

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Slough Wellbeing Board

**DATE:** 23<sup>rd</sup> September 2020

**CONTACT OFFICER:** Ketan Gandhi – SBC Service Lead – Communities & Leisure  
Ramesh Kukar – Chief Executive Slough CVS

**For all Enquiries)** (01753) 875500

**WARD(S):** All

### **PART I**

## **FOR COMMENT & CONSIDERATION**

### **STRONG, HEALTHY AND ATTRACTIVE NEIGHBOURHOODS**

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

To update the Slough Wellbeing Board on the progress in developing a model for Strong, Healthy and Attractive Neighbourhoods Initiative, which is a Wellbeing Board priority.

#### **2. Recommendation(s)/Proposed Action**

The Board is requested to note the progress made in developing the Strong, Healthy and Attractive Neighbourhoods model and adopt this as the model to be rolled out across identified neighbourhoods across Slough as part of the Localities approach.

#### **3. Slough Wellbeing Strategy Priorities**

- 3a. Strong, healthy and attractive neighbourhoods is a key priority of the Slough Wellbeing Board. The approach developed in Chalvey provides a model that can be rolled out across Slough as part of a wider localities agenda.

A summary of need and data insights are provided in the accompanying document Appendix 1 Draft Strong, healthy and attractive neighbourhoods plan, Chalvey

#### **3b. Five Year Plan Outcomes**

The strong, healthy and attractive neighbourhoods initiative cuts across all of the Councils five Year Plan Outcomes, however, it has a particular focus on Outcomes 2 & 3

*Outcome 2: Our people will be healthier and manage their own care needs*

*Outcome 3: Slough will be an attractive place where people choose to live, work and stay*

#### 4. **Other Implications**

##### (a) Financial

The strong healthy and attractive neighbourhoods initiative aims to make better use of existing resource. The model provides a more focussed way of identifying and addressing need and working in a collaborative way to ensure intended outcomes and impact are achieved.

##### (b) Risk Management

Risks associated with the delivery of the Strong, Healthy and Attractive (SHA) initiative will initially be monitored by the SHA task and finish group and relevant operation and strategic groups as well as being reported to the Slough Wellbeing Board.

##### (c) Human Rights Act and Other Legal Implications

There are no direct legal or Human Rights Act Implications

##### (d) Equalities Impact Assessment

There is no requirement to complete an Equalities Impact Assessment (EIA) in relation to this report. EIAs will be completed for specific aspects of the programme as required. A key principle of the model is to address inequalities.

#### 5. **Supporting Information**

- 5.1 Strong, healthy and attractive communities are built on a combination of people, place, local pride and collaborative working with a clear understanding of need, feel and all the factors that make up the neighbourhood. The strong, healthy and attractive neighbourhood's initiative starts with the principle of working 'with' communities, rather than doing things 'to' them.

Our communities are at the heart of everything we do. It is our responsibility to ensure that as we change the way we do things, we communicate and engage with people so they understand what is happening around them and why - as well as empowering them to help us shape and implement our vision for Slough. Strong communities are fundamental to Slough's wellbeing and it making it a great place to live, lean and work.

#### 5.2 **What makes a strong, healthy and attractive neighbourhood?**

Our neighbourhoods are the places where our residents live, learn, work and socialise together. These everyday relationships are the glue that binds neighbourhoods and communities, bringing together people from different backgrounds and interests and building shared local identity, tradition and belonging.

People in strong, healthy and attractive neighbourhoods know their neighbours and have been empowered to have the skills and opportunity to take part in and feel part of local life. Trust between residents and public and private sector partners helps to create a shared stake in their local area and strong partnerships are built to work together collaboratively on shared priorities. The voice of the wider community is heard and reflected in local decisions.

### 5.3 The approach

No single entity can deliver strong, healthy and attractive neighbourhoods.

We have begun the work in delivering the SHA initiative in Chalvey, building on the experience and learning from good community development work undertaken in Manor Park.

There are some key principles that underpin the strong, healthy and attractive neighbourhood's initiative. These include:

- Being Insight and data led to inform real need, this includes a robust needs analysis undertaken with residents
- Co-design and produce a neighbourhood plan with residents and key partners
- Develop a integrated approach to meeting needs within a given locality
- Enable behaviour change so that residents are integral to identifying need as well as identifying solutions.
- Enable behaviour change in communities building resilience and independence
- Prioritise prevention ensuring that any approaches secure short, medium and long term sustainable outcomes and are not 'stick plaster' fixes
- Develop and deliver high quality responses to addressing community need
- Develop a one neighbourhood approach (as part of a wider 'One Slough' approach)
- Provide oversight of all local projects
- Ensure regular and effective communication so that people are informed of progress being made in relation to neighbourhood plans
- Be flexible and adapt to new and changing need
- Creating behaviour change by all which includes all the public sector institutions, residents, the Community & voluntary sector, faith groups and residents.

Our work in Chalvey to date has taken the following approach:

- Started with frustration in the community at the perceived lack of action by institutions to address key issues
- Working with communities and elected Ward Members to develop trust and regular communication routes. Securing some quick wins was essential to this
- Working with the community to secure a move from being reactive to proactive

- Undertaking a needs analysis and detailed insight information from a variety of sources to gain a better understanding of needs and priorities for the neighbourhood
- Working with partners and residents to secure buy in to develop the strong, healthy and attractive neighbourhood approach
- Pulling together all the information and conversations and drafting a plan
- Going back out to further consult on the plan
- Adopting the approach of #One Slough to develop the model on collaboration and a focus on addressing need as opposed to the priorities of individual organisations or groups.

## 5.4 Why Chalvey

### Transforming Chalvey

#### Why Chalvey

- Chalvey presented the highest need across all Slough Wards and scored lowest against the Council's key deprivation indicators
- Chalvey ward is the second poorest in terms of health across the Frimley area
- New hub will be live in July 2020

#### What are we trying to achieve

- Transform one of our areas of greatest need by tackling some of the key issues present
- Change perception of the area in the borough
- Empower & enable the community through more localised engagement, co designed and co-delivered local projects
- Embed a more collaborative and holistic working across services and partners
- Produce a clear neighbourhood plan so that all understand what we are trying to achieve and are working to a planned approach
- Embedded a needs led approach for each area
- Create strong, healthy and attractive neighbourhoods co-designed with residents and partners, creating resilience, pride and ownership

## 5.5 What has data and need analysis identified?

**Introduction** Page 2 for an introduction to this report

 <b>Population</b> There are 9,785 people living in Chalvey Ward <small>See page 44 for more information on population by age and gender, ethnicity, country of birth, language, migration, household composition and religion</small>	 <b>Education &amp; skills</b> 21% of people have no qualifications in Chalvey Ward compared with 22% across England <small>See page 44-46 for more information on qualifications, pupil attainment and early years educational progress</small>
 <b>Vulnerable groups</b> 18% of children are living in poverty in Chalvey Ward compared with 17% across England <small>See page 10-12 for more information on children in poverty, people out of work, people in deprived areas, disability, pensioners and other vulnerable groups</small>	 <b>Economy</b> 39% people aged 16-74 are in full-time employment in Chalvey Ward compared with 38% across England <small>See page 46-53 for more information on people's jobs, job opportunities, income and local businesses</small>
 <b>Housing</b> 3% of households lack central heating in Chalvey Ward compared with 3% across England <small>See page 24-25 for more information on dwelling types, heating tenure, affordability, overcrowding, age of dwelling and communal establishments</small>	 <b>Access &amp; transport</b> 37% of households have no car in Chalvey Ward compared with 28% across England <small>See page 56-59 for more information on transport, distance services and digital services</small>
 <b>Crime &amp; safety</b> The overall crime rate is higher than the average across England <small>See page 34-35 for more information on recorded crime and crime rates</small>	 <b>Communities &amp; environment</b> The % of people 'satisfied with their neighbourhood' (53.6%) is lower than the average across England (79.3%) <small>See page 59-66 for more information on neighbourhood satisfaction, the types of neighbourhoods locally, local participation and the environment, air pollution</small>
 <b>Health &amp; wellbeing</b> 13% of people have a limiting long-term illness in Chalvey Ward compared with 18% across England <small>See page 36-45 for more information on limiting long-term illness, life expectancy and mortality, general health and healthy lifestyles</small>	<b>Appendix A</b> Page 67 for information on the geographies used in this report, publication dates for new indicators and acknowledgements.

Ofsted Consultant for Social Inclusion (OCI), [www.oci.co.uk](http://www.oci.co.uk) (01273 610 210, 000910016)  
 This report, or any part, may be reproduced in any format or medium, provided that it is reproduced accurately and not used in a misleading context. The source must be identified and the title of the publication specified with the copyright notice acknowledged.

### Ward scorecard - initial high level findings

1	52.20		Cippenham Green	6	41.61		Langley Kedermister	11	34.28		Colnbrook w. Poyle
2	51.76		Upton	7	41.22		Cippenham Meadows	12	32.44		Britwell & Northborough
3	51.69		Haymill & Lynch Hill	8	41.14		Central	13	32.09		Wexham Lea
4	48.28		Langley St Mary's	9	39.68		Farnham	14	31.90		Eliman
5	42.49		Foxborough	10	36.77		Baylis & Stoke	15	24.92		Chalvey

## Ward Scores

	Overall	Access	Cohesion	Early Life	Economy	Education	Env. quality	Mortality	Food & nutrition	Participation	Safety	Shelter	Wellbeing
Bayle & Stoke	10	7	5	13	13	3	8	10	6	1	10	13	9
Bristol & Northborough	12	2	4	9	15	15	1	15	14	14	7	10	8
Central	8	4	12	5	10	10	11	1	2	11	15	12	3
Chalvey	15	11	15	8	14	5	13	14	13	10	14	15	12
Cippenham Green	1	1	2	4	4	14	2	7	5	6	2	2	2
Cippenham Meadows	7	12	7	12	5	11	5	5	4	15	5	5	7
Colnbrook w. Poyle	11	15	10	11	7	4	10	11	7	13	12	7	13
Elman	14	6	6	7	11	12	14	13	8	8	11	14	10
Farnham	9	9	8	10	9	7	7	3	11	12	9	11	5
Foxborough	5	5	9	14	12	2	15	6	15	2	6	6	1
Haymill & Lynch Hill	3	8	3	1	6	6	3	8	9	4	1	1	4
Langley Kidominator	6	3	14	3	3	8	6	9	12	7	8	9	11
Langley St Mary's	4	14	11	2	2	9	12	2	1	9	3	3	6
Upton	2	10	1	6	1	1	4	4	3	3	13	4	14
Worham Lea	13	13	13	15	8	13	9	12	10	5	4	8	15

## Chalvey Story

### Chalvey insight and needs analysis

Analysis by the Data Insight Team found that Chalvey performed the **worst** in Slough across five components:



Community Safety



Shelter / Housing



Cohesion



Economy



Health

In addition, partners and residents have also informed us of the following:

- The key priorities that the CCG want to address in Chalvey are Coronary health and Diabetes
- The Police want to focus on Serious Youth Violence
- The issues of community cohesion and acceptable behaviours is critical to community feelings and tensions
- The need for a representation from young people and specific approaches to hear the voices and meet the needs of girls and women
- The need to ensure that the plan positively impacts on the whole community especially those most in need or affected by existing circumstances.

## 5.6 Building on strong infrastructure:

The approach in Chalvey is built on a strong infrastructure of work and initiatives that are already in place. The following is a flavour of current initiatives

Current Work in Chalvey			
Project / Programme	Service areas/organisation	Lead	Other information
Potential change to traffic movements to reduce congestion and mitigate against the impacts of The Grove Academy	Transport	Savia DeCruz/Chris Green	Potential for new pad facilities at Ragstone/Ledgers Junction
CPI	Transport	Kam Hothi	
Community Development	Communities	Zulf Awan	locality plan
Chalvey Can	Communities	Kam Shaff	
Chalvey 360 Project	Communities	Gary Tallett	
SBC housing landlords scheme	Housing Services	Colin Moore	
Chalvey regeneration	Regeneration & Housing Development	John Griffiths & Cassandra Polyzoides	
New medical centre & care home scheme	Regeneration & Housing Development	John Griffiths	
Adelphi	Regeneration & Housing Development	Kassandra Polyzoides	Plans for cultural/Arts venue
Tower and Ashbourne	Regeneration & Housing Development	John Griffiths	Demolition and redevelopment
Salt Hill CCTV	CCTV	Alison Hibbert/Peter Webster	A network of additional CCTV cameras in Salt Hill Park
The Grove academy	DfE	Tony Madden	All ages School
Montem development (SUR)	SUR	Kassandra Polyzoides	
Intensive engagement programme (police)	Police	Police	

In addition to the above there are a number of community and voluntary sector organisations as well as other public and private sector initiatives that can be built upon.

## 5.7 Current status:

- Detailed insight data and needs analysis results have been shared with residents, the C&V sector and a number of partner agencies
- A operation group for developing a Chalvey Neighbourhood plan is being pulled together
- As part of this there will be task and finish groups looking in detail at the priorities highlighted earlier to identify specific objectives and actions
- Active discussions with partners are taking place to avoid duplication and ensuring partners do not start up similar initiatives which confuse communities as well as not making best of use of resources.

## 5.8 Who is involved to date:

- First and foremost community representatives and ward members
- Representation from across Council departments
- THE C&V sector
- Thames Valley police
- CCG
- Primary Care Network including local GP's

- Local Businesses
- Schools

#### 5.9 **Next steps:**

There is a need to both move at speed as well as getting the neighbourhood plan right. We currently anticipate a draft neighbourhood plan being drafted by September 2020

- Pull together a SWB task and finish group
- Operational Group and work stream task and finish groups to meet and draft Neighbourhood plan by May
- Ensure that the Initiative is embedded in to the developing Localities model
- Start to roll out the model and approach to other areas across Slough (Plan to be put in place to do this)

#### 6. **Comments of Other Committees**

This report has not been shared with other committees, however, the general principles of the Localities agenda has been widely discussed and well received as the right direction of travel for Slough.

#### 7. **Conclusion**

The Chalvey Strong Healthy and Attractive Neighbourhoods model provides an excellent example of collaboration and working with communities as opposed to do to. Existing approaches whilst being well intended have been piece meal with no strategic overview or master plan for a neighbourhood. This approach and model provides just that. It provides an opportunity to transform one of Slough's most deprived areas with a focus on addressing embedded areas of concern. Key to the plan is to create the behaviour change from all involved that could really see this neighbourhood becoming a great place to live learn, work, play and full of opportunity and ambition.

#### 8. **Appendices**

- A - Draft Chalvey Strong, Healthy and Attractive Neighbourhood Plan
- B - Presentation Slides – Co-create Strong, Healthy and Attractive Neighbourhoods