

Prestwich Town Plan

2012 - 2015



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Welcome to Prestwich Township Plan

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

Last year we 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.

The 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 wellbeing of people in 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 services, 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; 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 Prestwich.

Councillor Paddy Heneghan
Chair, Prestwich Township Forum

Who we are and what we do

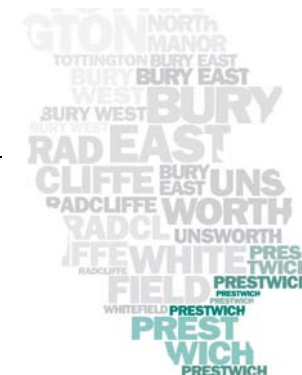
Prestwich Township Forum welcomes those who live, work, or have an interest in the area. The Forum meets at local venues such as community centres and schools. These meetings are public meetings and we strongly encourage everyone to come along. Discussions are fed back to Bury Council and its partners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

Prestwich 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 persons' representative.

The Township 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 Prestwich, 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 www.bury.gov.uk/townshipforums or contact:

Ruth Shedwick, Township Co-ordinator
0161 253 5327
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Some facts about Prestwich

(demographic information updated May 2013)

Demography:

Bury has a population of 185,060. Of these, approximately 34 290 live in Prestwich. Of the population of Prestwich, 50.1% are Christian. 17.2% are Jewish, 6.9% are Muslim and 24.2% have no religion or do not say what religion they are.

Deprivation:

In terms of measuring deprivation, England is split into small areas called lower super output areas (LSOA). Each LSOA represents approximately 1500 residents. 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 LSOAs. In the borough of Bury there are 120 LSOAs. Each LSOA is given a ranking, with 1 being most deprived.

Prestwich has 7 super output areas in the top 20% most deprived for England. Rainsough is in the top 10%.

Closing the gap:

Although much of Prestwich is generally seen as an affluent area, there are clearly pockets of deprivation and inequalities which adversely affects 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 Township Plan aims to close the gap so that the lives of those in the most deprived areas are improved.

Our Assets:

In spite of the disadvantages outlined above, Prestwich has much to be justly proud of, lots of beautiful green spaces and parks with active Friends groups, thriving sports clubs, residents groups and reformed Town Centre Regeneration Group, which supports existing businesses, and helps and encourages new ones to thrive. The annual Clough day, month long Festival, Carnival and music Festivals all attract thousands of visitors every year.

Prestwich 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:

Together we can achieve more!

Key Outcomes:

Our plan will contribute to the following outcomes:

Improved Health and Wellbeing

Health inequalities need to be addressed in key areas around the Rainsough area- in the top 10% Super output areas nationally. Smoking levels are high in Holyrood -21.6% (4th Highest in the Borough) and St Mary's -19.6% (5th highest in the Borough). Prestwich has the 2nd highest level of childhood obesity in both reception and year 6 pupils- in Sedgley 23% of pupils in year 6 are classed as obese.

Improved Employment Opportunities

It is acknowledged that there is a lack of employment opportunities locally, especially for young people with few or no formal qualifications. Most out of work benefit claimants in Prestwich live in the Rainsough area which is within the 5% most deprived super output areas in the country. 37.8% of children in Rainsough classed as living in poverty.

Improved Educational Attainment/Learning Opportunities

Prestwich, like the rest of the Borough have great schools with dedicated staff. However there is evidence to show that there is a link between children on free school meals and low attainment levels, and an ultimate link to youth unemployment. In January 2010 14.1% of pupils (671) were claiming a free school meal.

Improved Community Safety

In Prestwich 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.

Community Pride and Belonging

Prestwich 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.

Town Centre Regeneration

Protection of independent businesses and promotion of Prestwich as a destination and not just a place to drive through en route to the City has been an ambition of the local community for many years. Prestwich needs to increase spending and footfall if it is to thrive. Whilst the vacancy rate for shops is relatively low (8%) much work needs to be done to put Prestwich on the map.

Making a difference

We will monitor our performance as follows:

- We will monitor the action plans which will support delivery of these outcomes (an updated action plan will be shared at each Township Forum meeting)
- A bi-annual performance report to the township forum in relation to the above outcomes (presented to our Township Forum)

Everybody's involved

Our Township 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 Plan?
Residents & Community Groups	<ul style="list-style-type: none"> • Survey and 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 outcomes 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 – engagement • Council departments – views/input • 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. Come along to our Township Forum meetings - you will be made very welcome.

Prestwich Township Forum

Our Township Plan

2012 - 2015

(September 2014 update)

Outcome: Improved Health and Wellbeing

Health inequalities need to be addressed in key areas around the Rainsough area- in the top 10% Super output areas nationally Smoking levels are high in Holyrood -21.6% (4th Highest in the Borough) and St Mary's -19.6% (5th highest in the Borough). St Mary's ward has an older population than the borough average. Prestwich has the 2nd highest level of childhood obesity in both reception and year 6 pupils- In Sedgley 23% of pupils in year 6 are classed as obese

ISSUE What needs to be achieved	ACTIONS/OUTPUTS How can we work towards addressing the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Tackle Childhood obesity in Prestwich	Make most of IWIIW Phase 2 and promote £1,000 funding Identify girls options, family options Need to understand the JSNA data more	JSNA	Presentation to Township?	
Increase physical activity	Encourage others to do a bit more than normally do. Walking project? Promote community funding Deliver activities which engage with communities and attract more people into regular physical activity Ensure out of school provision/ holiday activities	Sports and Physical Activity Services (SAPAS)		

<p>Address social and health impact of welfare reform</p> <p>Reduce fuel poverty and its affects</p>	<p>Promote Little Bill £7,000 scheme to enable Prestwich residents access to energy efficiency measures. Plus opportunity of £12,000 to become show home</p> <p>Promote Little Bill £12,000 show home offer to Prestwich residents</p>	<p>Bury Council Energy team Township Forum GM Energy Advice 0800 009 3363 www.gmenergyadvice.co.uk</p>	<p>Promotion via schools, Children services and other organizations and events</p> <p>Results at end of financial year on number of measures installed, estimated savings etc.</p>	<p>April 2015</p>
<p>Encourage healthy eating for all</p> <p>Better access to fresh fruit and vegetables</p>	<p>Support and raise awareness of Incredible Edible</p> <p>Engage with public health team</p> <p>Publicise work done with schools and Children's Centres</p>	<p>Incredible Edible</p> <p>Children's Centres Township Forum</p>	<p>Increase potential for planters with herbs and vegetables for all</p> <p>Better promotion of healthy eating</p>	<p>Ongoing</p>

Outcome: Improved Employment Opportunities

It is acknowledged that there is a lack of employment opportunities locally, especially for young people with few or no formal qualifications. Most out of work benefit claimants in Prestwich live in the Rainsough area which is within the 5% most deprived super output areas in the country. 37.8% of children in Rainsough classed as living in poverty.

ISSUE What needs to be achieved	ACTIONS/OUTPUTS How can we work towards addressing the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Increased Apprenticeships for young people / Get young people into work	Support local schools / Governors Increase volunteering opportunities via publicity at township Form Encourage local businesses to support employment programmes such as "Backing Young Bury" Encourage small businesses to take on youngsters	Bury 3 rd sector development agency Job centre plus	Publicity information delivered locally	
Public Works/Local Works (e.g. Smart M/ways)	Ask that local labour be used 5 th year projects could guarantee apprenticeship			
Business Start up	Encourage more business start up			

	Match people wanting to start a business – expertise needed from enterprise partnerships (NWRDA)			
Tackle long term unemployment	<p>Promote Job club at Toodle Hill Children’s Centre</p> <p>Identify learning needs to support employability - Work with Job centre plus to identify and deliver courses</p> <p>Support Prestwich works for everyone - (not exclusively Jewish community)</p>		Increased no of people attending Job Club	
Jobs and training advice to harder to reach groups	Incentives to employ local people e.g. local employment at proposed Aldi store	JCom(with National Careers Service/ Bury College/ Council)	Increased number of visitors accessing jobs information, internet, joint surgeries	Ongoing
Communication links with large and small employers	Explore use of vacant space for new businesses	Regeneration Group		
Mixed Developments	Core Strategy v Local Strategy – future for genuine mixed developments			

Outcome: Improved Educational Attainment/Learning

Prestwich, like the rest of the Borough have great schools with dedicated staff. However there is evidence to show that there is a link between children on free school meals and low attainment levels, and an ultimate link to youth unemployment. In January 2010, 14.1% of pupils (671) were claiming a free school meal

ISSUE What needs to be achieved	ACTIONS/OUTPUTS How can we work towards addressing the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Further promotion of Adult education	Promote provision of adult education Deliver more learning opportunities in the community to make learning more accessible Identify gaps in learning opportunities & offer taster courses Community Learning Partnership representative - to take Prestwich issues to meetings	Adult Learning Township Forum Adult learning Community Learning Partnership –TF Representative	Increase participation in adult learning locally. A range of learning opportunities developed that respond to local needs and reflect the views of local people	
Retain local library resources	Ensure library remains as a resource for local community Increase the information about libraries and available not just via			

	email (look at other information) Make a connection between libraries and job centre plus			
Ensure children are 'school ready'	Jump start programme for 2-3 year olds Encourage reading. BOO project for nursery children - transition stages	Children's Centres	Delivery of projects via the Children's centres and updates on progress to township Forum	September 2015
Engagement with Young people on Polefield Estate	Chill out Zone, homework club and other activities on Polefield estate. Encourage volunteering	Six Town Housing TRA volunteers		Ongoing

Outcome: Improved Community Safety

In Prestwich there has been significant success in the reduction of anti social behaviour and we want to see that continue to reduce. Concern seems to be growing around the issue of speeding traffic in residential areas and irresponsible parking, especially around schools

ISSUE What needs to be achieved	ACTIONS/OUTPUTS How can we work towards addressing the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Safety around schools	Develop parking scheme around schools (less driver temper/fewer child injuries) Timed school run hours 8.30-9.30 and 3-4pm Keep left/time specific one-way routes School block (Kings Road School, Parkview School, Yesoday Ha Torah, Butterstile Lane/Sandy Lane) Encourage schools to participate in "Safer School Parking Charters" On-site traffic cones near schools to avoid poor parking	Road Safety team	Successful implementation of charters	
Speeding traffic in residential Areas	Extension of 20mph scheme. Extend Simister lane Project each way – Bury Old Road – Simister to help solve congestion around	Highways Dept	Successful Implementation of 20mph schemes	2013- 2015

	school areas			
Continue partnership working	Regular meetings to identify and quickly deal with emerging issues	Township Co-ordinator GM Police	Regular meetings with range of partners, housing providers, youth services, police, environmental health, rangers.	
Reduce fear of crime	<p>Improve PR on Crime Statistics. More publicity on crimes solved figures to reassure community and stop tabloid panic</p> <p>Regular PACT meetings good publicity to increase involvement</p> <p>Bsafe BCool project to year 9 pupils</p>	<p>Bury Council GM Police Councillors</p> <p>ASB team</p>	Increase in number of people that feel safe where they live	<p>Ongoing</p> <p>October 2015</p>
Raise awareness of ASB/ personal safety/ crime/ drugs etc amongst school age children		<p>GM Police</p> <p>With support from Bury Council officers, Schools, Bury College Six Town Housing and partner agencies</p>	<p>Successful delivery of project</p> <p>Presentation to township forum</p>	

Outcome: Community Pride and Belonging

Prestwich is a great place to live, work and visit with low levels of crime and ASB compared to other areas. There are some beautiful green open space and park areas that are valued throughout the area and we want to continue for future generations.

ISSUE What needs to be achieved	ACTIONS/OUTPUTS How can we work towards addressing the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Support for Community events & promote volunteering to ensure delivery of key events	Reactive Prestwich Festival for 2015 with council fund and support for the Festival	Township Forum	Successful delivery of events	June 2015
	Prestwich Carnival	Carnival Committee		
	Prestwich Clough	Clough Committee		
	Christmas Events	Community		December 2014
	Festwich Music Festival	Festwich Committee		August 2015
	Council to promote more clean ups with local community groups	Bury Council waste management Township Forum		
Increase 'Pride in Prestwich' by positively promoting Prestwich as a nice place to live	Re-evaluate calendar of local events for paying awards	Township Forum		Ongoing
	Cleaner Streets - Prioritise areas and better cleaning around the Prestwich area	Bury Council waste management		Ongoing

	Encourage residents to take ownership of their street Identify and reporting of litter and obstructions	Bury Council waste management Township Forum members	Positive reporting of Prestwich via media and publicity	
Recycling	Encourage more recycling	Bury Council waste management	Improved recycling rates	April 2015
Prestwich In Bloom	Extend Bury in Bloom to Prestwich community areas	Bury Council Leisure Services		
Support for work of Township Forum	Increase numbers attending meetings - especially younger people	Township Forum members and Partners	Increased numbers attending Township Forum	Ongoing
Pride in Six Town Housing and other areas of Social Housing	General improvement of appearance of housing within the area – community pride	Six Town Housing Community Payback team		Summer 2015

Outcome: Town Centre Regeneration

Protection of independent businesses and promotion of Prestwich as a destination and not just a place to drive through en route to the City has been an ambition of the local community for many years. Prestwich needs to increase spending and footfall if it is to thrive. Whilst the vacancy rate for shops is relatively low (8%) much work needs to be done to put Prestwich on the map.

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Improve the local centre to encourage more local spend	Longfield Centre potential quick wins including lighting of the tunnel	Regeneration Group		December 2014
Improve traffic flow through the village and the look and feel of the High Street	Cycle Lanes/Cycle facilities. Better street furniture, Better signage Improve appearance of shop fronts through joint partnership working with local businesses Shared public services?	Regeneration Group		April 2015
Give people of Prestwich a say in Prestwich Town Centre Developments	Regeneration group to develop actions to support developments of Longfield and other shopping areas in Prestwich Involvement of people locally in consultation events during planning stages to reconfigure	Regeneration Group Bury Council Township Forum	Series of actions/ action plan developed for group. Regular reports to township forum Consultation workshop events	October 2014

	Prestwich library			
Support for local businesses	Support Portas award and other funding bids Support events and publicity drives	Regeneration Group Township Forum Businesses	Successful 'spend' of Portas award Delivery of events	Ongoing

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