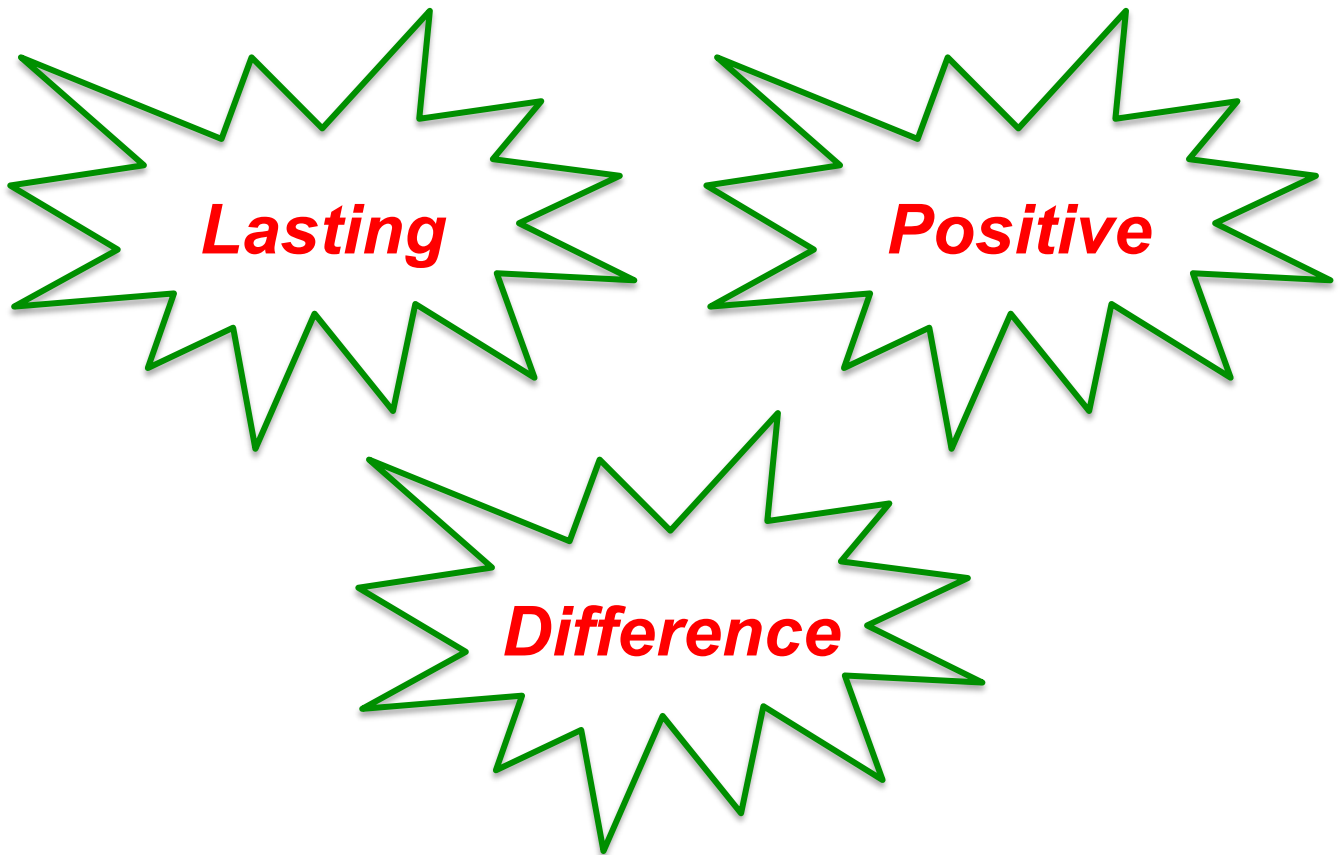




Hateley Cross Big Local Plan 2016-2018



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Introduction

Our Plan for Hateley Cross Big Local maps out our vision and intentions for the first two years of our programme. We have learnt a great deal in getting to this stage, and are sure that we will learn a great deal more over the next couple of years which will help us shape what we do during the second stage of our programme from 2018 onwards.

This plan covers the period 1st April 2016 to March 31st 2018. We will be reviewing the programme during the autumn of 2017 with a view to submitting our second plan in January 2018.

This document explains how we engaged and consulted people in our area, how we developed our vision, and how we decided what we would do first. We want to record our thanks to all those who've helped us on our journey thus far, especially our Local Trusted Organisation, SCIPS (Sandwell Community Information and Participation Service) and our Big Local Rep, Justin Bryant.

We also want to highlight the very positive support from our local councillors, who have been extensively involved, but have enabled those of us who are local residents to take the lead.

The emerging vision for our area can be summarised in three words. We want to make a

Lasting Positive Difference

We recognise that this is less about doing more 'stuff' but about building up the confidence, opportunities and aspirations of those who live in our area. This will help us achieve and impact on the outcomes of the national Big Local programme, namely

- 1. Communities will be better able to identify local needs and take action in response to them.**
- 2. People will have increased skills and confidence so that they can continue to identify and respond to local needs in the future.**
- 3. The community will make a difference to the needs it prioritises.**
- 4. People will feel that their area is an even better place to live.**

In addition to talking to local people, we've also examined the data that describes our area to understand our needs. The educational development of our children and young people will be our highest priority in the first years of our programme.

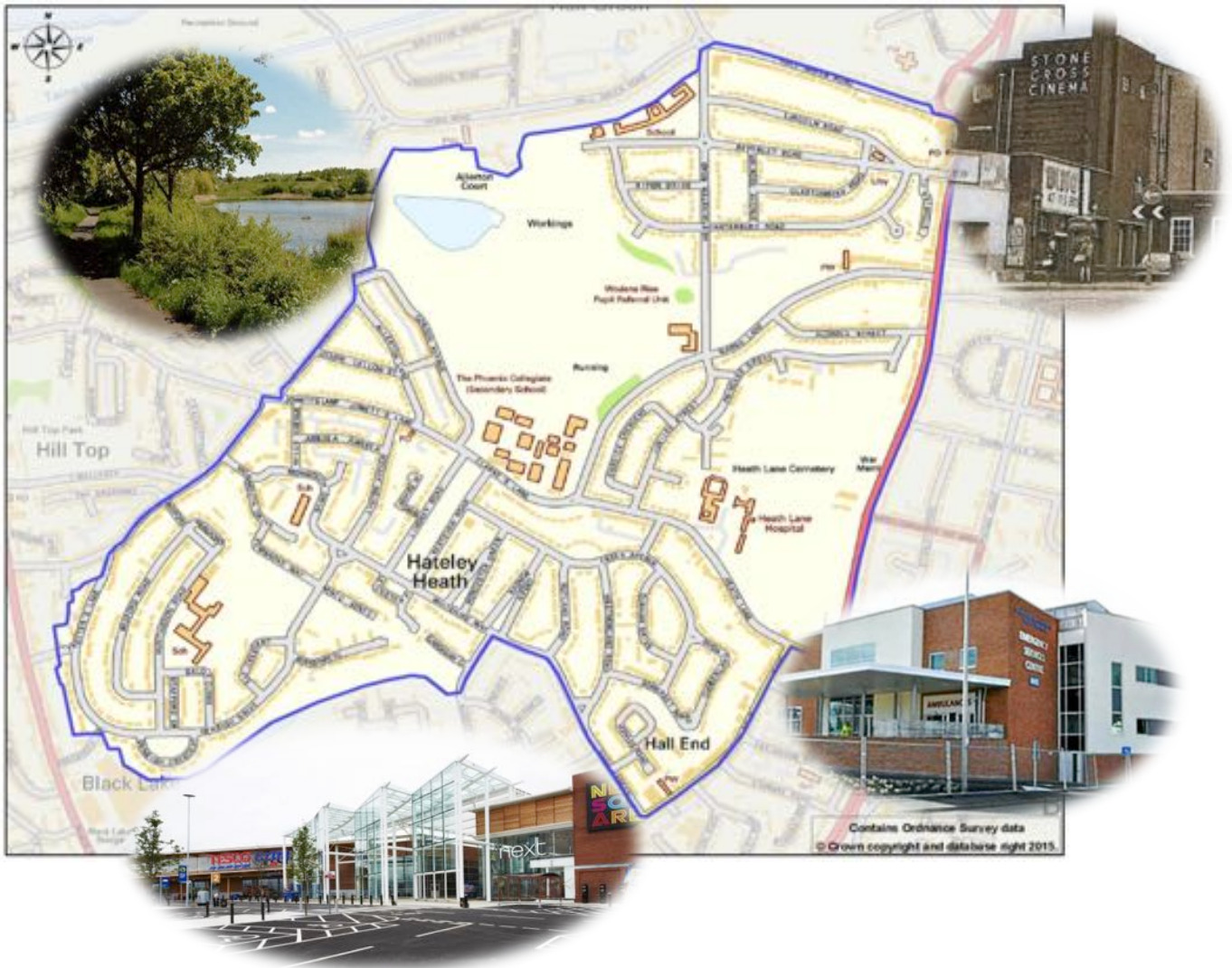
One of our greatest desires moving forward will be to involve more and more residents in our partnership. There are all sorts of ways in which people can become a part of making a lasting positive difference to our community – so please get in touch!



***The Hateley Cross Big Local Partnership
c/o SCIPS (0121-544 1230)
enquiries@scips.org.uk***

Hateley Heath and Stone Cross

We adopted the name 'Hateley Cross' for our Big Local area to reflect the two distinct and traditional neighbourhoods our area covers. This can be seen on the map of the Big Local area below, with Hateley Heath clearly marked to the south, and the area of Stone Cross to the north, best recognised by its local shops and once known for the cinema landmark (demolished in May 2004). Our Big Local area also includes the beautiful Mill Pool. Adjacent to our area is Sandwell General Hospital, and within walking distance from the Hateley Heath end is the newly developed West Bromwich town centre.



There are 3,045 residential properties within the Big Local area. The population of the neighbourhood shows 73% are from white backgrounds and 27% from black and minority communities. Working age (16 years to 65 years) make up 63% of our population, 15% are aged 65 years and over and 22% children (aged 0 to 15 years).

Local primary schools include Hall Green, St John Bosco RC and Hateley Heath, which also has a children's centre and the Family Education & Training Centre (FETC) is attached. Phoenix Collegiate is a foundation school for 11 to 19 years students. The schools are active in the local community and provide a focal point for some community activities.

These headline figures compare the Hateley Cross area with the borough of Sandwell. Further details about our area are included in our profile (www.sandwelltrends.info).

Area	Sandwell	Hateley Cross
Education: (% of Population)		
No qualifications	35.2%	38.1% (2168)
Level 1 Qualifications	14.4%	14.3% (814)
Level 2 Qualifications	14.7%	15.8% (901)
Apprenticeships	2.7%	2.8% (157)
Level 3 Qualifications	10.4%	10.0% (570)
Level 4 Qualifications	15.4%	11.9% (677)
Other	7.3%	7.1% (403)
Household Tenure: (% of Households)		
Owned Outright	26.5%	23.2% (646)
Owned with a mortgage	30.4%	28.4% (790)
Shared Ownership	0.6%	0.4% (12)
Social Rented (local authority)	22.7%	28.5% (793)
Social rented other	4.8%	5.4% (151)
Private Rented (landlord/Agency)	12.0%	11.3% (314)
Private Rented (other)	0.9%	0.6% (16)
Living Rent Free	2.1%	2.2% (62)
Indices of Deprivation 2010 (Higher Score indicates more deprived)		
Indices of Multiple Deprivation (Score)	41.55	37.12
Income	0.25	0.26
Employment	0.15	0.16
* Crime	0.28	0.53
* Education	42.73	57.27
Health	1.05	0.91
Barriers to Housing & Services	20.00	17.60
Living Environment	41.29	47.17
Income Deprivation Affecting Children	0.32	0.34
Income Affecting Older People	0.34	0.34
Population Profile		
0-15 years		1691 (22.4%)
Working Age 16 years to 65 years		4725 (62.6%)
65+ years		1129 (15.0%)
Total Population		7545
Ethnicity		
White	65.84%	73.35%
BME	34.16%	26.65%
Employment		
Job Seekers	3.8%	4.4%
Worklessness	15.1%	16.8%
Health		
Day to Day Activities	20.9%	22.4%
Not in Good Health	7.7%	8.4%
Providing Unpaid Care	10.9%	11.5%

** The greatest concern for us is that Hateley Cross is less safe than the Sandwell average, and educationally, Hateley Cross is 34% more deprived than the borough average.*

This needs to set into the national context. Sandwell on average ranks 12th most deprived nationally out of 152 local authority areas according to the 2015 Index of Multiple Deprivation (<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>)

Our Vision for Hateley Cross

As part of our plan development, we worked together to develop our vision based on the strengths within our community, the opportunities as we saw them, and our aspirations for the future.

Our vision is that through this opportunity we will make a...

- **Lasting**
- **Positive**
- **Difference**

...to where we live.



Our aspiration is that



Practically we want for our vision to show itself through

- A sense of pride in the community
- Greater cohesion, caring and kindness
- Increased aspirations and opportunities, especially for our young people
- People of all ages feel safe and secure in their environment
- Sustainable funding
- The whole community involved to enable support and a sense of belonging

What we've learnt so far

We can clearly see four ways in which we have developed our learning as we have moved along the Big Local pathway.

1. 'It's a long road if we are to do it properly!'

We have realised that engaging people is not an easy job. This will be an on going challenge to us, but we are confident as more actions are seen in the community, the more people will want to become engaged.

We have used many ways of meeting people and learning about local organisations. This has given us the chance to learn so much more about what is happening across our community. A key element will be to help others to get to know how much is happening on our doorsteps.

We have also taken the opportunity to develop our own skills through meeting other Big Local areas through attending sessions on subjects such as Social Investment, 'Participatory Budgeting' and 'Matching our Million' as well as networking.

2. A positive grants programme

Our small grants fund (£500) has proved to be both popular and successful. As well as supporting local groups, it has enabled new ideas to develop and be delivered. Initiatives included

- **Gayton Indoor Bowling Club:** equipment for older people, encouraging new membership.
- **Sandwell Adventure Play Association:** a robust all weather picnic table to enable children to work and play outside.
- **Essex Avenue Community Tenants and Residents Association:** a culture based project, taking people to the theatre.
- **Sandwell Crime Prevention Panel:** personal safety items for the local community as part of crime prevention packs
- **U-Choose Youth Project:** young people developing their communication and media skills
- **Wodensborough Amateur Boxing Club:** renew equipment within a local facility that provides positive activity in the community.



As a result of this success, each of our themes has its own grants pot for people to come forward with their ideas that will help meet what we want to achieve.

3. Working Together

As we've described above, our Big Local area consists of two distinct communities. Since we were awarded the funding we have seen greater co-operation, cohesion and understanding across 'Hateley Cross'.

4. Local Councillors

We have been supported, but not dominated, by our local elected representatives. They have encouraged us, been our advocates, and demonstrated how participatory democracy can complement our community's formal structures.

Our Consultation

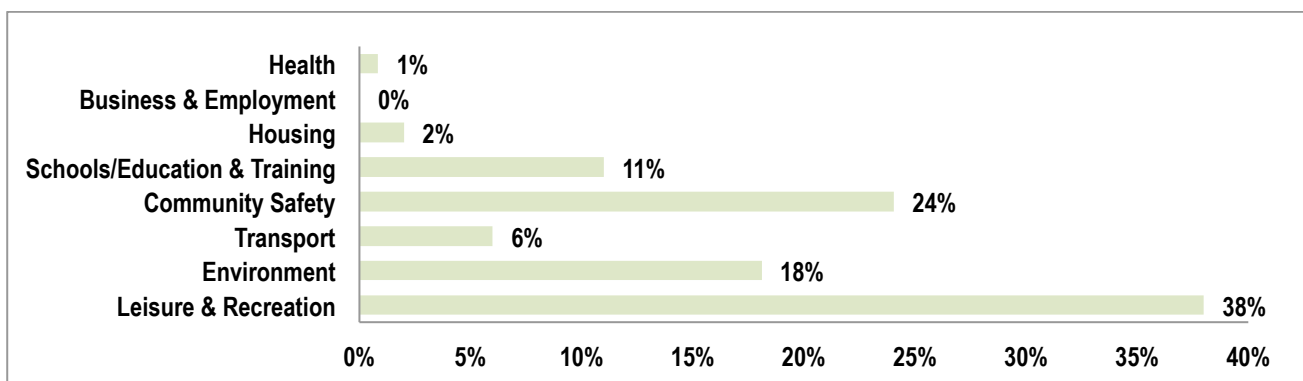
Our profile gives details of our consultations and what we have been told. That information will act as a reference document for our partnership and theme groups. Here we have summarised our findings to demonstrate our rationale for developing three theme groups.

Methodology:

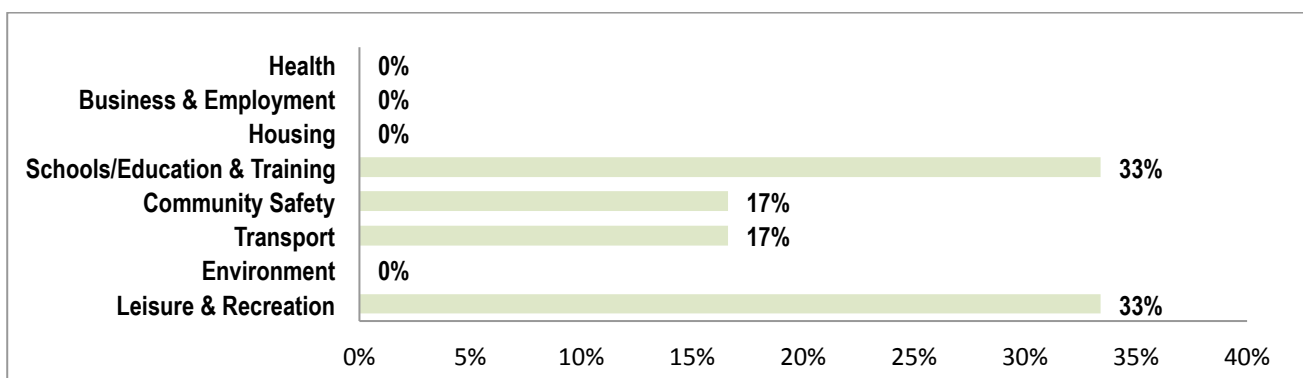
- Delivered a leaflet to every home in the area (over 3,000 homes)
- Held two community fun days
- Had an 'open' day for people who had expressed an interest in joining the group or volunteering.
- Consulted 6th form pupils at Phoenix Collegiate School and Sandwell's Youth service through the Youth Bus during visits to the estate.
- Distributed 2 newsletters across the area, including to local organisations and agencies. The 2nd issue in February 2015 informed you of the consultation results so far. We also included a survey to find out people's top 3 priorities.
- Set up a website and Facebook page.

Our findings:

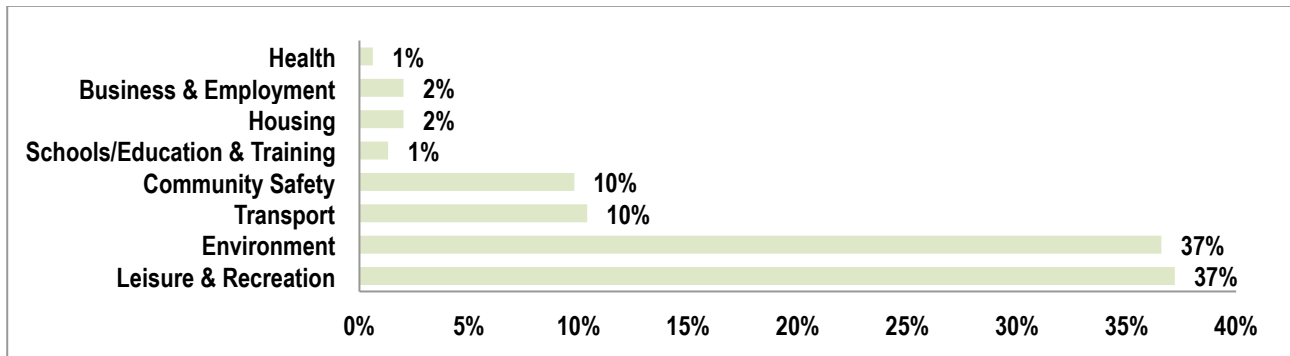
1. What do you like best about the area?



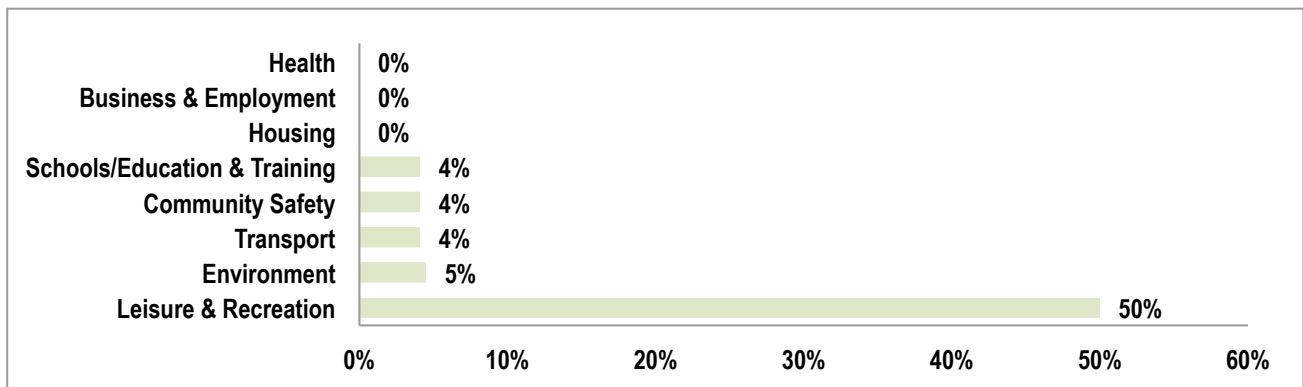
1a. What does this area have that is really good?



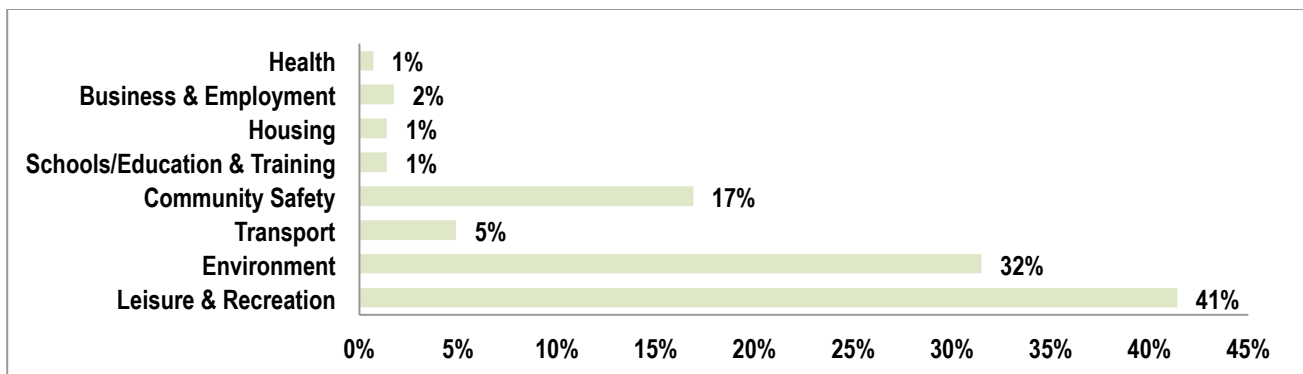
2. What do you think needs to be improved?



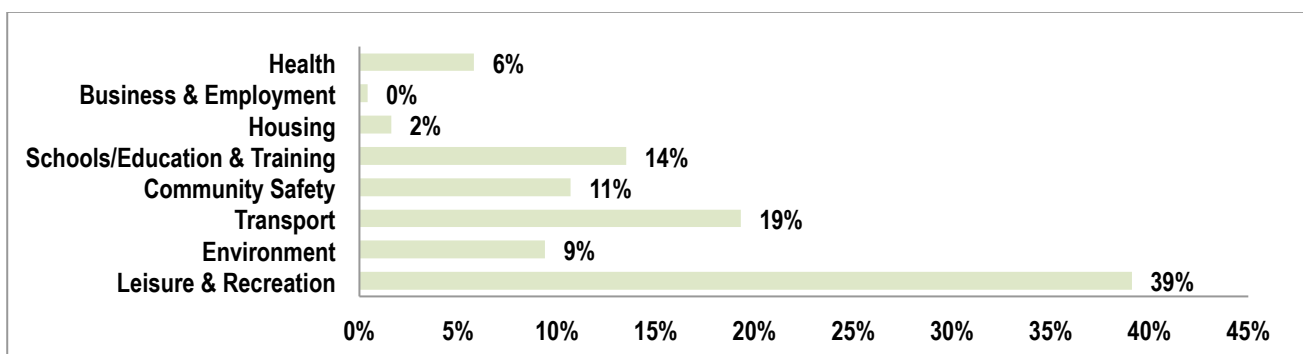
2a. What facilities do you think are missing from the area?



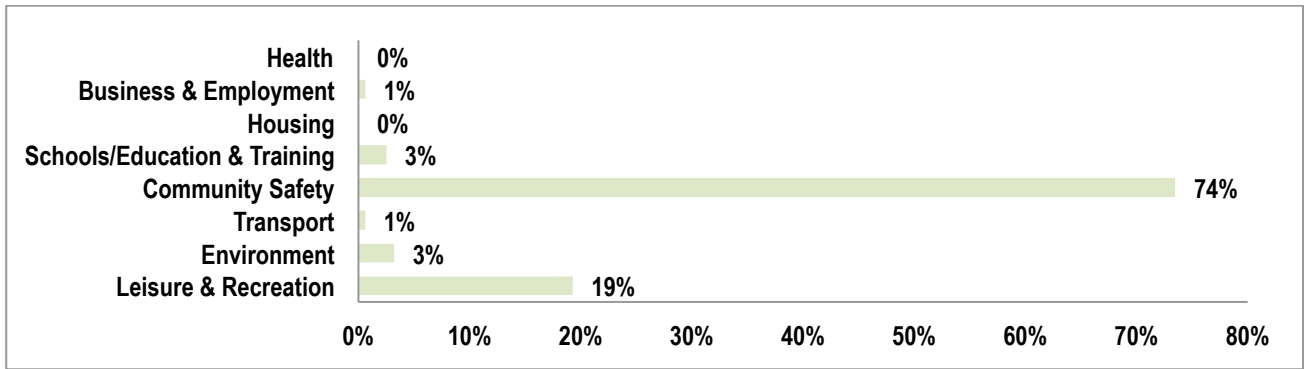
3. If you could use some of the £1million to introduce, amend, change or improve in the area right now, what would that be?



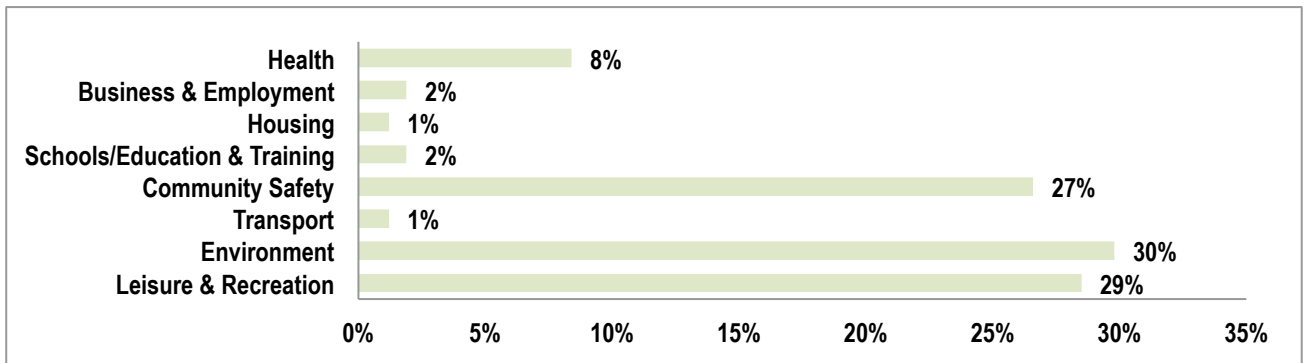
4. What services/amenities are most important to you?



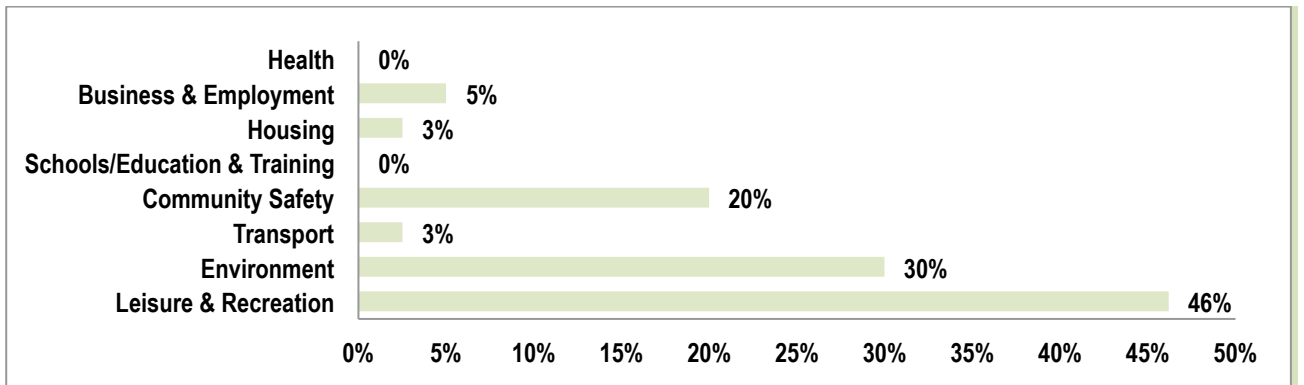
5. What is the best way to bring the community together?



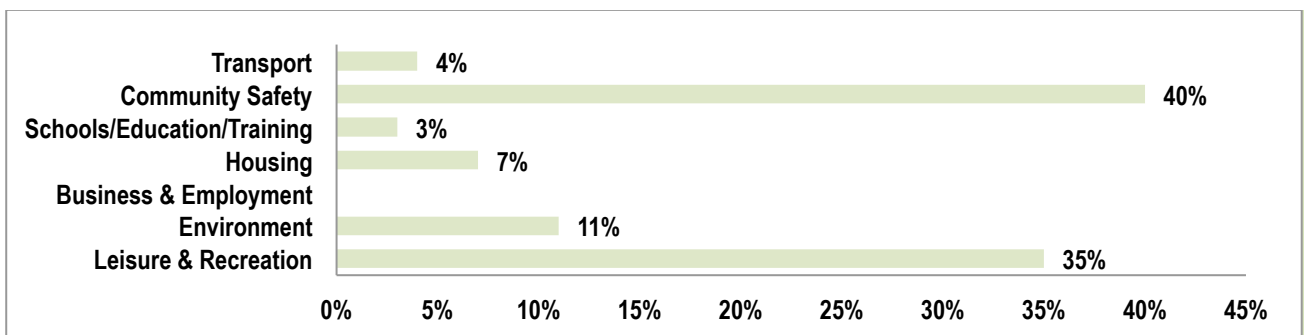
5a. Anything else you would like to say about the area?



Youth Question - In 10 years, what would you like to see?



Our Follow Up Survey Results demonstrated that Community Safety, Leisure & Recreation, Environment accounted for nearly 90% of the feedback



Our priorities

We developed our priorities through **listening to local people** and looking at the **data** about our area. We then considered which activities might have the highest impact, which activities could be delivered in the first two years of our programme, and which activities would need further research and partnership development, ready for delivery in year three of our programme and beyond.

Local people highlighted above all things that **Leisure, Community Safety and Environment** were what they most wanted to see improved. Local data has shown us that the children and young people of our area need support around their **Education and Learning**. We are also beginning to understand the value of **Social Investment** through working with UnLtd and our Big Local Social Investment rep. We will be developing our plans during the course of this plan under our Education and Learning theme.

In order to deliver those priorities, our three themes will be:

- **Community and Leisure**
- **Community Safety and the Environment**
- **Education and Learning**

We also thought through **how** we would deliver our priorities, bearing in mind that we need to work effectively with local partners in public organisations, business and the community. We recognise that we will need to develop effective partnerships around each of our theme groups if we are to be successful. In order to enable us to deliver our priorities within the ethos of the Big Local outcomes we will

- Develop strong working relationships with appropriate partners
- Develop volunteering opportunities that are recognised and accredited
- Encourage the community to bring forward their own ideas (each theme has a community fund to encourage innovation and risk taking)
- Seek out new resources in cash and in kind to complement our programme funding

These four aspects of our programme will be central to the Service Level Agreement we are developing with our chosen **Programme Management and Support** organisation, SCIPS (Sandwell Community Involvement and Participation Service).

This process helped us recognise the need, in this first phase of our programme, to assign funding to supporting our development, learning and delivery. Communication will also be central to all we do, via newsletters, social media, and above all 'word of mouth'. We have also assigned funding under each of our themes that will support community members to bring forward their own ideas. Our budget below reflects this.

Funding Summary for years one and two

Programme Management and Support:	£70,000	
Communications:	£10,000	
Partnership and theme group costs:	£5,000	
Theme activities and development:	£120,000	(£40,000 per theme)
Total:	£205,000	

Programme Management and Support



Indicative lifetime programme budget: £350,000

Our **Local Trusted Organisation** (LTO) during the 'Getting Started' stage of our programme has been **SCIPS**, both in terms of holding our funding and also providing support to us. At our Partnership meeting on the 9th November 2015, we decided to invite them to continue in that role as we move into the main delivery part of our programme.

We will develop a Service Level Agreement to cover the first two years of the programme (the lifetime of this plan), with a review from both sides scheduled after the first year. They will have responsibility for helping us develop and maintain the resources we need to make the lasting, positive difference we seek.

Paid Workers to co-ordinate and manage the programme, this will include:

- Developing our skills to enable us to govern our programme, for example:
 - Communications
 - Financial Management
 - Manage our grant pots
 - Planning
- Developing relationships with the partners we need to work alongside, for example:
 - Age well
 - Clinical Commissioning Group
 - Education bodies (eg Local Schools, Sandwell College, etc)
 - Groundwork
 - Library
 - Local businesses
 - Police
 - Serco
- Developing an accredited community volunteer programme to support, for example:
 - Befriending neighbours
 - Careers advice
 - Street representatives
 - Working with faith communities
 - Working with young people
- Developing places for people, for example:
 - Advice hubs
 - Green spaces
 - Meeting spaces

Theme budget for years one and two:

Programme Management and Support:	£70,000
Communications:	£10,000
Partnership and theme group costs:	£5,000
Total:	£85,000

Community and Leisure

Indicative lifetime programme budget: £150,000

Activities: Bring people together by developing

- Activities for children and youth
- Community Grants Fund
- Communications to make people more aware of what we already have
- Family trips
- Fun days
- Intergenerational activities
- Litter picking
- Street parties
- Youth Club



Development: Assess our local facilities to enable delivery in year three onwards around

- Adventure playgrounds
- Dance studio
- Improvement of what we already have
- Indoor space for sports
- Making better use of our community buildings
- Outdoor space for sports and play
- Skate park



Theme budget for years one and two:

Theme budget:

£30,000

Community Grants Fund:

£10,000

Total:

£40,000

Community Safety and the Environment

Indicative lifetime programme budget: £150,000

Work with partners to

- Develop better maintenance of green space
- Develop better signage for green spaces
- Develop improved lighting around footpaths and open spaces
- Develop safe transport schemes, especially for the elderly
- Develop traffic calming measures and 20 mph zones
- Encourage a higher visible police presence to reduce anti-social behaviour
- Have more appropriate places to park
- Have more bins around the area that are regularly emptied
- Improve our roads through greater maintenance and repair
- Make our play areas cleaner and safer
- Reduce car usage for school runs by developing walking school buses
- Reduce fuel poverty (eg insulation of flats)



Theme budget for years one and two:

Theme budget:	£30,000
Community Environment Fund:	£10,000
Total:	£40,000

Education and Learning

Indicative lifetime programme budget: £150,000

Work with partners to

- Develop appropriate community enterprises *
- Develop business opportunities for apprenticeships *
- Encourage more ways of learning for young people
- Support people in understanding their money and managing debt *
- Support young people who are struggling in formal education



* We will especially work with UnLtd and our Social Investment Rep around these areas.



Theme budget:	£30,000
Community Learning Fund:	£10,000
Total:	£40,000

Social Investment

During the course of the whole programme, we aspire to use £200k of our £1 million via **Social Investment** (that is, we will have a financial return on our investment as well as making social impact). This will be a key part of sustaining our programme, and we will be developing this aspect to build into our future planning.



Putting priorities into action



We recognised, as we developed our plan, that what we want to achieve will not happen just by 'throwing money at problems'. This has been happening for years, with a lot more money than we have. This has shown itself as not being the way to achieve a 'lasting positive difference'.

Developing strong community insight alongside partners in public and community organisations will help us bring about sustained change. Our role as a partnership is

- To support local people in getting their voices heard by public agencies around the most important issues in our community
- To encourage people to give their time to the community by accrediting those who are volunteers
- To increase the amount of external funding coming into our area (one of the reasons why we were awarded Big Local funding is because we have missed out in the past)
- To financially support ideas that will make a 'lasting positive difference', both through grants and also through social investment, which will help sustain our programme.

Our community's funding will help initiate actions, encouraging people to try new things.

Each of our themes has a budget for us to commission activity, and also a grants pot with which we can react to the ideas brought forward. Supported by our LTO, we will make our funding decisions in line with the Big Local guidance on Action Planning:

- Is this activity additional for the community and not replacing an existing service?
- How will this activity help achieve our vision?
- How will this activity build on the assets we already see in our community?
- Who is responsible for delivery or managing this work?
- How will residents be involved with this activity?
- Who are the key partners linked to this activity from local services and business?
- Why do you think this approach / this activity will be successful?
- What will be the signs of success for this activity?
- What risks and challenges can we anticipate?
- How will this activity build local skills, confidence and strengths?
- How will we share the results of this activity, and all that we are learning from it?



2016-2018 Budget

We have summarised our financial profile for years one and two of our programme, which we believe will

- Provide the programme management and support we need to develop our working relationships, opportunities for volunteering and bring in matched funding.
- Designate sufficient funding to initiate actions under each of our themes
- Provide funding for community groups to bring forward their ideas under each of our themes

	Assigned	2016-2017	2017-2018	Total (years 1&2)	Remaining
PROGRAMME SUPPORT					
Management	£275,000	£35,000	£35,000	£70,000	£205,000
Communications	£50,000	£5,000	£5,000	£10,000	£40,000
Partnership costs	£25,000	£2,500	£2,500	£5,000	£20,000
COMMUNITY & LEISURE					
Theme Budget	£100,000	£15,000	£15,000	£30,000	£70,000
Community Grants Fund	£50,000	£5,000	£5,000	£10,000	£40,000
COMMUNITY SAFETY & THE ENVIRONMENT					
Theme Budget	£100,000	£15,000	£15,000	£30,000	£70,000
Community Environment Fund	£50,000	£5,000	£5,000	£10,000	£40,000
EDUCATION & LEARNING					
Theme Budget	£100,000	£15,000	£15,000	£30,000	£70,000
Community Learning Fund	£50,000	£5,000	£5,000	£10,000	£40,000
Social Investment	£200,000	£0	£0	£0	£200,000
Totals	£1,000,000	£102,500	£102,500	£205,000	£795,000

In addition to our designated £1m funding, we recognise that we have access to a further £22,500 via Big Local Community for further support, training and consultancy. Our £1m will also realise interest during the first two years of our programme, and we will build that funding into next plan, for April 2018 onwards.

Governance

A programme requirement for the Big Local is that the governing partnership must have a minimum of eight voting members, and there must be a majority of residents who live in the Big Local area.

Our partnership consists of 13 voting members, eight of whom are residents.

Nationally Big Local is governed by the Local Trust, which is represented within our partnership by our Big Local Rep.



Monitoring & Evaluation

We believe that evaluating our progress is essential if we are going to learn.

What we will look at as part of our evaluation

Our plan centres on what we wish to achieve, how we will deliver it, and how we will engage others on our journey. Our focus will be on

- Theme outcomes
- Partnership development
- Communications

Responsibility for evaluation

The Big Local partnership is responsible for monitoring and evaluation, supported by our Big Local Rep. We will align our programme with the annual cycle of evaluation within the national programme administered by the Local Trust.

How we will conduct evaluation

We will review our programme based on the key questions as set by the Local Trust:

Your plan

1. What have you done against what was in your plan?
2. What money have you spent?

Your progress

3. What impact have you had?
4. What have you learnt?
5. How have you progressed on your vision and priorities?
6. Do you need to refresh your vision and priorities?

The Big Local outcomes

7. How does your progress relate to the achievement of the Big Local outcomes?

What next?

8. Do you need a new or revised plan, or will you carry on with your existing plan?
9. How do you know this is what your community wants?

Our second Big Local plan:

We will develop our second Big Local plan in November 2017, and submit in February 2018 with a start date of 1st April 2018.