

# **Whitefield & Unsworth Township Forum**

**Our Township Area Plan:**

**2012-15**

**(2013 update)**

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# Welcome to Whitefield and Unsworth Local Community Plan

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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 outcomes that underpin its work; delivery of this plan will support these outcomes.

- 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 Ann 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](mailto:k.griffiths@bury.gov.uk)

# Some facts about Whitefield & Unsworth ( Demographic information changed June 2013 to reflect 2011 census data)

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**Demography:** Bury has a population of 185,060. Of these, approximately 29,943 live in Whitefield and Unsworth.

Of the population of Whitefield and Unsworth, 60.5% are Christian, 11.4% are Jewish, 3.5% muslim, and 23.1% 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!

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**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

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

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**  
**2013-14**



## Outcome: Improved Health and wellbeing

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>Take health to the communities – Improve self care</p> <p>Forum support for Healthwatch and Patients cabinet</p>	<p>Improve awareness of appropriate use of doctors appointments and A&amp;E</p> <p>Support application for pharmacy provision in Besses Ward</p> <p>Identify health champions</p>	<p>Lead- Besses Children’s Centre Whitefield health and Inequalities working group</p>		<p>September 2012</p> <p>October 2012</p>
<p>A growth in participation 14-25 year olds and across adult population</p>	<p>Deliver activities which engage with communities and attract more people into regular physical activity</p>	<p>Sports and Physical activity Alliance (SPAA)</p>	<p>Applications submitted for Sportivate funding CSAF external funding Women and girls Activities</p>	<p>June 2014</p>
<p>Reduce Childhood Obesity and Encourage healthy eating</p>	<p>Development of allotment sites at Boz park</p>	<p>Friends of Boz Park</p>	<p>Investigate potential for funding</p>	<p>October 2013</p>
<p>Reduce fuel poverty and its affects</p>	<p>Promote “ECO Toasty 2013” to enable access to energy efficiency measures</p>	<p>Referrals to GM energy Advice Service 0800 009 3363 <a href="mailto:getmetoasty@manchester.gov.uk">getmetoasty@manchester.gov.uk</a></p>	<p>Results at end of financial year re no of measures, savings etc</p>	<p>April 2014</p>

## 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 4<sup>th</sup> 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

<b>ISSUE – What needs to be achieved</b>	<b>ACTIONS/OUTPUTS – How can we work towards addressing this issue?</b>	<b>LEAD AGENCY- Who should take responsibility?</b>	<b>MILESTONES</b>	<b>By When?</b>
Bring work to people	Regular bus service now to Pilsworth-explore possibility of re routing 154 for Sunnybank road residents  Encourage new businesses to Pilsworth site.	Township forum members	First Bus and Transport for Greater Manchester reps at township Forum meeting	December 2013
Support actions to help get young people into work  Opportunities for training and adult learning to support employability	Engage with local businesses to support employment programmes eg “Backing Young Bury”  Monitor success of Job Club at Besses Children’s centre  Pre work training and confidence building  Literacy and numeracy training  Identify venues for training	Bury Council staff  Besses Health & Inequalities group  Adult learning team/ Job Centre plus  TF members	Present “Backing Young Bury Scheme” at Whitefield Business group    Training delivered locally  Increased number of people equipped with skills to find work	September 2013  Ongoing  April 2014

## Outcome: Educational Attainment/learning

Whitefield and Unsworth, like the rest of the Borough have great schools with dedicated staff. However there is some evidence to indicate that, generally, 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

<b>Issue – What needs to be achieved</b>	<b>ACTIONS/OUTPUTS – How can we work towards addressing this issue?</b>	<b>LEAD AGENCY- Who should take responsibility?</b>	<b>MILESTONES</b>	<b>By when?</b>
<p>Improve information sharing between local community and central organizations re learning needs locally</p> <p>Map current provision</p> <p>Deliver more learning opportunities in the community to make learning more accessible</p>	<p>Community Learning Partnership representative to take Whitefield &amp; Unsworth issues to meetings</p> <p>Identify gaps in learning opportunities</p> <p>Offer taster courses</p> <p>Identify suitable venues for adult learning facilities</p>	<p>Adult learning. Township Forum members</p> <p>Adult learning/ Township Forum</p> <p>Six Town Housing</p>	<p>A range of learning opportunities developed that respond to local needs and reflect the views of local people</p> <p>Increase in number of learning venues in communities</p> <p>Increase participation in adult learning locally</p>	<p>April 2014</p> <p>April 2014</p>
<p>Children’s learning-Ensure children are school ready</p> <p>Encourage early reading</p> <p>Encourage children to “think big”</p>	<p>Support for parents in most need - Increase family learning</p> <p>Embrace and celebrate gifted and talented children</p>	<p>Children’s centres</p> <p>Schools/ Township forums</p>	<p>See health and Inequalities Action plan</p> <p>Celebration and publicity of children’s achievements</p>	<p>April 2014</p>
<p>Food sleep lifestyle and exercise all contribute to being fit and ready to learn</p>	<p>Engage women and teenage girls in sport and fitness</p>	<p>Sports Partnership Activity Alliance</p> <p>SAPAS</p>	<p>More women and girls taking part in regular physical activity</p>	<p>By 2014</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.

<b>Issue – What needs to be achieved</b>	<b>ACTIONS/OUTPUTS – How can we work towards addressing this issue?</b>	<b>LEAD AGENCY- Who should take responsibility?</b>	<b>MILESTONES</b>	<b>By when?</b>
<p>Continue partnership working</p> <p>Raise awareness of ASB/ personal safety?crime/ drugs amongst school age children</p>	<p>Regular partnership meetings to identify and quickly deal with emerging issues.</p> <p>Regular PACT Meetings- Good Publicity to increase involvement</p> <p>Bsafe BCool project to year 9 pupils</p>	<p>Township co-ordinator/ police inspector</p> <p>Police: support from Council staff schools, Bury college, Six Town Housing, partner agencies</p>	<p>Regular meetings being held with range of key partners, housing providers, youth services, police, environmental health</p> <p>Positive reporting of success stories to township Forum and press</p> <p>Successful delivery of project in 2013 (Township Co-ordinator to report on project in Autumn)</p>	<p>Ongoing</p> <p>October 2013</p>
<p>Speeding traffic in residential areas</p> <p>School Parking Issues</p>	<p>Work with schools and local communities to endorse and assist in implementation of Streetsafe 20mph in residential areas</p> <p>Encourage schools to participate in "Safer School Parking Charters"</p>	<p>Highways</p> <p>Road safety Teams/ TF members</p>	<p>Successful implementation of 20mph schemes</p> <p>Successful implementation of charters</p>	<p>2013-15</p> <p>April 2014</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.

<b>Issue – What needs to be achieved?</b>	<b>ACTIONS/OUTPUTS – How can we work towards addressing this issue?</b>	<b>LEAD AGENCY- Who should take responsibility?</b>	<b>MILESTONES</b>	<b>By when?</b>
Improve Environmental Education and awareness  (see Get Me Toasty promotion above for fuel efficiency)	Promotion of Whitefield as a nice place to live  Encourage recycling via forums and members  Work with police to identify graffiti "Tags" Encourage shops to keep shop frontages clean and litter free	Township forum members    Police/ Forum	Positive promotion via events, publicity  Improved recycling rates  Less graffiti in area  Less litter  Cleaner shop frontages	Ongoing    April 2014
Encourage participation – new community groups	Encourage local clean up days/ events	Township forum members	Cleaner streets	
Support parks events- Promote volunteering to ensure delivery of key events	Boz park fun day Halloween Fest Holiday activities for young people Elms in Bloom	Friends of Boz park Whitefield Business Group SAPAS Elms TRA	Successful delivery of event 2014  Successful delivery of festival - Source funding for summer holiday activities  Successful event in 2013	July 2014  October 2014 July/ August 2014  August 2013

<p>Improve look and feel of Six Town neighbourhoods</p>	<p>Support for Elms in Bloom including funding towards the event</p> <p>Development of corners of Malten/ Sawley Ave –Elms Estate</p> <p>Development of Fruit Orchard for community use at the Wheatfields, Victoria Estate</p> <p>Gardening Club on Victoria Estate</p>	<p>Elms TRA</p> <p>Six town Housing</p> <p>Six Town housing</p> <p>Six Town Housing</p>		
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