

Team Bury Community Cohesion Plan 2013 - 2016

shaping towards attempt protect progress
allows flourish development pressures communities
Cohesion

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Document Version Control		
Issue Number	Issue Date	Summary of changes
6.1	9 th November 2012	Amended detail



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Foreword



Councillor Sandra Walmsley

Cabinet Member for Community Development and Chair of the Team Bury Communities Group

Our vision is of a borough in which everyone can prosper, where there is respect and tolerance between our diverse communities within the borough and where the responsibilities of being a citizen of Bury is widely accepted.

Cohesion is an attempt towards shaping the progress and development of communities in a way that allows them to flourish, whilst building a community's ability to protect itself against harmful outside pressures

Ensuring that all residents of Bury are able to live in cohesive communities is primary to all that we do. The guiding principles for this are rooted in the Bury Values Prospectus.

The Prospectus emphasises our desire for Bury to be a place where people from all kinds of backgrounds have equal life opportunities, where people have respect for the law, whilst feeling safe and secure, a place where the views of people are listened to and acted upon, and a place where people have the right to self-determination except when this impinges on the rights of others.

How people feel about themselves, their neighbours and where they live is influenced by economic issues, opportunities to learn and develop their skills and to make a positive contribution to the decisions that affect their lives. Team Bury, Bury's Local Strategic Partnership, which is an inclusive partnership bringing together representatives from the voluntary, community, public, business and government agencies, is committed to building a cohesive society where all feel they have a stake in building a positive and prosperous future.

As we continue to strengthen our cohesive communities, this Plan will form a vital part of our efforts to realise the nine ambitions set out in our Community Strategy. Ultimately, it will underline our pledge to make Bury 'a great place in which to live, work, visit and study.'

This Plan demonstrates our firm commitment to building, maintaining and developing community cohesion throughout the borough.

National Context

'Creating the Conditions for Integration' sets out the Government's commitment to Community Cohesion and Integration. The emphasis is on working to help citizens and communities take action to solve their own problems and create neighbourhoods that are strong, attractive and thriving. The aim is to ensure that citizens are able to make the best of their communities, sweeping away barriers so that they are able to take action to overcome difficulties such as community conflict, extremism, deprivation and disadvantage.

There are five key factors the Government believe contribute to integration and cohesion:

1. Common ground - A clear sense of shared aspirations and values, which focuses on what we have in common rather than our differences
2. Responsibility - A strong sense of our mutual commitments and obligations, which brings personal and social responsibility
3. Social mobility - People able to realise their potential to get on in life
4. Participation and empowerment - People of all backgrounds have the opportunities to take part, be heard and take decisions in local and national life
5. Tackling intolerance and extremism - a robust response to threats, whether discrimination, extremism or disorder, that deepen division and increase tensions.

This approach to community cohesion and integration is complementary to the wider Government commitments to equalities and social mobility, including the Equality Act 2010, Equality Strategy, and Social Mobility Strategy.

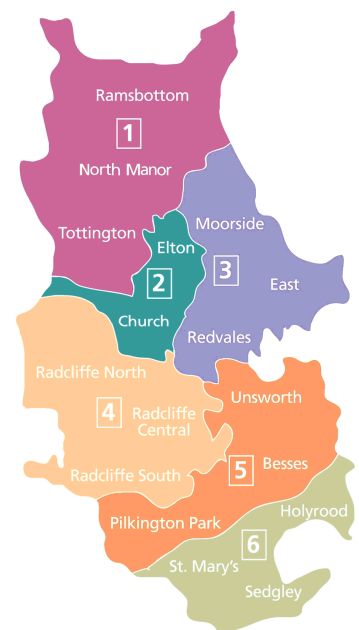
The priority themes identified within this Cohesion Plan both reflect and support this vision. Work undertaken through this Plan will help to ensure that Bury continues to be a place where people of all backgrounds can live together safely, happily and with a sense of belonging.

Local Context

Bury's diversity is one of its strengths. Our six townships are home to numerous and distinctive communities. Community cohesion is at the heart of what we do and is reflected in Team Bury's ambitions of "the place to live in Greater Manchester" and "each township thriving" as articulated through the Community Strategy 2008-2018.

Our Plan recognises that communities may define themselves in a variety of ways, i.e. neighbourhood, ethnicity or culture, age group, faith, disability, sexual orientation, language, gender or other interests.

Community cohesion in Bury describes the ability of all these communities to function and grow in harmony together rather than being divided. Our aim is to continue to build communities where people feel confident that they belong and are comfortable mixing and interacting with each other, particularly with people from different ethnic backgrounds or people of a different faith.



The process of integration is about helping positive relationships to develop between different groups, towards a shared understanding and common values.

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."

— **Margaret Mead (American cultural anthropologist)**

Understanding our Communities

Bury is a truly distinctive place, home to numerous communities. As outlined above, these communities may define themselves in a variety of ways and we recognise that cohesion is important to all these communities. The key headlines are as follows:

Demography: Projections forecast that Bury's population will increase from 185,400 to 193,000 by 2022, but this period will also see a significant shift in the age balance. By 2022, the population over 65 is forecast to increase by 29% with a 53% increase in the over 85 population. Over 6% of Bury's population is made up of ethnic communities with the largest group being Pakistani at 3% of the population. Indians are the second largest group representing 1.4% of the population. The largest concentration of non-white residents is in East Ward where ethnic groups make up over 20% of residents.

Economic Outlook: The UK economic climate remains challenging. In Bury the number of youth claimants has reduced by 1.9% (30 people) to 1,510. Whilst this is a step in the right direction, it is much lower than the decrease at Greater Manchester (-7.0%), North West (-7.7%) and National (8.7%) levels. Youth unemployment for 16-24 year olds accounts for 30.2% of the total JSA claimants which is a higher than the Greater Manchester (29.5%), North West (30.2%) and National (28.9%) averages.

Faith and religion: Bury's diversity is also reflected in religious following, where residents categorise themselves as being 74% Christian, 5% Jewish, 4% Muslim and 15% expressing that they had no particular religious affiliation. At the 2001 census, 26% of the population of Sedgley and 22% of the population of Pilkington Park stated their religion as Jewish. This is reflected in the cross boundary Jewish community located in the south of the borough.

Disabilities: 6% of the population in Bury are claiming some form of disability or incapacity benefit (as of February 2012). This is above the National average of 5%. Changes to the benefits system, especially in relation to non-working adults, will have a bearing on how employers are able to cope with a more diverse workforce.

Migration: Since 2007/08, the number of overseas nationals who have settled in Bury and have applied for a National Insurance Number is 4,375. This constitutes less than 0.01% of the population. Over the last 4 years there has been a downward trend of approximately 150 individuals per year.

Asylum Seekers: Since 2001, the number of applications for Asylum in the UK has fallen by over 50,000 from a high of 70,000 in 2001 to just over 20,000 in 2011. The number of Asylum Seekers in the North West constituted 27% of the National total (5,596). Numbers for Bury have risen slightly over the last two years from 345 in October 2010 to 357 in March 2012. This is approximately 6% of the North West total.

Closing the Gap: Although we do not display widespread deprivation at a borough level, there are pockets of deprivation throughout Bury that have deep-seated problems which adversely affect the life chances of many people who live in them. It is recognised that action on a range of fronts, by all Team Bury partners at a local level, is needed to tackle these inequalities that exist within our communities.

Community Cohesion Plan – Key Objectives

The Strategic Objectives within this Community Cohesion Plan have been developed on the basis of detailed local knowledge, aspirations of the Values Prospectus and the five key factors contributing to integration identified in the Government paper 'Creating the Conditions for Integration'. It is proposed that the Community Cohesion plan is developed, implemented and reviewed around the following objectives:



Leadership

Objective 1 – Develop strong leadership within communities in the Borough



Engagement

Objective 2 – Encourage active engagement by communities in the Borough



Values & Belonging

Objective 3 – Develop shared values and a sense of belonging within communities across the Borough



Confident Citizens

Objective 4 – Develop confident citizens of the Borough



Safety & Resilience

Objective 5 – Develop safe and resilient communities across the Borough



Communication

Objective 6 – Develop a Borough that communicates effectively

The following sections provide more details about our aims and success measures relating to each of these priority themes.



Objective 1) Develop strong leadership within communities in the Borough

Strong leadership is essential to community cohesion. Clear leadership is needed when it comes to making and explaining difficult decisions on local issues. Leaders should exhibit honesty, show courage and be determined. Effective leadership will foster greater engagement with local communities.

“Leaders must be tough enough to fight, tender enough to cry, human enough to make mistakes, humble enough to admit them, strong enough to absorb the pain, and resilient enough to bounce back and keep on moving.”

- **Jesse Jackson (Civil Rights Activist)**

Aims:

- **Provide strategic leadership for community cohesion in the borough**
 - Communities Group re-established as the Team Bury accountable body to oversee Community Cohesion Plan development
 - Bury Council appointed Cabinet member for Community Development with responsibility for Community Cohesion and Integration
- **Promote the mainstreaming of community cohesion in the planning and delivery of services**
 - Managers from Team Bury agencies receive Equality Analysis training
 - Public Sector agencies adhere to legal duty of producing an annual Equality Objectives report
 - Bury Insight made available for those living and working in Bury. This is an online interactive data and information resource to help us better understand our communities.
 - Elected members receive ongoing training and development input on Community Cohesion
 - Ensure Team Bury partners embed community cohesion in their planning and practices
 - Support young people as our leaders of tomorrow



Objective 2) Encourage active engagement by communities in the Borough

Strong community engagement underpins community cohesion. As a partnership we will continue to strengthen our engagement with communities, ensuring that residents feel they can shape the area in which they live.

An agreed local vision, arrived at through engagement with the community and advocated by strong leaders, will reduce the risks to cohesion. In building fair and more equal communities, we will work to eliminate unlawful discriminatory practices and promote equal opportunities on a borough-wide basis.

Community engagement is the process of involving people in decisions that affect them. It is only by listening to the experiences and ideas of people who live in these communities that we can find solutions that will make a lasting difference. Strong leaders can have a unique role in providing a focus for community engagement and empowering local communities.

"If we want a beloved community, we must stand for justice, have recognition for difference without attaching difference to privilege."

- **Bell Hooks (American Author)**

Aims:

- **Promote community engagement as a key element to service planning and delivery**
 - Team Bury will agree a set of principles for engagement which will underpin the way in which they work with communities across the Borough. An Action Plan will be developed around these principles.
 - Help communities develop strategies for engaging in healthy lifestyles
 - Encourage access to learning opportunities in the community
- **Work in partnership through the Township Forums and other engagement structures, to assist communities in harnessing their strengths to address priority issues**
 - Township Plans developed, monitored and implemented.
 - Team Bury partners provide opportunities for communities to engage in local decision making bodies, e.g. Township Forums, Healthwatch, Patient Cabinets, etc.
 - Community projects are delivered by community groups
 - Provide access to advice and support to help communities understand and manage the impact of welfare reforms
- **Develop and promote a volunteering strategy for the Borough**
 - Develop a Bury Volunteering Strategy to promote volunteering within the Borough



Objective 3) Develop shared values and a sense of belonging within communities across the Borough

Local communities across the Borough need to demonstrate a strong sense of belonging. This is underpinned by developing a set of shared values that are resonant in all of our communities, including newly arrived groups.

Our efforts will be aimed at fostering a shared future that will work against the potential divisions of tomorrow. Volunteering and engaging in local structures can increase confidence in an area and strengthen residents' sense of belonging. Equally it is crucial that all members in the community feel connected.

A sense of pride and belonging provides a strong foundation for cohesion and research has shown that there are health benefits to those who feel they belong to their community. Work undertaken in this plan will support partners and community's who are currently working together, in reducing levels of ill health and in encouraging individuals to engage in healthy activities.

"Whatever we possess becomes of double value when we have the opportunity of sharing it with others."

- **Jean-Nicolas Bouilly (Playwright)**

"Belonging is feeling connected to the people and places where I live"

- **Bury resident**

Aim:

- **Promote activities that bring communities together and build a shared sense of place and belonging**
 - Promote Asset Based Community Development approaches (sourcing and then building on the existing strengths that communities already have, enabling communities to help themselves)
- **Promote civic pride and citizenship**
 - Use of 'Made in Bury' branding to compliment a variety of initiatives, such as B3SDA Volunteer Celebration event
 - Work in partnership to ensure delivery of English for Speakers of other Languages (ESOL) provision in the Borough is maximized
- **Challenge discrimination, prejudice and isolation and encourage all groups within Bury to feel part of the community**
 - Supporting a number of events and initiatives, such as Holocaust Memorial Event; International Day Against Homophobia; Black History Month; Bury's Light Night; Rainbow March; Faith festivals; Redeeming Our Communities CAFÉ, International Women's Day
 - Encourage involvement in Health and Wellbeing initiatives, including Leisure activity

involved
Self-esteem
part of
ability
respect
encourage
Confident Citizens
identity participate value community
challenge

Objective 4) Develop confident citizens of the Borough

Bury is a diverse, tolerant and welcoming place. But to maintain this, there must be a "whole community" approach. Citizens of all ages have a part to play in the future of Bury. It is vital that we encourage the participation of all sections of the community in all that we do.

We must ensure that this involvement translates into real outcomes and gives the community the opportunity to make changes locally. This comes through our ability to challenge injustice and inequalities, have respect for people, have a sense of identity and self-esteem and have a value and respect for diversity.

The Supporting Communities, Improving Lives Programme builds on existing work both within Bury and across Greater Manchester to improve and reform public services for those families who may be defined as troubled, complex or experiencing multiple problems. The programme addresses Team Bury's priority of "Managing complex needs in communities and neighbourhoods and promoting personal responsibility" and incorporates the delivery of Bury's commitment to the national Troubled Families programme.

"The job of a citizen is to keep his (or her) mouth open."

- **Gunter Grass (Author and Playwright)**

Aim:

- **Work in partnership to support schools and colleges in promoting community cohesion in their communities**
 - Bsafe Bcool (Community Safety awareness and Cohesion project in Bury Secondary Schools aimed at Year 9 pupils)
 - Engaging with Circles of Influence events (Annual young peoples engagement event)
- **Develop stronger relationships with and among different faith communities**
 - Engage with faith group initiatives currently serving the wider community
 - Develop relationships with faith leaders
 - Promote dialogue and co-operation between different faith leaders and communities
- **Continue to provide positive activities for young people**
 - Involve young people in decision making e.g. Youth Cabinet, Township Forums, Healthwatch
 - Support 'youth engagement' activities – e.g. Safe for Summer
 - Young peoples representative on local community groups – e.g. Friends of parks



Objective 5) Develop safe and resilient communities across the Borough

Resilience is the ability to work with adversity in such a way that one comes through it unharmed or even better for the experience. Much of our resilience comes from community—from the relationships that allow us to lean on each other for support when we need it.

Crime, the fear of crime, perception of crime and neighbourhood tensions all represent significant threats to the cohesiveness of our communities. Additionally, it is vital that we tackle the perception of crime and recognise how this can impact on a sense of belonging in our neighbourhoods.

As a Borough we must foster a shared responsibility to recognise a variety of abusive behaviours, and provide clear mechanisms that allow the effective safeguarding of those at risk. In creating cohesive communities we must also ensure that effective tension monitoring systems are in place and that, where issues are identified, measures are swiftly adopted to defuse such tensions.

"Fall seven times, stand up eight."

- **Anonymous**

Aim:

- **Continue to develop work to promote confidence and reassurance to tackle the fear of crime**
 - Reports from Community Safety Partnership and Police and Communities Together (PACT) meetings to Township forums on success stories
 - Partners linking into GMP's confidence and satisfaction survey
- **Tackle and combat hate crime and improve the reporting of hate crime**
 - Continue the development of 3rd Party Hate crime reporting centres, including additional centres developed for the needs of disabled groups
 - Partners linking into existing equality work in schools
 - Raising awareness of exploitation of Learning Disabled individuals (so called Mate Crime)
- **Work to support local communities in increasing their own personal resilience to extremist ideologies**
 - Multi-agency work carried out to ensure Safeguarding of vulnerable individuals at risk of being drawn into Violent Extremism
 - Ensuring that safeguarding against Extremism is mainstreamed into strategic and tactical plans across all partnership areas of work



Objective 6) Develop a Borough that communicates effectively

Cohesive communities are achieved through effective and appropriate communication. If done well, it gives everyone the chance to contribute to improvements and developments within the community. It is important that we communicate and promote good news stories for the borough to increase pride and shared belonging.

In order to have effective communication in a community, you must have more than one channel through which this occurs. We all give, receive and process information in different ways. This plan will help partners by outlining the multiple lines of two-way communication which should be used to reach our diverse communities. This will allow every local resident to contribute fully to the life of their community.

"The single biggest problem in communication is the illusion that it has taken place."

- **George Bernard Shaw (Irish playwright)**

Aim:

- **Continue to develop methods to measure perceptions and satisfaction in the Borough**
 - Through positive reporting in local press
 - Using Community Voice (a panel of local residents whose views will be sought on a range of issues on a quarterly basis) to collect cohesion data/information
 - Improved social media capability, including the use of twitter at public meetings
 - Active communications engagement with communities
- **Develop easily accessible local information systems**
 - Welcome to Bury Booklet online
 - Promoting the Bury Insight website where a wide range of data relating to Bury is stored
 - Encourage the provision of information in accessible formats for all sections of the community

A word cloud graphic with the word 'Measures' in large yellow font at the center. Surrounding it are several other words in black font of varying sizes and orientations: 'develop', 'range', 'comprehensive', 'indicator', 'contributing', 'factors', 'monitoring', 'provide', 'assessing', and 'communities'.

Measuring community cohesion

In assessing levels of Community Cohesion, Team Bury will measure a range of contributory factors in order to monitor progress. This will be done using a number of indicators to help gauge cohesiveness in its local communities. The results will feed into future discussions and plans in the development of services in Bury.

In assessing levels of Community Cohesion, Team Bury will measure a range of contributory factors in order to monitor progress. These measures will be agreed through the Team Bury Communities Group using information from existing surveys, including the Council's 'Community Voice' annual survey.

Next Steps

A more detailed action plan will be developed from this Plan which will outline the specific individual and cross-partners action that will be necessary to realise the aims and objectives of the Community Cohesion Plan 2013 – 2016.

A review of the action plan will be conducted on an annual basis, using appropriate expertise within the Team Bury Communities Group.

This Plan will be monitored/implemented against the agreed indicators of community cohesion listed above and within each section.