called these small neighbourhoods “super output areas” or SOAs for short. There are some 32,482 of these “SOAs” across the country; each has been given a numerical code. The Council has applied these codes to the appropriate LNP area.

The map above details these codes; the chart below applies the codes to local neighbourhoods. The LNP has allocated identifying names to these neighbourhoods, based on local knowledge, to more easily identify distinct areas within the LNP which may be in need of “special” help.

Understanding the Chart below

The Chart details the ward names within the LNP; it applies the SOAs (small neighbourhoods) within the Ward and gives a more local neighbourhood name to the numerical code given by the Council.

The final two columns give the “Rank of Index of Multiple Deprivation”, essentially the lower the rank – the more deprived the area. Thus Pelsall Wood with a score of 6,400 is considered to be the most “deprived” neighbourhood, overall, in this LNP area.

The final column states the “IMD Most Deprived Percentage”. There are 32,482 SOAs (small neighbourhoods) nationally; the Council has ranked neighbourhoods largely by those in the top 25%, 50% and 75% for ease of reading. So:

Rank: 1 – 8,120	those falling within the top 25% (e.g. “most deprived”)
Rank: 8,121 – 16,241	those between 25% to 50% (mid range)
Rank: 16,242 – 24,362	those between 50% to 75% (above mid range)
Rank: 24,363 – 32,482	those between 75% to 100% (those “least deprived”)

To further explain the above ranking, neighbourhoods “scoring below 3248” – would be in the top 10% most deprived nationally, those “scoring below 6,496” would be in the top 20% most deprived nationally and so on; we use these smaller percentages later in this section.

Ward	Super Output Area (SOA) Numerical Code	“Neighbourhood within the LNP”	Rank of Index of Multiple Deprivation	IMD Most Deprived Percentage
Pelsall	E01010347	Pelsall Wood	6400	20
Rushall-Shelfield	E01010321	West of Shelfield	6685	25
Rushall-Shelfield	E01010323	Radleys	8853	50
Rushall-Shelfield	E01010320	Shrubber's Green	8858	50
Rushall-Shelfield	E01010322	East of Rushall	9531	50
Rushall-Shelfield	E01010324	Daws End	10362	50
Rushall-Shelfield	E01010353	High Heath East	10804	50
Pelsall/Rushall-Shelfield	E01010354	High Heath	10993	50
Pelsall/Rushall-Shelfield	E01010351	Heath End	14078	50
Pelsall	E01010349	Pelsall East	14615	50
Pelsall	E01010348	Pelsall West	16467	75
Pelsall	E01010350	West of Pelsall Wood	18696	75
Pelsall	E01010352	South West Pelsall	20723	75
Pelsall	E01010345	Highbridge	20781	75
Rushall-Shelfield	E01010319	Shelfield	23169	75
Pelsall	E01010346	Ryder's Hayes	26693	100

There are therefore 16 small neighbourhoods in this LNP area. Breaking statistics into smaller neighbourhoods provides the LNP with a far better grasp of specific areas within the locality which may be in need of attention.

In terms of this LNP area there is one “numerical” SOA in the top 20% nationally (Pelsall Wood) and one in the top 25% (West of Shelfield): all other areas are above the 50% mark with 1 “Ryder’s Hayes” in the least deprived neighbourhoods across England.

Considering specific elements of the overall “neighbourhood ranking”

The above chart brings together a series of “scores” from various aspects of living in an area to arrive at the overall rank. These aspects include:

Crime (the incidence of recorded crime for four major crime themes: burglary, theft, criminal damage and violence)

Education & Skills (the numbers of skills and qualifications held by local people, both young people and adults)

Employment (numbers of unemployed people in the area)

Health (those people whose quality of life is impaired by poor health),

Housing & Services (lack of services based on geographical barriers or access to suitable housing)

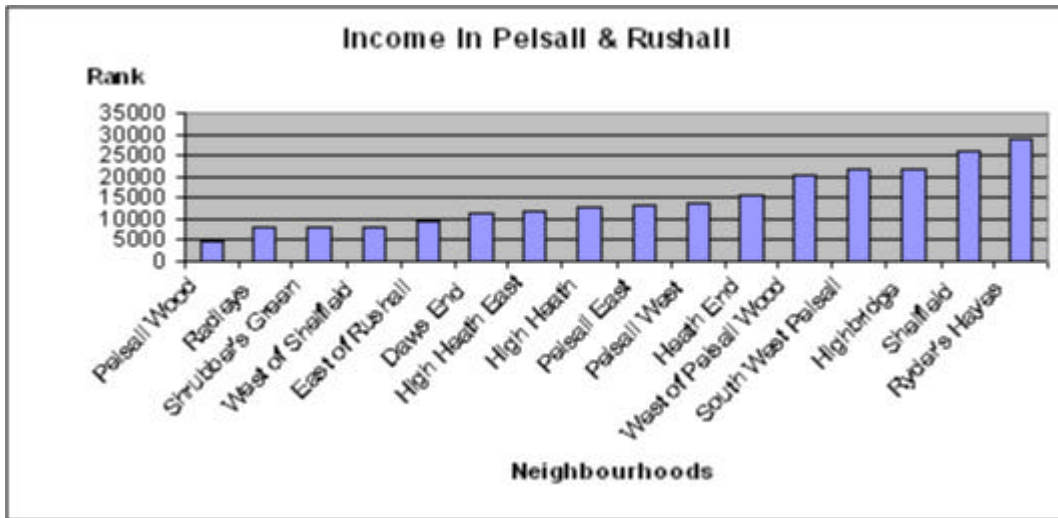
Income (average wage levels, various economic indicators)

Living Environment (considers the indoors living environment (measures the quality of available housing) and the outdoors environment)

The following charts present a variety of the above “aspects” which may be of interest to the LNP.

Income

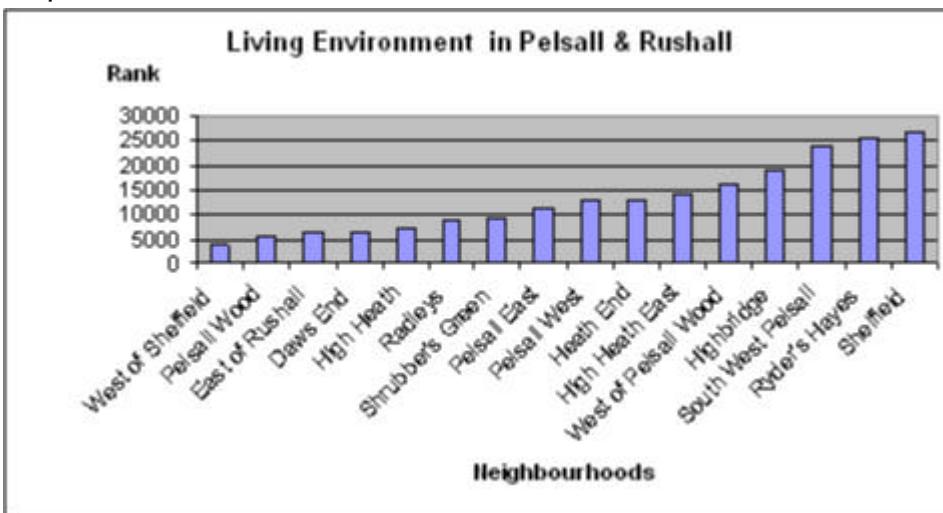
Graph 1



The chart above illustrates that, using nationally approved statistics confirms that this LNP area is relatively affluent, with perhaps one or two small neighbourhoods in need of assistance. Pelsall Wood, at the left of the graph, “scores” 4,900 hence it is within the top 20% most deprived neighbourhoods in England, Radleys, with a score of 7991 is within the top 25% most deprived neighbourhoods. However reading from left to right above shows that the five neighbourhoods to the right of the graph (from West of Pelsall Wood onwards) all score above 20,000, hence they some of the least deprived neighbourhoods in England.

Living Environment

Graph 2

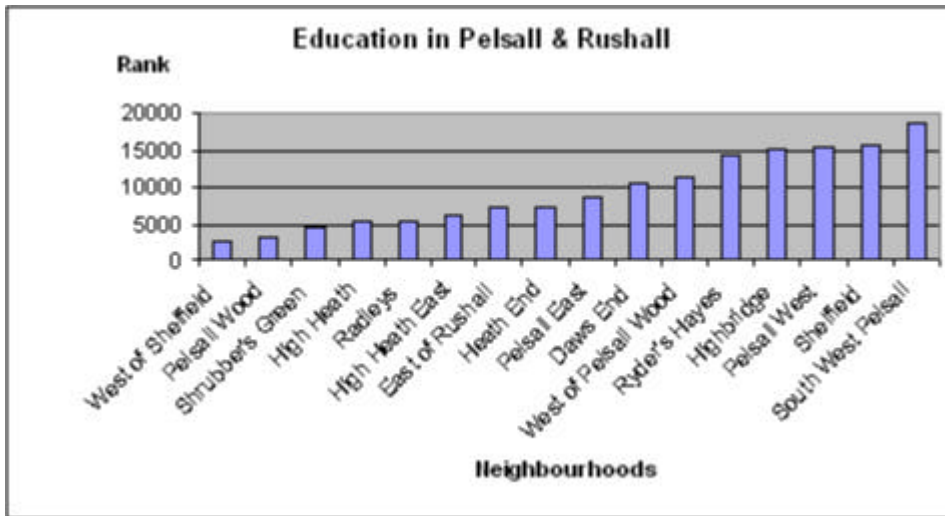


The above highlights that West of Sheffield and Pelsall Wood as being in need of attention, being in the top 15% and 20% respectively, a further area, East of Rushall is also in the top 20% most deprived.

Education

It is worth noting the statistics relating to education, as this is one of the most deprived aspects for this LNP area:

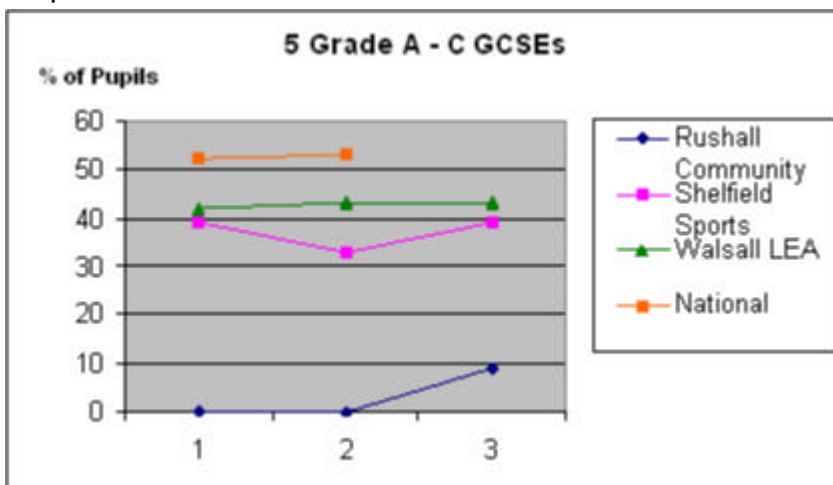
Graph 3



In this instance, West of Sheffield ranks in the top 10% most deprived neighbourhoods in England. In addition, there are a further seven small neighbourhoods (reading left to right from Pelsall Wood to Heath End) that score below 8,120 hence they are all within the top 25% most deprived nationally.

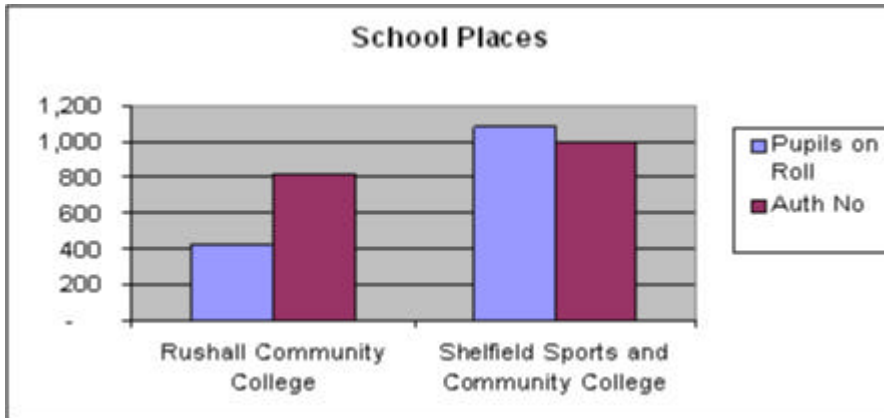
As a means of further clarifying the situation, if we look at the achievement rates of the two local secondary schools it can be seen that the schools are below the borough average and the national benchmark figure although both show signs of improvement in the last year.

Graph 4



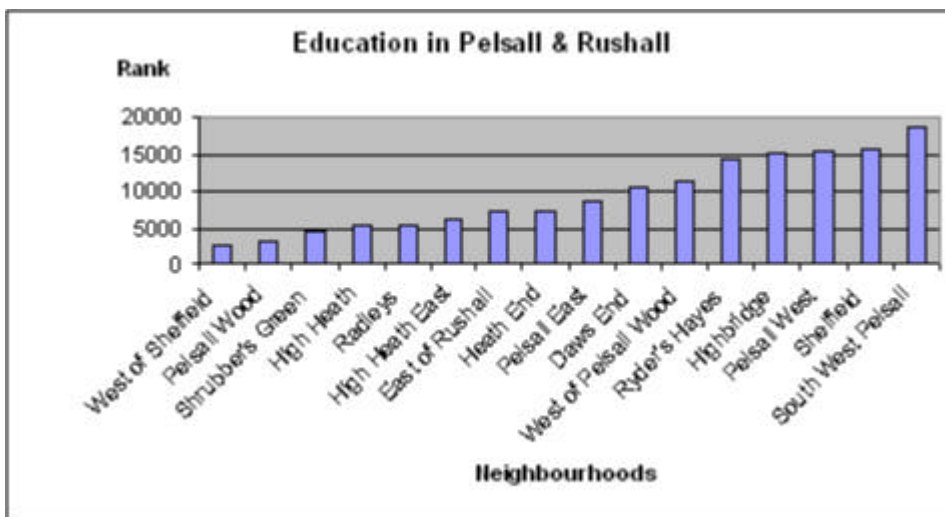
In terms of take up of places at the schools, in the most recent school statistics, Rushall Community College was undersubscribed and Sheffield Sports and Community College was oversubscribed:

Graph 5



Health

Graph 6



There are various issues with regard to health in the area that are of concern to the Partnership, however, these issues are not clearly evidenced from Health statistics – West of Sheffield and Pelsall Wood feature as being worst in the area being in the top 20% and 25% respectively.

SECTION THREE: AREAS FOR ACTION - Consultants

THEME: **Accessibility, inclusion and services for elderly people**

Objective: To improve the quality of life for elderly residents in the LNP area

Statistics prove that the area has above the borough average numbers of elderly people aged 60 plus. The initial LNP workshop of 13th October felt that there was evidence to suggest that there had been a lack of attention given to the needs of elderly residents. It was felt that some residents are isolated and do not feel able, or wish, to ask for help. Specific issues are as follows:

- Access to services: the area has lost post offices and local shops; transport is less than ideal with insufficient bus routes to enable easy access to other facilities such as medical surgeries and major shopping centres. There is also a lack of health services such as dentists locally.
- The number of housing offices available in the area will become an increasing issue with Walsall Housing Group (WHG) moving to close local offices. This new strategy relates to a government drive to have pensions paid by card and thus “force” people to use direct debits as a “safer” method of payment. Another associated concern was the lack of available signposting for advice and social services support
- There is an apparent fear of crime with elderly people fearing to leave home in the evening (However it should be noted that in many cases some of the young people in the area will also not go out at night because of other young people causing problems – migration from neighbouring areas such as Coalpool could be a reason here)

THEME: Accessibility, inclusion and services for elderly people

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
<p>The LNP to lobby major retailers, such as ASDA, to supply a subsidised shopping bus. Speak to Comm. Transport to assess solutions; attempts could be made to deregulate the bus services.</p>					
<p>Local libraries could be used as potential venues or “one stop shops” to house a range of local services for local people.</p>					
<p>In terms of building community cohesion and removing perceived barriers between young and old people, it was thought engaging representatives from the young people onto the LNP would be extremely beneficial, perhaps through a Youth Forum: this could potentially help alleviate older people’s fear of young people due mainly to anti social behaviour.</p>					

THEME: **The general environment**

Objective: To improve the wider environment in the local area

- Parking issues across the LNP area were noted several times during the Ward Walk and mentioned as part of the LNP discussions. There are specific parking problems in the following areas: Manor Farm School, Manor Farm Car Park, St Michaels School (Pelsall) Stanley Place in Rushall, Pelsall High Street. A new parking bay is needed at Rushall School to enable parents to drop off and pick up their children.
- In addition, a need was identified to prioritise road improvements in the area. It was felt to be important that these should be properly prioritised with a clear policy and transparency for those decisions.
- Flytipping in specific sites were noted as being a concern (Ryders Hayes, Norton Road, Slacky Lane, Common Side, Winterley Lane, Spring Lane (shops) Autumn Drive (shops). The increasing incidence of dog fouling and litter was also discussed particularly in areas such as Pelsall Common, Parks and Open Space.

THEME: The general environment

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
Ensure CA use appropriate car park (this is relation to Manor Farm). Improve access to car park, lighting and implement CCTV; ensure it is marked out properly to encourage use.					
Assess cost of provision of car parking spaces by road widening and ask residents if they are prepared to meet the costs (Stanley Place)					
Limited waiting signs required at St Michaels School (Ward Walk action confirms this has been agreed)					
Installation of 2 hour waiting restrictions and more disabled parking facilities near shops					
Encourage schools to consider walking buses to relieve pressure on local roads and parking					

THEME continued: The general environment

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
More stringent monitoring and enforcement plus raise awareness of tip opening hours					
Housing: get private landlords to take greater responsibility regarding rubbish collection					
Greater enforcement re dog fouling by-laws with high profile prosecutions					

THEME: **Make Walsall a healthy and caring place**

Objective: To improve the health aspects of the local area

- There was an issue highlighted regarding young single mothers in the area which was thought to link back directly to education and the need to be more proactive about highlighting the pitfalls associated with pregnancy – from contraceptive issues through to smoking during pregnancy. Also noted there are concerns about drinking and smoking in public.
- Drugs issues – the availability and use of drugs in the area is a concern – some of which is believed to be as a result of migration in from neighbouring areas, as such there is an element of displacement.
- **More exercise programmes could be introduced for children (linked to walking to school) young people and elderly people.**

THEME: **Make Walsall a healthy and caring place**

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
Intervention schemes implemented in local schools focussing on health and lifestyle choices to reduce teenage pregnancy, excess drinking and smoking.					
Check best practice re introducing exercise programmes.					
The opening of "Poppies" a drugs centre was felt to be a positive move and one which should be strongly supported by the LNP.					

THEME: **Ensure all people are safe and secure**

Objective: To increase the feeling of this LNP area being a “safe” place to live

- The drugs issue in the area can lead to additional crime; it can fuel other types of crime, such as burglary, anti social behaviour and violence. Allied to this is the access to alcohol for young people which further exacerbates the situation.
- This also has a knock on effect of increased anti social behaviour, crime and a lack of community cohesion – particularly between the youth and older residents. There is a tendency for youths to congregate on street corners, throw bricks at windows, drop litter and play football on the bowling green
- Further aspects of crime which were voiced as a concern at the LNP meeting included drivers speeding through Pelsall village and off road motor cycling.
- **One of the possible causes of anti social behaviour is that there are inadequate facilities in the local area: no youth club, no swimming pool, no football facility, no floodlit provision. This means young people have time on their hands with few diversionary activities available locally.**

THEME continued: **Ensure all people are safe and secure**

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
There is a clear need to engage with young people at all levels – through parents, schools and youth fora.					
There should be a tightening of the licensing laws.					
Secure a youth worker for the area to create diversionary recreational activities.					

THEME: Make our schools great

Objective: To improve the educational performance of schools to improve the educational experience for young people

Statistics illustrate that this is an aspect of local life which needs to be addressed. There is some evidence that there are bullying and anti social incidents in schools with schools being reluctant to report drug related incidents.

Action	Target & Timescale	Champion	Outcome	Progress so far	Themed Strategic Link
More use to be made of schools liaison officer					
Schools to be encouraged to implement agreed guidelines					

SECTION FOUR: Making it happen

Summary of planned consultation events - Consultants

How local people will be involved – CEN / H of NP

Review of the plan – Policy Team

Each plan upon completion will be presented to Walsall council, it's partners and local communities to outline what actions have been agreed, and what the plan contains. In this first instance, the neighbourhood plan will be in effect until the end of March 2006, but thereafter will be reviewed on an annual basis. In this way, the partnership will ensure that any actions that have been suggested or identified as part of the neighbourhood plan will indeed be acted upon, making it accountable to the whole of the local community. Action on developing and reviewing the plan will not stop once the initial plan is completed, but will in effect be an on-going process as issues are resolved and new ones are identified.

Partnership meeting dates – Constitutional Services

APPENDIX

List of Partners - Constitutional Services

Useful Contacts: