

Whitefield & Unsworth Township Forum

**Our Township Area Plan:
2012-15**

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Welcome to Whitefield and Unsworth Local Community Plan

Thank you for taking the time to read the Whitefield and Unsworth Township Plan. This document provides details on how we plan to tackle some of the local issues we face as a community.

Over the past months, we have had round table discussions at Township forum meetings where Councillors, Community representatives and other members of the public were present and able to give us their views and share ideas. From this, and other statistical information, we have been able to identify our priority areas for the next three years.

This plan outlines how we will continue to make progress towards the vision for our Township to promote better outcomes for the social, health, economic, and environmental well being of people within our community

Despite the challenging economic climate we continue to strive for improvement, working together with our communities and partner agencies such as the Council, Police and Fire service, health services, faith groups and so on. We have a strong, dedicated, skilled and committed partnership that is working on a range of projects to help us deliver our priorities and improve the quality of life for residents in our community.

Bury Council has a number of key objectives that underpin its work; delivery of this plan will support these objectives.

- Reducing poverty and its effects
- Supporting our most vulnerable residents
- Making Bury a better place to live
- One Council, One success together

We would like to thank all our partners and residents for their continued efforts in supporting the Township Forum and the important work it does for the community of Whitefield and Unsworth.

Councillor Ken Audin
**Chair,
Whitefield and Unsworth
Township Forum**

Who we are and what we do

Whitefield and Unsworth Township Forum welcomes those who live, work, or have an interest in the area. The forum meets at local venues such as community centres and schools. These meetings are public meetings and we strongly encourage everyone to come along. Discussions are fed back to Bury Council and its partners for appropriate action.

Whitefield and Unsworth Township Forum is a constituted council committee consisting of all the elected members representing our area and a co-opted advisory group of local representatives from the business community, voluntary organisations and community groups. There are up to nine members on each Advisory Group and a place is also reserved for a young person's representative.

The forum empowers our communities, promotes the debate of local issues and brings decision making closer to our residents. It seeks to harness the many strengths and assets we have in place here in Whitefield and Unsworth, including local groups, strong community networks, talented young people, charities and voluntary groups, to work through these issues as a strong and committed partnership.

For further information about your Township Forum please visit [Township Forums](#) or contact Kim Griffiths, Township Co-ordinator on 0161 253 6349, or by email at k.griffiths@bury.gov.uk

Some facts about Whitefield & Unsworth

Demography: Bury has a population of 183,800. Of these, approximately 29,660 live in Whitefield and Unsworth.

Of the population of Whitefield and Unsworth, 69% are Christian. 11.6% are Jewish and 16.5% have no religion or do not say what religion they are.

Deprivation: In terms of measuring deprivation, England is split into small areas called super output areas (SOA). Each SOA represents approximately 1500 residents. And deprivation is measured over 7 domains: income, employment, health, disability, education and training, barriers to housing and services, living environment and crime. In England there are 32 482 SOAs. In the borough of Bury there are 120 SOAs. Each SOA is given a ranking, with 1 being most deprived.

Whitefield and Unsworth has 3 super output areas in the top 10% for England. 2 of these are concentrated in Besses ward and one in Unsworth (bordering the Besses Ward). Conversely. Stand and Outwood are within the 15% least deprived SOAs in the country.

Closing the gap: Although Whitefield and Unsworth is generally seen as an affluent area, there are clearly pockets of deprivation and inequalities, which adversely affect the life chances of many people who live in them. These inequalities between our neighbourhoods mean poorer health, lower levels of education and skills, higher crime and unemployment for people living in these areas. The area plan aims to close the gap so that the lives of those in the most deprived areas are improved.

Our Assets: Whitefield and Unsworth has much to be proud of, it is a popular place to live, it has some beautiful parks and green spaces, and active and enthusiastic friends groups to ensure that these spaces are well maintained. The area is diverse and the interfaith group in Whitefield celebrates the different religions and cultures. Whitefield business group is a very active group, encouraging new businesses and helping existing ones to thrive. The business group actively promotes and leads on local events such as the Halloween festival. There are also thriving sports clubs, uniformed organizations, and active Tenants and residents groups that are well represented on the township forum, so all in all there is a lot to be celebrated in this area.

Together we can achieve more!

Whitefield and Unsworth Township Forum aims to promote better outcomes for the social, health, economic, and environmental well being of people within our community.

We can achieve this by working together to achieve a number of key outcomes:

Key Outcomes:

Our Plan will contribute to the following outcomes:

- Improved health and wellbeing
- Improved employment opportunities
- Educational Attainment/learning
- Community Safety
- Community Pride and belonging

Making a difference

We will measure our performance as follows:

- We will monitor the action plans which support delivery of these outcomes
(updated action plans will be shared at each meeting)
- Bi-annual performance reports in relation to the above outcomes (presented to our Township Forum)

Everybody's Involved

Our Township Area Plan has been drawn together in a number of ways. We have used our knowledge of local people's priorities to focus on those issues which matter most to local people.

Key Group	How have they influenced the Township Area Plan?
Residents	<ul style="list-style-type: none"> • Consultation activities • Township Forums- open forum issues and round table discussions • PACT meetings
Councillors	<ul style="list-style-type: none"> • Direct involvement in the development of the objectives for this plan • Consultation activities • Township Forums
Research and Demographic Information	<ul style="list-style-type: none"> • National research and intelligence • Local Health Data • Ward profiles • Intelligence gathering
Partner Organisations	<ul style="list-style-type: none"> • Police and partner meetings • Six town Housing • Council departments • Primary Care Trust/ health authority

There will be further opportunities for you to **get involved** and **have your say** on a range of issues. Your views are really important to us so make sure you take part. Please come along to our Township meetings- you will be made very welcome.

WHITEFIELD & UNSWORTH
Our Action Plan for
2012-13

Outcome: Improved Health and wellbeing

There are 3 key areas (SOAs) around Besses Ward that are in the top 10% in the country. Main areas of concern are around smoking levels, teenage conceptions and childhood obesity.

Late presentation of cancer in Whitefield is a problem and people need to be encouraged to be aware of symptoms and early detection.

ISSUE – What needs to be achieved	ACTIONS/OUTPUTS – How can we work towards addressing this issue?	LEAD AGENCY- Who should take responsibility?	MILESTONES	BY WHEN?
Take health to the communities	Re-instate Besses Health Group to work together to close gaps in health inequalities and create plan to include health awareness days, exercise and smoking cessation Explore possibility for additional pharmacy facility in Besses Ward	Lead- Butterstile Children's Centre Multi agency group	Set up meetings and identify all key partners Create plan of action relating directly to inequalities in Besses ward	September 2012 October 2012
Take people to health	Work with First Bus to explore opportunities to improve bus services to Blackford House Health Centre	Township Co-ordinator, First Bus	First Bus and Transport for Greater Manchester at Township Forum meeting	July 2012
Encourage healthy eating and healthy lifestyles	Development of allotment sites at Boz park	Friends of Boz Park Environmental and Development Services	Investigate potential for funding and type of allotment site	October 2012

Outcome: Improved Employment Opportunities

Besses Ward has 6.1% job seeker allowance claimants. Of the 263 JSA claimants in Besses ward, 115 are youth claimants – this is the 4th highest in the Borough. Seeking and getting to work may mean travelling outside the immediate area, and poor transport links to some employment sites makes it difficult

ISSUE – What needs to be achieved	ACTIONS/OUTPUTS – How can we work towards addressing this issue?	LEAD AGENCY- Who should take responsibility?	MILESTONES	By When?
Bring work to people	Sustainable travel plans and regular and reliable bus service to Pilsworth Encourage new businesses to Pilsworth site with a view to employment opportunities for local people	Township forum members	First Bus and Transport for Greater Manchester reps at township Forum meeting	July 2012
Support actions to help get young people into work	Engage with local businesses to sponsor and support employment programmes such as “Backing Young Bury” Explore possibilities for Job fairs/ job clubs and ways to raise awareness re opportunitites	Job centre Plus Besses Health & Inequalities group	Meet with Job centre plus and Besses Health and Inequalities group to investigate venue for a job club in the area	September 2012

Outcome: Educational Attainment/learning

Whitefield and Unsworth, like the rest of the Borough have great schools with dedicated staff. However there is evidence to show that fewer children continue into higher education from the Besses ward compared with the rest of the Borough. There is also evidence that children in Besses ward generally are underachieving at key stages 2, 3 and 4

Issue – What needs to be achieved	ACTIONS/OUTPUTS – How can we work towards addressing this issue?	LEAD AGENCY- Who should take responsibility?	MILESTONES	By when?
<p>Improve information sharing across all agencies to deal with the most complex families.</p> <p>Explore opportunities to improve inter-agency working in order to reach families with young children and babies as early as possible</p>	<p>Re-instate Besses Health Group to work together to close gaps in health inequalities and improve communication between partner agencies</p>	<p>Besses health Group Multi agency</p>	<p>Set up meetings and identify all key partners</p> <p>Create plan of action relating directly to inequalities in Besses ward</p>	<p>September 2012</p> <p>October 2012</p>
<p>Ensure children are "school ready"</p>	<p>Support for parents in most need</p> <p>Encourage reading from early age</p>	<p>Reaching Families</p>	<p>Book start initiative</p>	<p>July 2012</p>

Outcome: Community Safety

In Whitefield and Unsworth there has been significant success in the reduction of anti social behaviour and we want to see that continue to reduce. However perception of crime continues to be relatively high which indicates that more needs to be done to reassure people.

Issue – What needs to be achieved	ACTIONS/OUTPUTS – How can we work towards addressing this issue?	LEAD AGENCY- Who should take responsibility?	MILESTONES	By when?
<p>Improve communication of good news stories</p> <p>Continue partnership working</p>	<p>Regular partnership meetings to identify and quickly deal with emerging issues.</p> <p>Regular reports to Township forums re actions and successes with partner work.</p>	<p>Township co-ordinator/ police inspector</p>	<p>Regular monthly meetings being held with range of key partners, housing providers, youth services, police, environmental health, rangers.</p>	<p>Ongoing</p>
<p>Proactive work around young people.</p>	<p>Work with volunteers to provide youth facilities and activities</p> <p>Introduce Youth PACT meetings</p>	<p>Six Town Housing/ Youth services/ police</p> <p>Police</p>	<p>Introduce youth facilities for Victoria Estate</p> <p>Youth PACT meetings introduced.</p>	<p>April 2012</p> <p>January 2012</p>

Outcome: Community pride and belonging

Whitefield and Unsworth is a great place to live, work and visit. There are low levels of crime and anti social behaviour compared to other areas. There is some beautiful green open space and park areas that are very much valued throughout the area and we want to instill a greater pride in the area for now and future generations.

Issue – What needs to be achieved?	ACTIONS/OUTPUTS – How can we work towards addressing this issue?	LEAD AGENCY- Who should take responsibility?	MILESTONES	By when?
Instill pride and responsibility in area around litter, graffiti etc	Positive promotion of Whitefield as a nice place to live Identification and reporting of litter and grot spots Work with payback team	Township forum members	Positive promotion via events, publicity	Ongoing
Support for Parks groups/ protection of parks and conservation areas	Increase membership of parks forums- encourage young people’s involvement	Friends of parks groups	Meet with young people and encourage them to join Friends of Whitefield parks	October 2012
Support parks events- ensure delivery of key events	Boz park fun day Halloween Fest Holiday activities for young people	Friends of Boz park Whitefield Business Group Ranger, Sports devpt	Successful delivery of event Successful delivery of festival over 2 week period	July 2012 October 2012
			Source funding for summers hol activities	July/ August 2012

