

Whitefield & Unsworth Town Plan

2012 - 2015



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Welcome to Whitefield & 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 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 Joan Grimshaw
Chair, Whitefield & 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 www.bury.gov.uk/townshipforums or contact:

Ruth Shedwick, Township Co-ordinator
0161 253 5327
r.shedwick@bury.gov.uk

Some facts about Whitefield & Unsworth

(Demographic information changed June 2013 to reflect 2011 census data)

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. 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.



**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:**

Together we can achieve more!

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 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"> • 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 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 Besses area - in the top 10% Super output areas nationally.

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?
Creating a Dementia friendly Community for Unsworth	<p>Consult with people living with dementia & their carers to get a mandate to focus on key areas of the Dementia Friendly Communities ten point plan. Update one year on to establish if priorities met.</p> <p>Consultation on the High Street for businesses to buy in to staff awareness sessions, environment checks and DAA Supporter Status</p> <p>Recruiting a Project Steering Group for Unsworth Pilot area</p> <p>Establish a carer's information and support programme (starting 2 September, St. Andrew's Church)</p> <p>Volunteer recruitment</p> <p>Networking</p>	Alzheimer's Society	<p>Consultation event 16 July to establish priorities for Unsworth</p>	<p>16 July 2014</p> <p>July 2015</p>

	Increase diagnosis by increasing awareness Promote Dementia Friendly Cafes	Township Co-ordinator Councillors Making Spaces		Ongoing
Pharmacy on the Hillock Estate (Besses)	Support application for pharmacy provision in Besses Ward through more campaigning, lobby CCG	Whitefield & Unsworth Health & Inequalities Group		April 2015
Increase women's participation in exercise	Increase number of sessions Publicise outdoor gym in Hamilton Road Park Encourage GP's to prescribe exercise as remedy Helping yourself to Health Course	I Will If You Will team I Will If You Will team Whitefield & Unsworth Health & Inequalities Group Health & Wellbeing Board Whitefield & Unsworth Health & Inequalities Group		Ongoing April 2015
Reduce Childhood Obesity and Encourage healthy eating	Development of allotment sites at Eden Gardens	Eden Gardens committee Whitefield & Unsworth Health & Inequalities Group	Investigate potential for funding	April 2015
Reduce fuel poverty and its affects	Promote 'Little Bill' to enable access to energy efficiency savings for households in Whitefield/Unsworth (up to £7,000)	Bury Council Energy team Township Forum GM Energy Advice 0800 009 3363 www.gmenergyadvice.co.uk	Promotion via schools, Children services and other organizations and events Results at end of financial year on number of	April 2015

			measures installed, estimated savings etc	
A growth in participation 14-25 year olds and across adult population	Deliver activities which engage with communities and attract more people into regular physical activity	Sports and Physical activity Alliance (SPAA)	Applications submitted for Sportivate funding CSAF external funding Women and girls Activities	June 2015

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 the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Help kick-start and revitalize the local jobs market and reduce unemployment	<p>Encourage/promote training courses, apprenticeships, jobs</p> <p>Tackle young people/long term unemployment by engaging with local businesses to support employment programmes e.g. "Backing Young Bury"</p> <p>Monitor Job Club successes at Besses Childrens Centre</p>	<p>Bury Council staff</p> <p>Whitefield & Unsworth Health & Inequalities Group</p>	Present 'Backing Young Bury' scheme at local events	
Opportunities for training and adult learning to support employability	<p>Literacy and numeracy training & CV assistance courses through Besses Childrens Centre – increasing number of people equipped with skills to find work</p> <p>Pre-work training and confidence building</p>	<p>Whitefield & Unsworth Health & Inequalities Group</p> <p>Adult Learning Job Centre Plus</p>	Training delivered locally	<p>Ongoing</p> <p>Ongoing</p>

Outcome: Improved 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 there is a link between children on free school meals and low attainment levels, and an ultimate link to youth unemployment.

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?
Target parents of children on free school meals from September reception year 2 FSM	School Partnership approach – school v parents v children	Schools Governing Bodies		
Target good practice in schools who use pupil premium effectively	Use L.A data to improve attainment of learners in all schools learning from e.g. All Saints	Primary & Secondary Schools Bury Governors Association		
Establish sessions in new provision and engage most hard to reach	Children’s Centre involvement for adult/parent information on school meals/language.	Children’s Centres		
Re-invigorate Boz Park and ‘I Will If You Will’ campaign	To retain young girls in sport	I Will If You Will Schools		
Expand 2 year old funding programme	To have 2 year olds school ready Increase nursery capacity for those 2 year old children – already shortfall of provision for	Children’s Centres		

	these children			
Children's learning	<p>Ensure children are school ready. Support for parents in most need - Increase family learning</p> <p>Embrace and celebrate gifted and talented children</p> <p>Encourage early reading</p> <p>Encourage children to 'think big'</p>	<p>Children's Centres Schools Township Forums</p>	<p>see Whitefield & Unsworth Health and Inequalities Action Plan</p> <p>Celebration and publicity of children's achievements</p>	April 2015
Deliver more learning opportunities in the community to make learning more accessible	<p>Offer taster courses</p> <p>Identify suitable venues for adult learning facilities</p>	<p>Adult Learning Township Forum</p>	<p>Increase participation in adult learning locally</p>	April 2015

Outcome: Improved 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.

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?
Resolve school parking issues	Danger for children and other residents. Encourage schools to participate in 'Safer School Parking Charters' How can we encourage more people to walk? Working through the children – fitness and pressure	Schools educate parents and children Road safety team Township Forum members	Successful implementation of charters 2014	
Promote TRAs and other groups that get people together	People get to know each other and need support and to learn from other group's experience Better promotion of existing groups	Local Cllrs & other group members support new groups Local Cllrs & other group members support new groups		
Continue Partnership working	Strong links with different groups Continue links with young people	All partners Township Forum		

	<p>– more activities like the Victoria TRA/youth group</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>Raise awareness of ASB / personal safety crime / drugs amongst school age children</p>	<p>Township co-ordinator GM Police</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>	Ongoing
Street Safe 20mph	Young, vulnerable and old residents to be protected. Council to target right areas. Work with schools and local communities to endorse and assist in implementation of StreetSafe 20mph in residential areas	Bury Council Highways Dept	Successful Implementation of 20mph schemes	2014-2015
Improve the consistency of information to communities	<p>Understand risks and issues in the local area</p> <p>Helpful to those in the local community for ideas</p> <p>Help create a context so people are less scared in their community</p>	GM Police and Community Groups to get connected		
Public safety around	Lighting issues and overgrown	Council		

Metrolink	shrubs create unsafe environment	Metrolink		
Tolerating other people's beliefs	<p>More interfaith work but also education outside these groups</p> <p>How do we encourage other groups (young people)</p>	Interfaith group to grow its membership outside of faith groups		
CCTVs	Support with some of the pockets of concern including speeding areas, children outside schools etc.	<p>Council</p> <p>Other Partners</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 the issue?	LEAD AGENCY Who should take responsibility?	MILESTONE	By when?
Maintenance and TLC of Sunnybank Woods	Re-instate the 'Friends of Sunnybank Woods' Work with Children and young people Need help with public liability insurance Support from Ranger and volunteer rangers	Cllr Grimshaw / Chris Gibbons Rangers		
Promotion of allotments and self growing schemes to the wider community	Educate the local community in how to develop allotments, self growing schemes (e.g. incredible edibles, community orchards)	Eden Gardens Allotments Yvonne Moore		
Appropriate re-development of Whitefield House	Continue to press for suitable development	Planning Officers		
Ensure fairness in distribution of funding	Placement of 5 items of outdoor gym equipment adjacent to all ball	I Will If You Will team	Lobbying by local groups, Councillors	

from 'I Will If You Will'	zones in Whitefield and Unsworth			
Gateway maintenance	Improve physical appearance of gateway sites. Report issues via Township Forum	Community		
Support community events & promote volunteering to ensure delivery of key events	<p>Park events</p> <p>Eden Gardens Allotments Open Days</p> <p>Elms in Bloom</p> <p>Holiday activities for young people</p>	<p>Township Forum</p> <p>Friends of Whitefield & Unsworth Park</p> <p>Eden Gardens</p> <p>Elms TRA</p> <p>SAPAS</p>	Successful delivery of events	April 2015
Recycling	Encourage more recycling	Bury Council waste management	Improved recycling rates	April 2015
Improve Environmental Education and awareness	<p>Promotion of Whitefield as a nice place to live</p> <p>Work with police to identify graffiti "Tags" Encourage shops to keep shop frontages clean and litter free</p> <p>Encourage local clean up days/ events</p>	<p>Township forum members</p> <p>GM Police</p> <p>Township Forum</p> <p>Township Forum members & partners</p>	<p>Positive promotion via events, publicity</p> <p>Less graffiti in area</p> <p>Less litter</p> <p>Cleaner shop frontages</p> <p>Cleaner streets</p>	Ongoing
Improve look and feel of Six Town neighbourhoods	<p>Support for Elms in Bloom including funding towards the event</p> <p>Development of corners of Malten/</p>	<p>Elms TRA</p> <p>Six Town Housing</p>		Ongoing

Sawley Avenue – Elms Estate			
Development of Fruit Orchard for community use at the Wheatfields, Victoria Estate	Six Town Housing		
Gardening Club on Victoria Estate	Six Town Housing		

Ruth Shedwick
Township Co-ordinator
Communities Section

3 Knowsley Place, Duke Street, BL9 0EJ

0161 253 5327

r.shedwick@bury.gov.uk