

Breaking the Cycle of Deprivation in Oxford City

Report on progress For the Calendar years 2012 – 2013

Draft

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Breaking the Cycle of Deprivation in Oxford City

Annual Report 2012-13

Executive summary

The programme entitled “Breaking the Cycle of Deprivation” targets the wards in Oxford City with worst outcomes across a range of indicators. Work is planned in four theme areas (Health Inequalities, Skills and Employment, Children , Young People & Families and Community Consultation and Engagement). The multi-agency steering group ensures tie-in with other relevant work such as the Thriving Families programme, initiatives to improve school attainment and the newly developed Youth Ambition Strategy. Steady progress is being made across the themes and local participation is an integral feature of all the work.

Grant funding of a range of projects has shown good outcomes, including improved opportunities for young people and others at risk of unemployment, access to learning opportunities, local projects for healthy eating and physical activity and an increased offer of day care provision.

Surveillance of data on outcomes in the target wards shows that these areas are still worse off than any other part of Oxfordshire for many indicators. Although there have been some improvements as a result of this work, there is still much to be done. The work is going well and momentum needs to be maintained.

1. Introduction

The Breaking the Cycle of Deprivation Programme was set up in response to the challenge first laid out in the Oxfordshire Director of Public Health report in 2008. The report built on analysis showing inequalities in outcomes and highlighted the multiple deprivation experienced in particular parts of the county, especially some wards in Oxford and Banbury.

By the end of 2009 the “5 Chiefs” (Chief Executives from the PCT, County Council, Cherwell District Council, Oxford City Council and the Oxfordshire Police Commander) had taken on responsibility for steering a targeted programme of work. By this time

- the wards with the worse outcomes were identified,
- comprehensive analysis of local data carried out,
- research on relevant best practice was conducted and agreement was reached that physical regeneration, improved access to opportunities and economic development were all needed at the same time if outcomes were to be improved.
- A “basket of indicators” to show high level outcomes had been put together,
- £1m LAA reward grant had been secured (later reduced to £500k)
- Steering Groups were established in Oxford and Banbury under the auspices of the local strategic partnerships.

The wards identified in Oxford with the worst outcomes for a range of issues were Blackbird Leys, Northfield Brook, Rose Hill & Iffley, Barton and Sandhills.

The issues that were to be addressed included

- The gap in life expectancy
- School attainment
- Low skills and low paid employment / unemployment
- Young people not in employment, education or training
- Physical environment
- Crime and perceptions of community safety

2. The story so far

The work of this programme has been set out in action plans under 4 major themes: Health Inequalities, Skills and Employment, Children , Young People & Families and Community Consultation and Engagement. Theme leaders come from a range of organisations and have led this work, convening sub-groups as they need to. They meet together regularly to identify and coordinate cross cutting work which adds further value to the programme.

Regular reports on this work have been presented to the Oxford Strategic Partnership which provides governance for this programme. This report concentrates on the objectives and achievements in 2012-13. An evaluation of this programme was conducted by Oxford Brookes University in 2011-12. This evaluation concluded that the strengths of the programme included

- A sound theoretical basis for the work, agreed by all partners.
- A holistic and coordinated approach across a range of themes delivered simultaneously and with on-going coordination.
- Flexible approaches based on local need, building on what is already in place.
- Capacity building among partners and in the local community.
- Linking neighbourhood action to wider policies and approaches.
- Use of high quality local data to prioritise and review issues that seem resistant to change
- Applying learning from the programme and making this visible.

The recommendations from the evaluation included the following:

- Maintain, enhance and renew the community engagement strategy
- Improve sustainability of relatively small scale but important locally driven initiatives
- Draw up a coherent and systematic strategy for disseminating information about the programme
- Review and develop Neighbourhood Fora on a regular basis and consider increasing resident participation.
- Regular review of resident participation in all aspects of the programme design, activity and review

- Retain clarity of approach and focus in the face of new priorities and national policy
- Ensure the approach is consistent across all target localities and themes
- Give renewed and specific attention to how agencies and stakeholders can engage with schools and improve attainment.
- Identify some “proxy” local measures that can be reported regularly to give more immediate indications of progress on each theme.

Recommendations from this evaluation were implemented in 12-13. The details given in this report will illustrate how these have been put into practice and support the assertion that the programme continues to deliver successful progress and improved outcomes.

3. Key findings

- a. The programme has been responsive to changing times, both in the structures of partner organisations and in society. Work themes have linked in new initiatives such as job clubs, the Thriving Families programme and welfare reform.
- b. Relationship building across organisations has been key to success and has helped with continuity where there has been organisational change.
- c. There is an increasing focus on linking work themes into geographical areas, working through the Neighbourhood Partnerships and involving local people.
- d. Good levels of public participation and engagement are embedded in the work.
- e. The work has been sustained and prioritised over several years (since 2009) by all partners and this long term commitment continues.
- f. The availability of funding to start specific projects has largely been successful, as reports show. Funding is no longer available through a central pot, but most projects have either delivered their outcomes or are being sustained.
- g. The influence and reputation of the programme has been used successfully to get funding from other sources and to add value to other initiatives e.g. Job clubs.
- h. The basket of indicators for this programme still shows that the target areas for this programme have worse outcomes than other parts of the City or County. Targeted work needs to continue to ensure that these inequalities are addressed.

4. New Initiatives from 2012-13 onwards

There were several new areas of work that emerged during 2012-13 which are important to consider alongside the Breaking the Cycle of Deprivation programme. These are

1. **Thriving Families** – a County Council led initiative which targets families across the county who have complex needs. Families with adult unemployment, poor school attendance records and contact with the criminal justice system are invited to participate. They receive intensive support to improve outcomes. Many of the families identified live in the target localities for this programme.

2. **School Attainment** – through a City Council led initiative and the wider Education Transformation Strategy led by the County Council. In the City there is targeting of primary schools to offer leadership development and programmes to improve teaching as well as work to improve reading standards across the board.
3. **Youth Ambition** – a City Council led programme to improve life chances for young people, improve their level of ambition and improve outcomes and opportunities for employment. The work includes sports opportunities, grants for voluntary sector organisations and work with a range of agencies.

5. Next steps

1. Stronger communities theme – establish a new steering group to oversee the work of this programme along with the School Attainment programme run by Oxford Strategic Partnership and the Youth Ambition Programme
2. Ensure continuous development in the participation and engagement of individuals and communities in all this work. This will be part of the Oxford Strategic partnership priority to improve participation and engagement in all their work streams. This may also include better communication of successes of this work programme so that it is more recognisable in local communities.
3. Participate in working towards the integration of the Thriving Families and Early Intervention Service led by the County Council (Dec 2014)
4. Aim for 100% Participation and reducing NEETS, especially in the City and Banbury. There will be greater emphases on the tracking of young people and working with schools to share information. Additional resource has been put in place for a Schools/Colleges Tracking Officer. This work is linked to the NEETS Tracking Programme funded through the BCoD at St Gregory's School).
5. Work with partners to ensure Job Clubs are sustained as mainstream provision
6. Work together on a focussed project initiated by the Oxfordshire Clinical Commissioning Group which includes access to prevention services and health of young people.
7. Respond to the City Council initiative to understand the needs of Older People with appropriate actions, including evaluation of pilot work to reduce social isolation and provide financial advice.
8. Ensure that the work to improve access to learning of English for Speakers of Other Languages (ESOL) will continue and make a difference.

Annex 1 Progress on each theme from 2012- present.

Work Theme: Health Inequalities

Objectives for this theme of work were set out as follows:

1. To narrow the gap in life expectancy in the target areas, bringing figures in line with county averages.
 - Increase number of people who quit smoking by improving access to support services through primary care including pharmacies, and in community settings
 - Reduce risk of premature death by offering NHS Health Checks
2. Reduce risk of infant mortality in target areas as part of initiatives to give children a good start in life
 - Increase number of pregnant women who quit smoking by improving access to support services through primary care and home visits
 - Reduce the number of teenage pregnancies
 - Family Nurse Partnership (FNP) provides support to all first time mothers under 20
3. Improve mental health and well-being
 - Mental Health First Aid courses.
 - Early diagnosis and intervention for a range of mental health issues
 - Anti-Stigma campaign
4. Improve support to Carers to maintain wellbeing whilst caring.
 - Direct payments for Carer breaks on referral from a GP
 - Identification of Carers via GP practices
 - Young Carers support fund
5. Improve Access to Benefits
 - Provide benefits advice in GP Practices in the target areas through the Benefits in Practice initiative provided by Citizens' Advice Bureau
6. Increase physical activity levels
 - Delivery of activities in 6 sports including tennis, athletics, netball, badminton, gymnastics and football in specific locations in Oxfordshire including Blackbird Leys
 - Community Fit Club
 - Go Active
 - Increase Social Care user access to leisure facilities
7. Alcohol
 - Key practices sign up to Directly Enhanced Service to screen all new patients for alcohol consumption.
 - Patients offered screening in GP surgeries.
 - Supporting individuals who attend A&E for alcohol related injuries.
 - Deliver Last Order play to target secondary schools
 - Raise awareness of the health risks of excess alcohol consumption
8. Rose Hill Lottery Project
 - Deliver health promotion events in Rose Hill

Report on progress against these objectives:

All targets have been achieved with the exception of:

- Numbers taking up health checks. Actions are being put in place to improve the response to invitations and to target those least likely to attend. These checks are for people aged 40-74 years and are offered once every 5 years. Identification of risk factors for heart disease and other causes of early death mean that people can receive advice and, if appropriate, medication to reduce their risk.
- “Skills for living” course in January was cancelled due to lack of take up. In house sessions have been held to promote recruitment to future courses.

Particular areas of success have included:

- Establishment of the Blackbird Leys Market (funded by a programme grant) – see a detailed report in Annex 2
- Smoke Free Pledge launched (funded by a programme grant) – see a detailed report in Annex 2
- Support to carers – the number of carers given a direct grant to fund a Carer Break has been above the target.
- Improved ‘Access to Benefits’ through the Benefits in Practice scheme has been above targets. Clients receive advice from CAB advisors at appointments set up in GP practices.
- Rose Hill Lottery Project good attendance at health events and great success with the Health Bus project.

Work Theme: Employment and Skills

Objectives for this theme of work were set out as follows:

1. Linking people into jobs and reduce unemployment
 - Lone parent adviser to be based in the Leys to be expanded in all deprived wards.
 - LAA Reward Grant for Learning and Skills to be targeted at areas of deprivation
2. Review potential for co-location of services ‘Community Hubs’
 - Integrate local services sustained through lower overheads
3. Social recruitment Agency to connect target groups to local employers
 - Build positive employer relations and secure employer engagement.
 - Client support.
4. To increase skills, promote skill development and access to employment
 - Encourage take up of (higher) skills and adult learning through Learning Champions
5. To encourage employers to take on apprentices
 - Oxford City Council to take on additional apprentices

Report on progress

- Work focussed interviews have been piloted at Blackbird Leys Children's Centre in place of benefits advice. This was successful and a number of people have been signposted for support. Next phase will be to expand delivery in Rose Hill.
- A number of planned events are being organised at the Job Clubs and with 'Talent Match'.
- A Job Centre Plus member of staff has been seconded to the Thriving Families Programme since May 2013.
- A number of tenders have been awarded in relation to Money Management, Confidence Building and specialist Job Search for people with a disability

Work theme: Children, Young People and Families

Objectives for this theme of work were set out as follows:

1. To improve outcomes for vulnerable families with complex needs living in target area postcodes through early intervention
 - Increase the take up of Children Centres services by vulnerable children and families
 - Expansion of family support and childcare opportunities for vulnerable children and families
 - Embedding Early Intervention Service across county and ensure it meets key outcomes and responds to local needs
 - Integration of Families with Multiple Problems and Troubled Families programmes within Early Intervention Service
2. To raise achievement of all children aged 5 – 19 living in target area postcodes
 - Targeted support for schools below floor standards
3. To increase the social & community contribution of young people living in target area postcodes
 - Implement Young People Coordination Groups in each target area
 - Promote the value of positive activities to support, motivate and inspire vulnerable young people and ensure sustained progress in positive life opportunities
 - Creation of a robust model for identifying the likelihood of Young people becoming NEET.
 - Roll out of the model across Oxford schools
 - Reduce youth offending rates
4. To reduce poverty and improve social inclusion

Report on progress

- 75.8% of families had been reached by Oxford City Children's Centres in 2012/13 which is a significant increase of 34.6% from 2010/11. Monitoring information from Dovecote has been received on the uptake of places and numbers of

disadvantaged families using the provision. Additional places are now available e.g. 16 new ones at Little Doves, plus expansion at Shepherd's Hill, Leys. In 2012/13 the Early Intervention hubs in the city have supported 710 children and young people in 1:1 interventions and family support and 2,843 children and young people have attended targeted group and open access provision.

- In the summer 2012 30 young people (16/17 year olds) were engaged in the National Citizen Service in Oxford. Providing residential and social action opportunities. More than 83% of the whole cohort demonstrated some level of vulnerability. 91.5% of the whole cohort continued to be in Education, Employment and Training a year later. Autumn programmes were also run at East Oxford and Littlemore Early Intervention hubs targeting the most vulnerable young people.
- Currently there are almost 1,000 entries on the positive activities Oxfordshire database. The database is used to support NEET young people into activities that will help support them moving into EET or sustain their EET status
- Risk factors have been identified and data supplied creating a Risk of NEET Indicator. Information is now being rolled out to schools with a range of options in place to support these young people. The NEET screening project based at St Gregory the Great is at the stage of mentors supporting young people and an external evaluation is in place.
- Reduce First Time Entrants rates: The Early Intervention Service had been successful in maintaining low numbers of new entrants into the youth justice system. In 2012/13 there was a 26.9% reduction on the previous year across the county and this represents an 83.8% reduction since 2005. Since April 2013 there have been opportunities for a more flexible approach following the introduction of 'Youth Conditional Cautions' including interventions and support. The Point of Arrest Liaison and Diversion Pathfinder project has now been integrated within our Forensic CAMHS provision.
- The Thriving Families programme is now established and families have been identified and integrated within the Early Intervention Service. Thirty-three families in Oxford City are currently supported by the programme. The focus on supporting young people into Education, Employment and Training remains a top priority with higher levels of young people in NEET in the city than other parts of the county. For August 2013 the NEET level was 5.6% across the county and 9.3% in Oxford City. The Central Area NEET Action Group brings together a range of partners to take forward practical projects and initiatives to improve this. In 2012/13 132 young people in the city have been achieved accreditation in specific activities.

Work theme: Community Consultation and Engagement

Objectives for this theme of work were set out as follows:

Aim: To facilitate increased consultation, engagement and participation of local people in the development and delivery of the area programmes to shape regeneration in their areas and narrow the inequalities gap across the range of indicators

1. Introduce more local governance structures for neighbourhoods, increasing community engagement and involvement in decision making
2. Assess needs for training, development and support for local residents and groups
3. Develop and implement neighbourhood partnership management to identify actions to address local and service priorities in regeneration areas. Work with:
 - Leys Project Group and Neighbourhood Partnership
 - Barton project Group
 - Barton- Northway working group
 - Barton neighbourhood Partnership
 - Northway Neighbourhood Partnership
 - Littlemore Community Group
 - Wood Farm Community Group

Report on progress

a. Overview:

- Job clubs have now been established in Blackbird Leys, Barton, Littlemore and Wood Farm. Local people are developing Personal Development Plans. It has been identified that a number of people are keen to look at becoming self-employed.
- A Social Inclusion Fund is being set up in the city. Any proposals will require the support of two Oxford City Councillors.
- A proposal to coordinate provision of teaching English to Speakers of Other Languages (ESOL) is being developed with OCVA which may require this funding support.

b. Details from each neighbourhood:

Blackbird Leys

- Blackbird Leys Community Centre is being managed by the City Council is attracting new users. A fun day held on 30/9/12 attracted many local people and good PR via press.
- Neighbourhood partnership regularly meeting. Partners all involved with range of activities
- Young people activities continue through EIS and Oxford Active. The project has specific targets set and is set up to engage at a low level and then feed into college/apprenticeships. Also linking with CDI and Positive Futures.
- Active Communities project being progressed through Small Change.
- Job Club progressing and linked with relevant agencies. Food hygiene course run for 12 people.

- Fly tipping group progressing and involving local people.
- Princes Foundation work – workshops held and report due in January. Initial schemes to be developed around addressing parking issues and also Minchery Farm housing.
- Spindlebury Park improvements project being progressed through OCC and Groundwork.

Rose Hill

- Rose Hill Area Forum very well attended with around 50 people. Subject was conducted to get views on new Community Centre proposal and sent to all residents in area of benefit in Oct. 176 positive responses to wanting to be involved in shaping future of their local facility.
- Community Centre event vote on preferred option for Community Centre held in November. Very successful consultation day. Resulting in 459 votes for the new build with 126 against. Positive press and TV coverage.
- City Council executive board approved project for new build in December.

Barton

- The Barton Neighbourhood Partnership and themed sub groups continue to meet on a regular basis – every 4 – 6 weeks.
- There continues to be good buy in and input by other partners including Thames Valley Police, NHS, Ruskin, Brookes, OCVC, EMBS, WEA, Thrive, Positive Futures, via the themed sub groups.
- Managers from the County Councils *Thriving Families* project now make a regular contribution; as do *Early Intervention*.
- The **Youth Partnership** intends making a bid to the *Youth Ambition fund* to expand youth provision on the estate.
- The **Health Partnership** has secured 9K LAA reward funding for a *Lets Cook it Barton* (healthy eating project).
- The **Learning Partnership** is considering the future support and funding for the part time coordinator post which expires in March 2013. It may be that the project starts to focus more on employment to complement the work of the LAA funded '*Learn to Earn*' coordinator who started work on the 1st of January 2013
- The **Community Association** Have reported back on the findings of the first stage of their resident research project and are now conducting focus groups to better inform their future priorities.
- The Phoenix sports club have expressed a wish to have the **community hub and sports pitch** element of the Barton development to be included in the business of the Neighbourhood partnership.
- Plans to develop **Tenants' Participation** work more fully in Neighbourhood Partnership & link this to a themed sub group.

Northway

- Northway Neighbourhood Partnership meeting to discuss action plan, roles and any development of the regeneration plan. An environmental walkabout took place in August.

- A consultation group that will form the youth partnership was hosted by Cllr Darke at the Boxing Academy. Included funding for some local research into need and wants for young people.
- Northway Community Association formulating plans and developing well.
- Have established and constituted Friends of New Marston Primary group to support raising standards in the school while increasing community interaction
- Discussions with School and Children's Centre about offering the Community Journalism to local parents
- Project started with Age UK and CAB relating to loneliness

Littlemore

- Work underway to develop and fund the first 3 copies of a new Littlemore News community newspaper.
- Brookes University has offered to deliver training for 10 local community journalists. This training course will be starting mid February. This will be linked with the Littlemore job club.
- The health bus is also visiting Littlemore.
- Food bank at Community Centre.

Wood Farm

- Wood Farm Community Forum (WFCF) meetings are well attended and progressing well.
- Wood Farm Partnership is considering regeneration plans. Youth Partnership and links to Neighbourhood Action Groups / police. Older People's issues being considered.
- Friends of Magdalen Wood have received £250 grant for art project which has been delivered, £600 from Big Society for new projects, Research work with Wildlife Trust and outreach work with Riverside
- Wood Farm Job Club is being set up.
- Muffin Mums is established. Received Small Sparks fund for £250 for food mixer. Exchange visit with Fabulous Bakin Boys in Witney has occurred promoting catering industry opportunities and business
- Wood Farm Community Newspaper has regular editions coming out and gained a £600 Big Society grant for them
- Youth Work – the Youth Club working well with Positive Futures. Girls and Young Women's group going successfully identifying and supporting at risk individuals – applied for funding (£6,500) related to Youth Ambitions to continue this work. Early Intervention Service in response to local priorities, brokered in by CaN staff have started a 7-11 once a week youth group and an after school club

Annex 2

Reports from funded projects

Grant funding was made available through a £500k award from the Local Area Agreement reward fund in 2010-11. This amount was given to the programme that covered both Banbury and Oxford and was managed centrally. Theme Leads were able to bid or endorse bids for projects which would help to deliver their objectives. Decisions on award of funds were made at local Steering Groups and through a Programme Management Group. Each of the projects was monitored on a regular basis. A full list of the allocations made are given in Annex 5.

The following reports are extracts from Monitoring Information provided by the Project leads who have received Grant funding. These reports have not been reproduced in full but are available on request. The reports refer to work directly funded through this programme.

1. Aspire Social Recruitment Agency (*Grant £33,000*)

Aim: To help people with all kinds of disadvantaged backgrounds – homeless, ex-offenders, substance misuse – into real work, which they are enthusiastic about

- Move 42 disadvantaged/hard to reach individuals into fulltime paid employment and off benefits within 3 years (Cost benefit / benefits savings @ £60k pa per client = £2.52M)
- Move 60 clients from unemployment into part time paid work
- 110 clients to receive further training/education/support
- 72 clients accessing work experience

Report on progress:

Extract from monitoring report received September 2013.

‘Progress has been frustratingly slow due to (a) late and surprising withdrawal of Efonomics and (b) increased Aspire management time dedicated to countering anticipated core funding reduction by Oxford City Council.

However, despite the set-backs, the need and desirability of a recruitment agency that delivers great employment solutions *plus* social impact is greater than ever. As noted, it would fit extremely well with County and City councils plus LHAs and other existing Aspire customer businesses.

It is also clear that the Recruitment Agency needs to be able to fulfil an employer’s wider needs and not be perceived as a ‘specialist agency for people facing disadvantage’. We need to create something that is inclusive and does not mark people out as being ‘different’. Of course, the Agency will, at its heart, represent these core groups, but represent them inclusively as part of a credible workforce solution.

We feel the agency could play a larger role than initially conceived and really become a key, and very new, recruitment offering in Oxford. Commercially, socially and politically the time is right. Specifically, it could be the ‘bridge’ between the needs of building contractors and local employees on current (and

planned) large scale building projects in Oxon for many years to come. If it can also respond to skills needs via links to OCVC and Oxford Brookes, it would be a unique offering that enhances the chances of local people from areas of disadvantage securing work'.

Discussions are on-going about the future of this project..

2. Barton Community Learning Partnership (*Grant £20,000*)

Aim: To improve, and make more accessible, learning opportunities for Barton residents

- To establish a Barton Learning Partnership of education providers and stakeholders to develop and coordinate local learning
- To broker learning from education providers. To develop and support a team of resident "learning champions" that are able to outreach to all sectors of the local community
- To develop a range of local learning opportunities from skills for life to courses provided by Higher Education establishments and a comprehensive learning progression route
- To make Information, Advice and Guidance (IAG) support accessible to all learners
- To support participants into employment
- To support the development of family learning support for disadvantaged families
- To develop community based learning support for children; which could include:
 - An after School homework club
 - A reading club

Report on Progress:

Learning for children

The bid was successful in gaining funding for a short pilot period. The Extending Schools Worker then became the key worker for this project. The Pilot only had limited success. It engaged with a number of Bayard's Hill Primary School children but no child from Cheney or Wheatley Park schools attended. Further funding beyond this pilot stage was not achieved.

Adult Learning

There has been a level of success. Over 120 places have been taken up on courses initiated by the project. In reality far more people have accessed courses provided by the WEA and other learning providers through project activity (outreach by the project worker and community champions) but there has been no way to record this.

The project worker was also successful in drawing up a Barton Learning Partnership Plan that outlined areas of learning that needed to be provided to meet community needs. This plan was adapted and adopted by the Learning Partnership members.

The plan is to some extent being implemented. For example reading and writing, maths, and English courses are all being provided on the estate.

Courses provided directly through the project include:

Computer training (4 courses), first aid (2 courses), hairdressing, gardening, English (ESOL), improving maths, improving reading and writing, Driving Theory, Community Champion (2 courses) , Community Journalism, DIY.

Community Champions

Developing a team of community champions was integral to the project. The aim was to develop a team of residents who would, as well as being supported to follow their own learning aspirations, find out from other residents what their learning interests may be, and in effect work as mentors encouraging others in the community into learning.

To develop this team, the project commissioned a community trainer (Sue Funge) to provide a community champion course in June/July 2011. The course was excellent, though there were only 5 participants. A small team of 5 community champions was initiated. Each member of the team had the opportunity to develop their own personal development plan to support them to identify and follow their own learning objectives. The team was very active in coordinating the first Barton Learning Fayre in September 2011.

Young people (16 to 19)

The project worker initiated meetings with the Early Intervention Service. The Early Intervention has subsequently been very proactive in attempting to engage with young people. However, take up of services relating to training/learning has been poor.

The Learning Partnership

A clear frame of reference was drawn, up and over time a Learning Partnership plan developed and adopted. The meetings have been well attended.

There has been the attempt to enable learning providers to work towards meeting the broad learning needs of the community, rather than just focussing on putting on courses in a general sense.

Providers have been encouraged to look at the Partnership Plan and to identify areas of that plan in which they can take a lead to provide.

3. Dovecote Day Nursery (Grant £35,000)

Aim: The funding will be for equipment, recruitment and payment towards staffing costs in the first year of operation.

- The aim is to open the day care provision in July 2012.
- By September to have 8 x 2 year olds and 4 x 3 year olds in the day care facility.
- By January 2013 the day care provision will be at full capacity with 12 x 2 year olds and 8 x 3 year olds.
- The aim is for 90% of the places to be for children of disadvantaged families.

Report on progress

This is an on-going project. There were delays in starting the project due to a need to replace the roof of the building. Funding will continue to provide further management support until a new Supervisor is in place along with the development of wrap around care in order for the setting to work towards becoming sustainable.

To date 80 people have benefited from the project. This is evidenced by registration forms, attendance, training courses undertaken, returned monitoring and evaluation forms.

Overall outcomes have included:

- Increased number of vulnerable two year olds and their accessing good quality Early Years provision within their community. All places for 2 year olds have been filled.
- Children have access to wide variety of new opportunities and experiences to enhance children's life changes, aspirations, attainment and much more
- Development of new partnership and strengthening of current partnership work within the community with a variety of voluntary and statutory organisations enabling us to provide a more joint up approach to supporting vulnerable children and their families.
- Through having easy access to positive stimulating, fun and educational activities at a very young age children will develop with a more positive outlook on life.
- Matched funding has been received from: OCC start up funding £19K , Leys Community fund £750 Councillor Big Society Funding £3,500
- Three local residents have been recruited to work at the Dovecote along with 2 other members of staff who are not local residents

4. Identification of Young People at risk of becoming Not in Education, Training or Employment (NEET) (Grant £10,000)

Aim: to identify young people who may be at risk of becoming NEET and develop a screening tool which can be used in other settings

- 10-15 young people to be identified as vulnerable to NEET post 16 using screening tools
- 10-15 mentors recruited and trained
- All young people in the pilot matched with a volunteer mentor specific to the needs of the young person
- Discussion and written agreements with all parents/carers completed
- Regular link with school representative

- Regular mentoring relationship with young people in place from Oct 11 - Oct 13
- Long term analysis of the pilot from Yr 9 - Yr 12 and again at Yr 13 (using the new Y academic year group measures for NEET/EET)
- Evaluation
- Potential roll out of the tool across City schools

Report on Progress

Overall a whole school year was screened for likelihood of NEET post Year 11. A group of 30 young people were identified as most likely to be NEET and 50% identified to do some more work with. Of these only 5 continued with mentoring relationships through to the end of Year 11 for a variety of reasons. Anecdotal feedback at this point suggests that those who continued with the mentoring have benefited hugely from the process and those who have been at the edge of the projects have also benefited, full details of the whole year group will be included in the final report evidencing those who have moved to a positive destination and those NEET

Outcomes achieved.

- The school has fed back the accuracy of the data to identify likelihood of young people being vulnerable to becoming NEET
- Mentoring relationships with young people have been successful (interim report due Sept)
- Outcomes in relation to the success in young people securing positive post Yr 11 destinations still to be analysed and will be included in the final report
- Creation of the Risk of NEET Indicator using hard data that will be rolled out to all schools in the Autumn. The data is drawn from OCC c sources e.g. attendance, exclusion, CAF, LDD etc and reports are provided for the schools to action.
- At this stage there is already significant learning – the identification of vulnerable young people has proved successful and been useful in providing additional support. The support through mentoring has been effective where parents have been supportive of the relationship, young people have engaged and the mentors have been well matched, however it is clear that a single type of intervention is not the only solution. This work has also coincided with changes to statutory duties to schools to provide Information, Advice and Guidance for years 9 – 11 (2012) and increasing to years 8 – 13 (2013) as well as the Raising the Participation Age Statutory Duty for young people leaving Year 11 in 2013. The project has been useful in supporting these changes in legislation and hopefully the final evaluation document will provide further support to schools and to young people.
- The decision of some parents to exclude young people from interventions to support destinations of their sons/daughters will continue to be discussed in the coming months with some recommendations in the final report.

5. Reachability (*Grant £11,565*)

Aim: This project aims to build skills, confidence and capacity for local residents in Wood Farm, North Way and Barton to enable them to:

- work together, collaborate and support each other across diverse communities and neighbourhoods, breaking down barriers and developing new ways of tackling deprivation;
- develop and run six or more social action projects to improve their neighbourhoods, involving at least 12 new volunteers;
- engage with and contribute to Area Regeneration Plans and the new Neighbourhood Partnerships;
 - be part of a local, national and global network of Active Citizens supported by the British Council

The project was completed and a detailed report is awaited.

6. Exercise classes for vulnerable clients (*Grant £1360*)

Aim: To overcome the barriers found by social care users and improve access to leisure facilities with the Oxfordshire Physical Activity Group advocating such work through its delivery plan and identified by the Oxfordshire Social Care services as a priority area in their Physical Disability Strategy 2009.

We will look to have delivered a significant improvement in weight and physiological wellbeing through the body weight, BMI, waist to hip ratio's and stretch tests in the participants, all contributory factors in the reduction in heart related mortality. By also aligning ourselves to the Department of Health's objectives of 3x30mins of light intensity activity per week we will be supporting a national agenda with measurable outcomes

The project was completed and a detailed report is awaited.

7. Leys Market (*Grant £14,400*)

Aim: to set up and develop a regular community market on Blackbird Leys which will offer local people increased access to affordable local produce. We intend to

- Launch the market in September 2012. Initially, it will take place on three Saturdays each month from 12-4pm at The Barn, Nightingale Avenue, Greater Leys. We hope it will become a weekly market after the first year.
- The market will have a variety of stalls selling fresh local produce, meat, bread, cakes and preserves. Products will be sourced as much as possible from local suppliers.
- There will be a skill-sharing element to the market with opportunities for local people to share skills with each other through short workshops / demonstrations which will take place during the market eg gardening skills, cooking skills, cycle repair, aromatherapy, clothing repair and up-cycling.

- There will also be activities for children, and links with local schools have already been established.
- An important feature of the market will be a cafe selling refreshments and healthy lunches. The market will have an average of 10 stalls selling a variety of products after one year.

Report on Progress:

- The market has been running on a monthly basis. This has enabled a core team of volunteers to grow as well as attracting regular stall holders.
- In the April – Sept 2013 trading period the mean average footfall has been approx. 60 customers. The highest month: 118 in April while the lightest month: 25 approx in July.
- Since April the market has attracted one to two new stallholders a month. The market has developed the range of stalls to include one ‘good –as –new’ stall and ethnic food stalls.
- The Children's Creative Corner continues to be very popular with children and families. There is strong evidence that this opportunity is creating popular ‘family time’, helping to generate and support greater cohesion.
- Due to several reasons, the Skills Share has been put on hold for the last few markets. However it remains an integral objective which needs attention and organizing further.
- The café continues to attract local people, shoppers, passers-by and stallholders. The menu throughout the summer offered simple, ‘home made’ seasonal food. From a health perspective, fresh fruit served in a variety of ways continues to be far more popular than the selection of two cakes that on offer !
- The market has seen a steady increase in the number of local people regularly willing to volunteer. To date we have a core team of seven volunteers and members of the Steering Group.
- The co-ordinators have devised a publicity strategy to promote the market ‘face-face with the local network of community and statutory sector agencies. The Facebook page profile continues to grow but our Twitter site needs more attention (Please ‘like’ the Market on Facebook 😊)
- The Steering Group has experienced changes in membership, as two have stepped down, while encouragingly two new members have joined.

In summary and on reflection of the first nine months of market operations/trading have proved challenging, rewarding and created teething problems and solutions. As with any new community business venture there are variables and a number of unknowns. While the market is relatively small in beginnings, for the purpose of sustainability we acknowledge that growth has to occur at a manageable and

sustainable pace, to encourage further development which in turn can enrich the local life on the Leys.

8. Smoke Free Pledges (*grant £3620*)

Aim: to encourage families where there are smokers to sign up to a Smoke Free Pledge not to smoke in their homes or cars, so protecting children from second hand smoke

Outcomes:

- Number of Pledges per quarter: 15
- Number of follow ups achieved: 15
- Number of subsequent quit attempts
- Number of follow ups by fire service
- Quarterly news bulletins (electronically) produced
- Training sessions

Report on Progress

- Resources were sent in March 2013 to the main stop smoking advisers based at the 28 GP Practices in Oxford. All children's centre in Oxford City (x11) were also sent resources at the end of February. Health Visitor teams and Family Nurse Partnership service will support the campaign.
- The campaign was promoted at the Men Health Stand at Rosehill Childrens Centre in May, child safety stands in June-July, Article in Blackbird Leys news by Beccy Claccy, Stand at Blackbird Leys Fair in September.
- So far, 31 pledges have been submitted in the City. These were mainly received from Childrens Centre, Health promotional events and Workplaces. Of these 8 households requested a home fire visit.

9. Let's Cook, Barton (*Grant £9190*)

Aim: Let's Cook it Barton! aims to work with families and local partners to:

1. Address known barriers to eating healthy, such as lack of knowledge on healthier options, little or no cooking skills, and limited food choice due to access and family budgets. Be responsive to unknown barriers.
2. Support individuals to identify further learning needs and opportunities for themselves.
3. Develop a 'Let's Cook it Barton!' stakeholder partnership with 'Community fun with food' a social enterprise ensuring 'what works' is both sustainable and transferable to other groups and settings.

Objectives

- To increase knowledge and understanding of low cost, healthy food options and ways of cooking.
- To support families develop cooking skills and produce health meals

- Facilitate and create opportunities for health and well-being and individual learning, growth and development.
- Facilitate 'Let's cook it Barton! Stakeholders partnership to oversee delivery and sustainability options.

Report on Progress

- The launch of the project took place with a Stakeholders' meeting, which was held on February 26th 2013. This was well attended and attracted a lot of interest from key workers in the community.
- The first course ran from 7th May-2nd July. This was held at the Roundabout Centre due to the availability of kitchen space. The participants were drawn from a previous parenting group
- The 'taster session' introduced a total of 6 adults to Let's Cook it Barton. The participants willingly agreed to take part in the research project.
- The group's enthusiasm and interest was evident from the start and continued as the course progressed. Each session aimed to include two elements: food awareness/nutrition and the practical cooking session. Each session was based around a main course meal. There was a 100% attendance for the course.
- The course outcomes include :
 - Positive increase in nutrition knowledge and change in cooking habits eg : change in use of salts, sugars and fat.
 - Clearer understanding of labels (nutrition content)
 - The confidence to try new foods and cook with them
 - Greater sense of confidence to 'cook from basics' eg '*We eat healthier, and we have new recipes to try*'
 - Quality experience for the volunteer nutritionist
 - Positive partnership working.

10. MIND “Skills for Living Course (Grant £4,677)

Aim: The 6 week 'Skills for Living' modular course will focus on a number of key themes which will explore a number challenges in modern life (e.g. families, relationships, money matters and work, drugs, smoking, alcohol, lack of exercise and gambling, being a teenager, and living together and belonging). After watching TV clips on relevant life themes and discussing the emerging issues, group participants will then be introduced to a range the psychological tools which they can try out. The aim is to equip participants with new ways of dealing with challenging life situations and thereby improve both their mental and physical health. The modular nature of the course means that participants will be able to undertake the whole course or standalone modules of it, depending on their needs

Progress report:

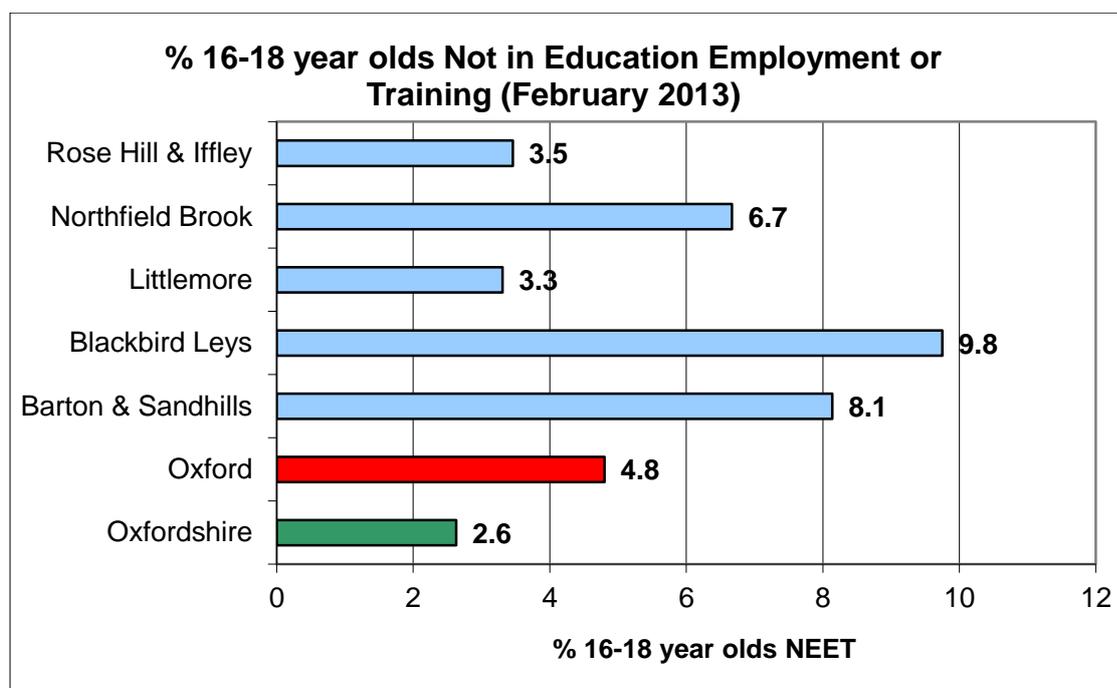
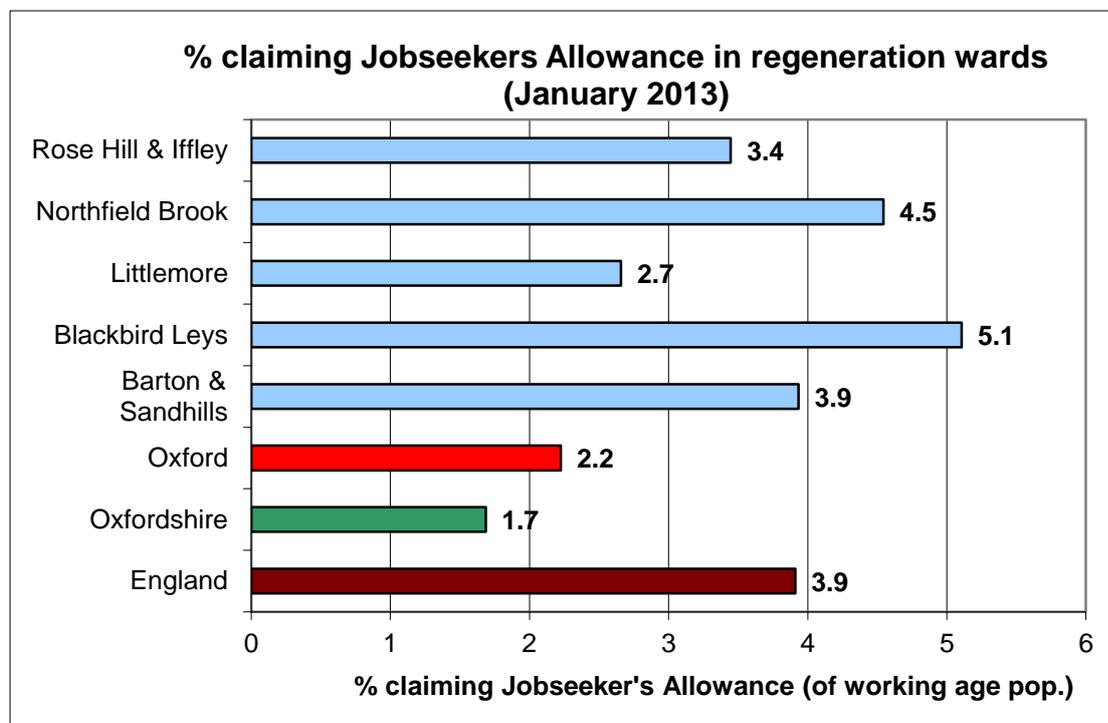
197 people have benefited from two taster sessions delivered with the Christian Life Centre. There are discussions about developing this into a longer course with Pastor Grady Reid. We are looking at working with the Cowley Community Club.

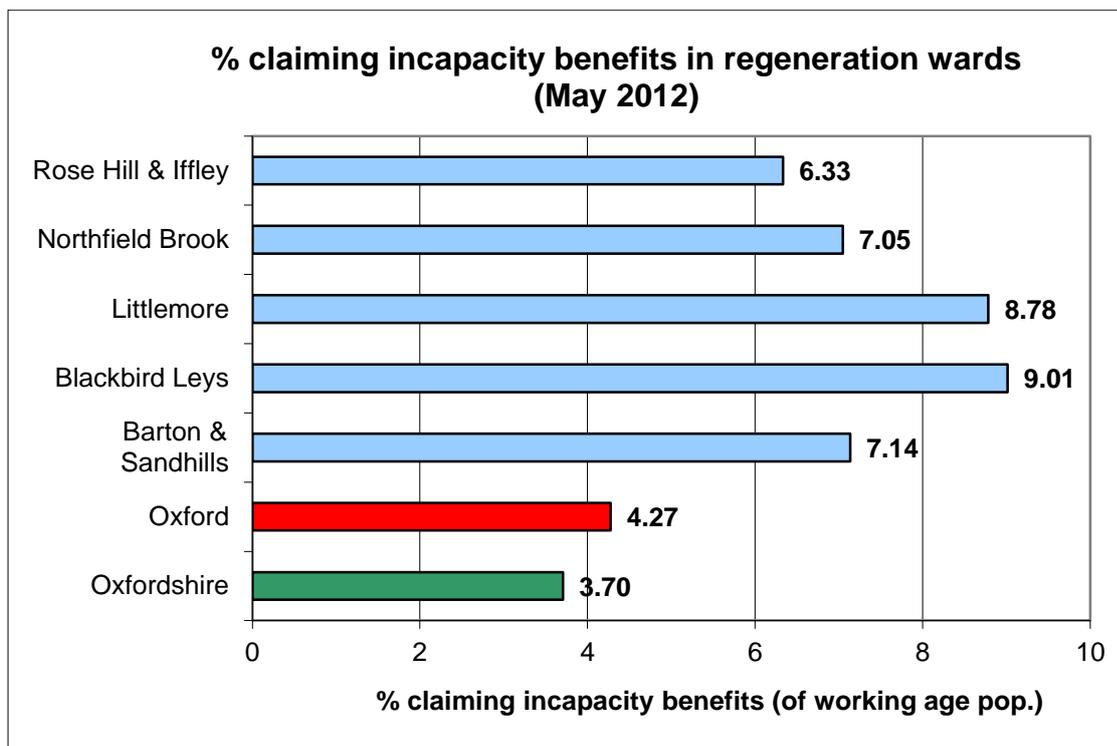
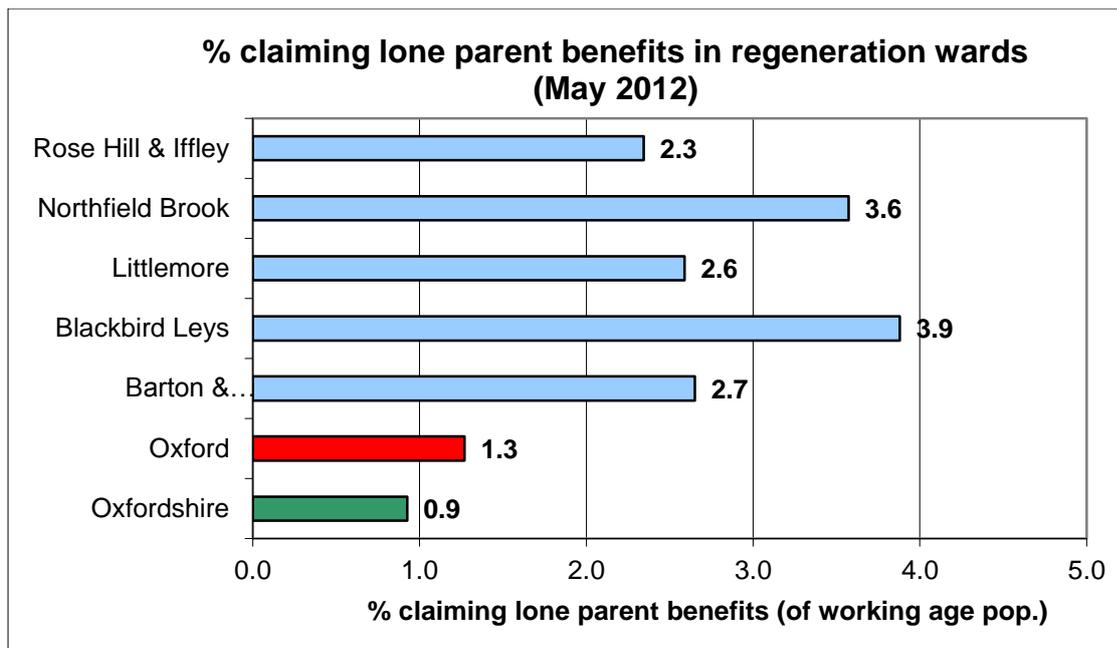
Specific outcomes include:

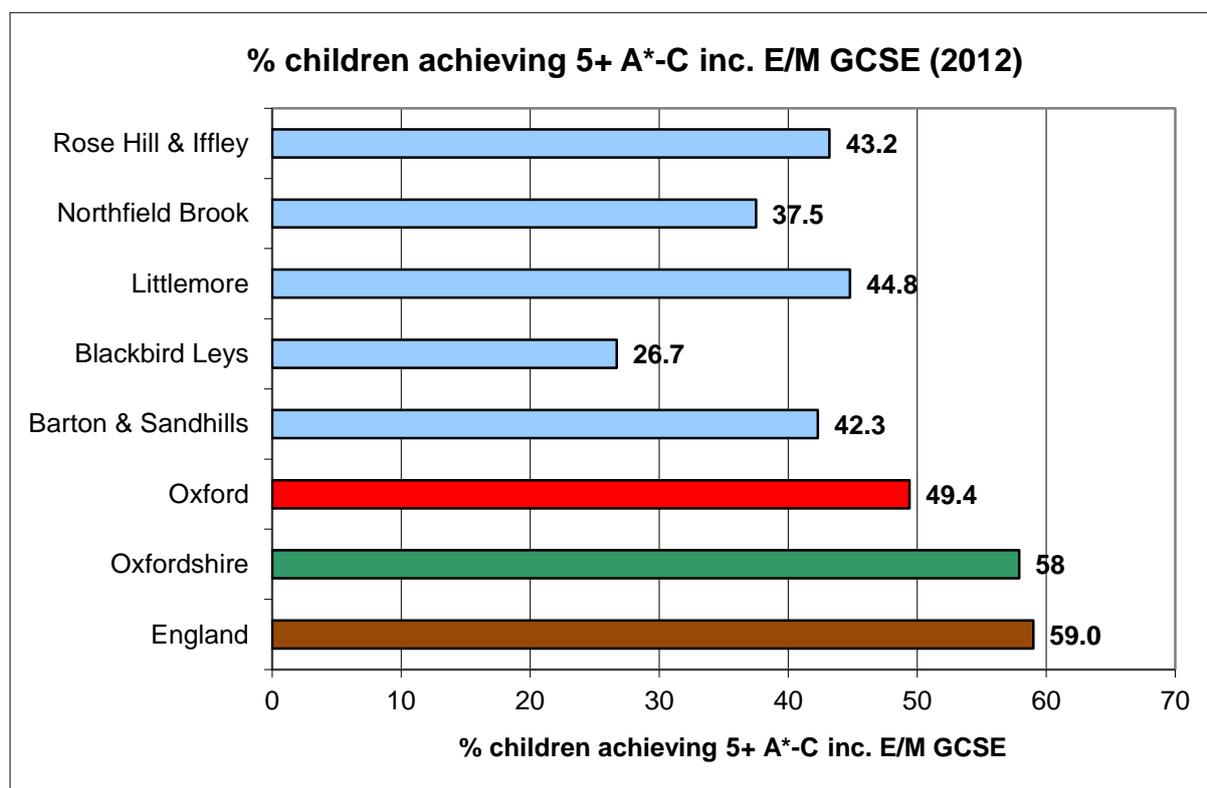
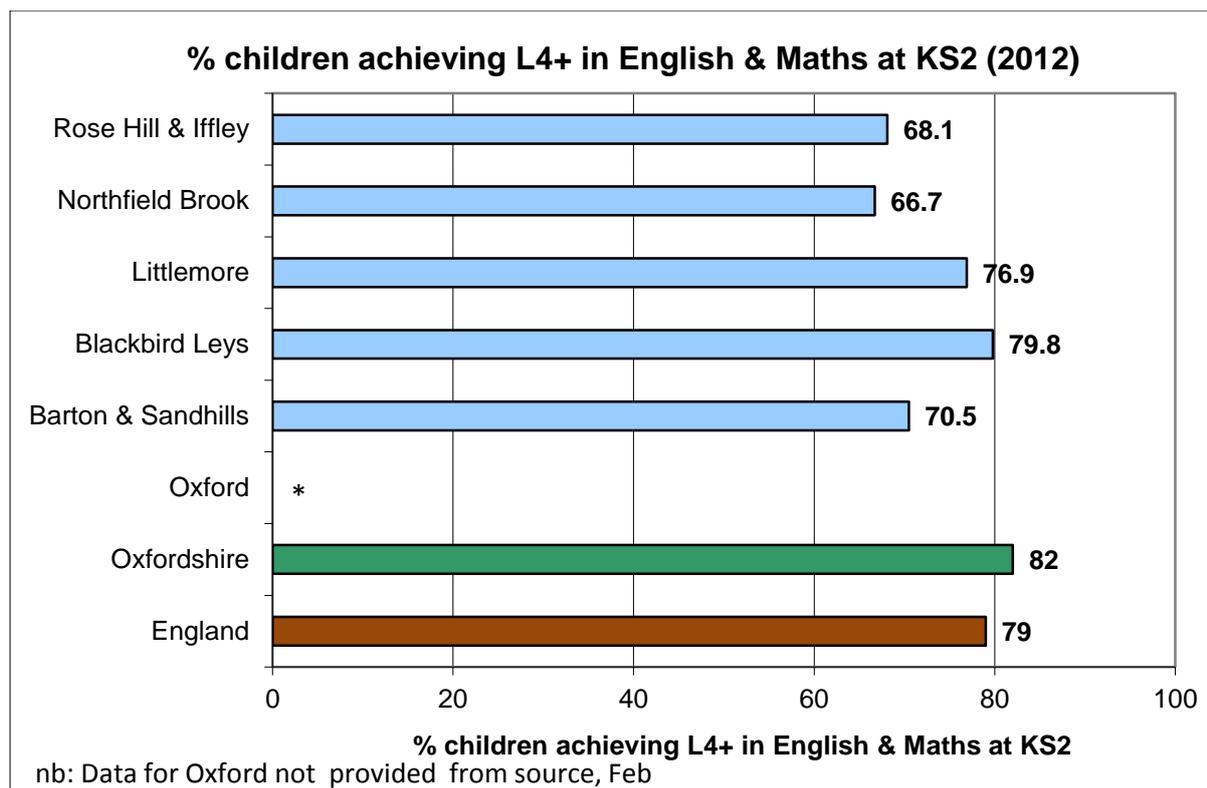
- Delivered a consultation day (September 2011)
- Delivered a faith leaders training day (CBT for BME groups) & advertised
- Makutano Junction (November 2012)
- Designed a bespoke Makutano Junction course to deliver to BME groups
- Designed bespoke Makutano Junction workshop to deliver to BME groups
- Delivered 2 Workshops with the Christian Life Centre on 8 May & 22 May
- Engaged with 197 people over both workshops

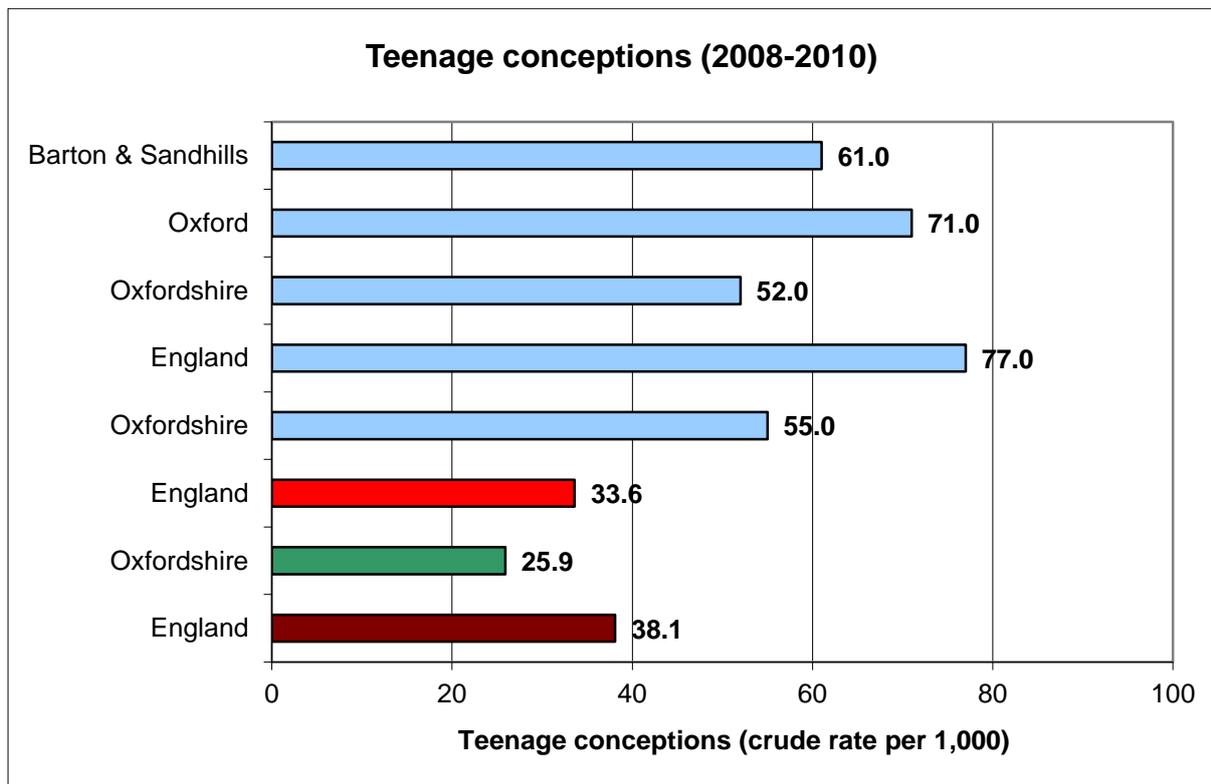
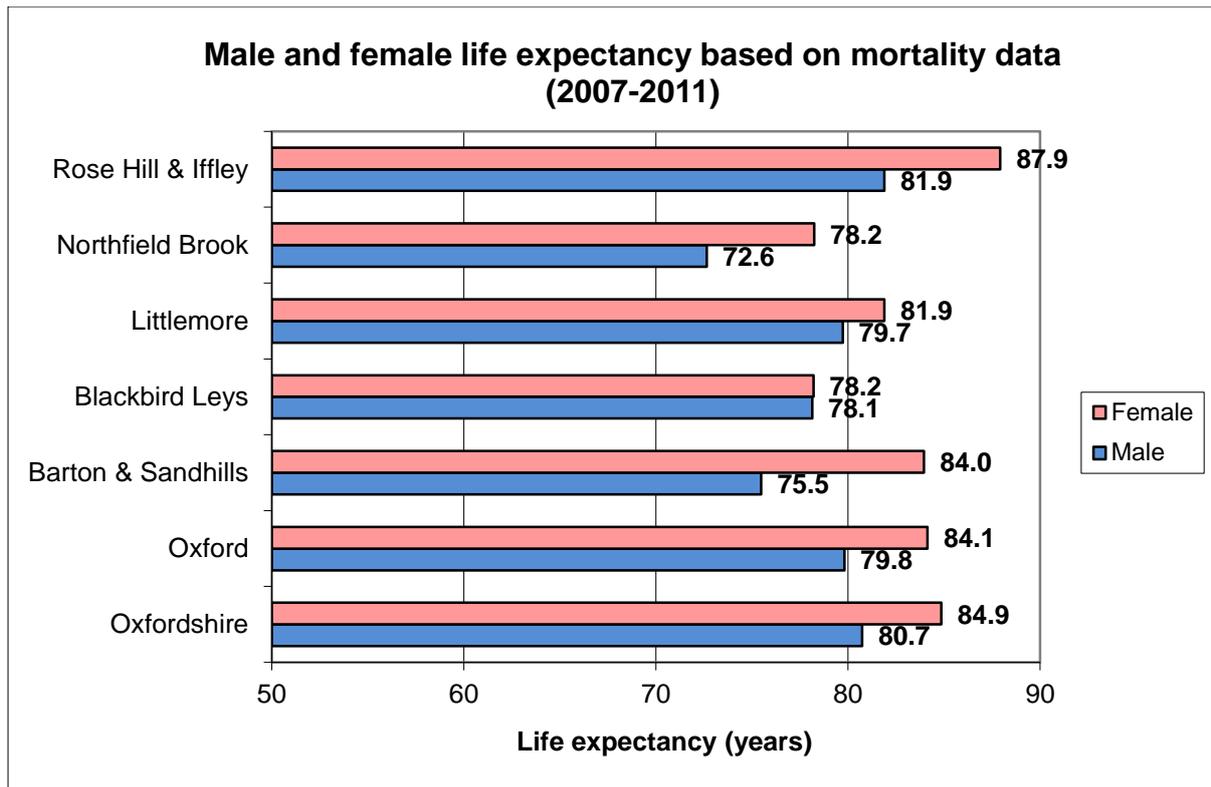
Annex 3 Basket of Indicators

The charts below show a range of outcomes for the target wards for the Breaking the Cycle of Deprivation Programme compared to Oxford City, Oxfordshire as a whole and England. These are a sub-set of a group of outcomes used as a barometer of success for the programme.









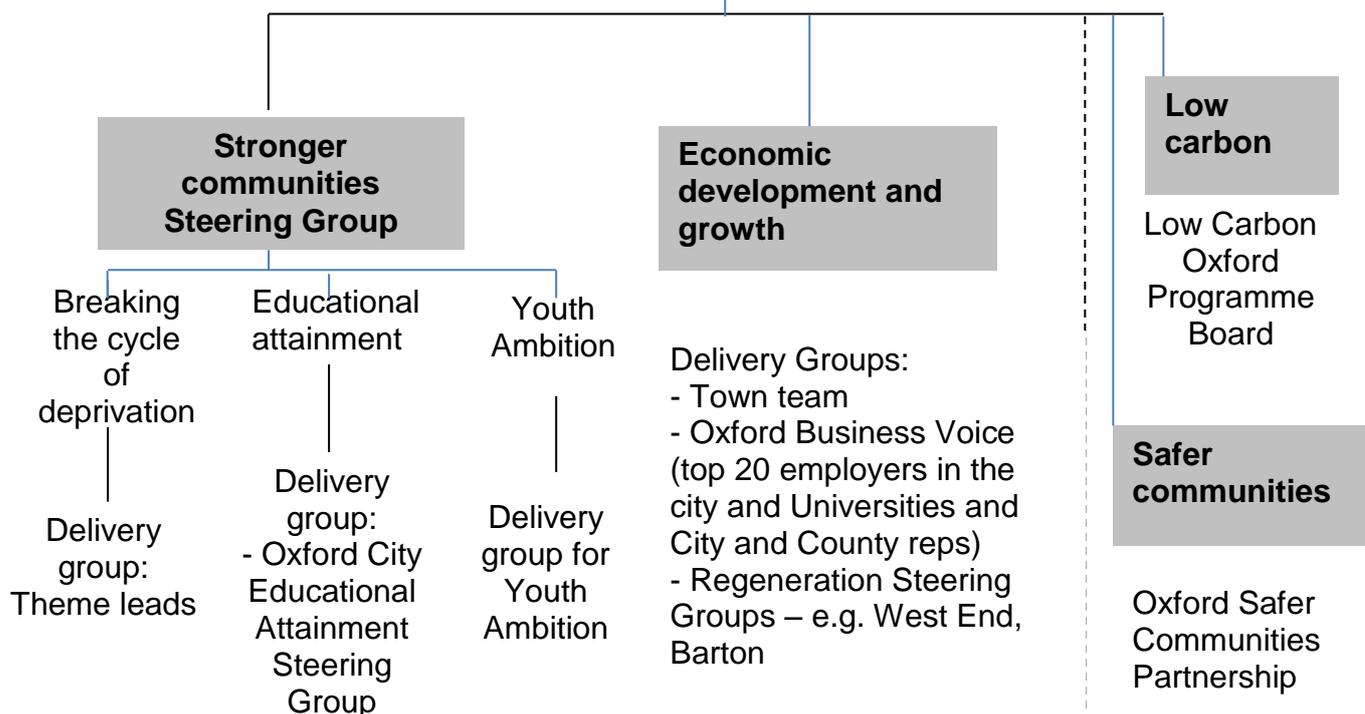
Annex 4 Governance arrangements

Oxford Strategic Partnership – Leadership Group

Meets annually

Oxford Strategic Partnership – Steering Group

Meets up to six times a year



Participation and Engagement

Representation on the Stronger Communities Steering Group

- Public Health, Oxfordshire County Council
- Oxford City Council (Coordinator)
- Thriving Families Programme Coordinator, Oxfordshire County Council
- OCVA
- Thames Valley Police
- Skills Bureau, Oxfordshire County Council
- Community Safety, Oxford City Council
- Head of Housing, Oxford City Council
- Education Attainment Specialist Advisor to Oxford City Council
- Oxfordshire Clinical Commissioning Group, City Locality Lead
- Oxford Health NHS Trust
- Communities and Neighbourhoods, Oxford City Council
- Policy, Culture, and Communications, Oxford City Council
- Oxfordshire County Council (Children and Families)
- Job Centre Plus
- Oxford Strategic Partnership
- Business Transformation, Oxford City Council

Annex 5 Budget

Item	Expenditure 2010-11	Expenditure 2011-12	Expenditure 2012-13
1. Funding for work in conjunction with Brighter Futures in Banbury			
Family intervention project (City and Banbury)	100,000		
Theme leads meeting (City and Banbury)	2500		
Theme leads meeting (City and Banbury)	434		
Training event on community enterprise (City and Banbury)	727		
Programme manager	57410		
Administration	39		
Evaluation (City and Banbury)	5000		15000
total			181110
2. Funding for projects in Oxford City			
Oxford Aspire social recruitment	33000		
Oxford Barton Learning partnership	12400	7600	
NEET screening (City)		10000	
Reachability		11565	
Fusion Leisure (City pilot for vulnerable clients)		1360	
Regeneration Framework revision			20000
Dovecote nursery, Blackbird Leys			35000
Smoking Advice Service – smoke free pledges			3,620
Skills For Living			4,677
Let's cook it, Barton			9190
			14,400
Annual total	45400	30525	86887
Total			162,812