

OXFORDSHIRE PARTNERSHIP – 25 NOVEMBER 2009

BREAKING THE CYCLE OF DEPRIVATION IN OXFORD AND BANBURY PROGRESS REPORT

Background – a brief review of the story so far

In February 2009 the Oxfordshire Partnership asked the 5 Chief Executives of Cherwell District Council, Oxford City Council, Oxfordshire County Council, Oxfordshire Primary Care Trust and Thames Valley Police (Oxfordshire) to work on a way forward to tackling the areas of multiple deprivation in City and Banbury. Evidence of effectiveness and examples of best practice were compiled. This showed that long term, multi-agency approaches with good public involvement is needed. Effective work could include co-location of services e.g. through extended services in schools, expanding the offer in Children's Centres, multi-agency approach to employment brokerage and coordination of work with vulnerable families.

The Chief Executives met in May and agreed a 3 part model – involving the public and front line staff, focussing on 2-3 major priorities from the statutory sector and developing Oxfordshire model through robust evaluation. A paper to Oxfordshire Partnership in June outlined this agreement and set out the model.

The Regeneration Framework for Oxford City has been compiled, setting out priorities for the wards of Blackbird Leys, Greater Leys, Rose Hill and Littlemore, Barton. The framework has now been adopted as part of the council's policy framework and has also been appended to the sustainable community strategy for the City – "Oxford, a World Class City for Everyone." Data analysis in Banbury has led to in-depth understanding of need by SOA in Neithrop, Ruscote and Grimsbury wards.

A bid to the Public Service Board for £1m unallocated reward grant was successful and agreement has been reached on how this money will be used to pump prime work in the target localities. The report on the Comprehensive Area Assessment from the Audit Commission has recognised the importance of this work, noted progress to date and urged acceleration of activity. It is essential that positive changes in outcomes can be reported next year.

Action Plans

The work will be taken forward under the following broad headings:

1. Giving Children a Good Start in Life and Supporting Vulnerable Families

Overall aim: to have 100% of young people in Employment, Education or Training. (100% EET). This is an overarching outcome and will be achieved by implementing

work to support vulnerable families, improve employability and address health inequalities issues. These are listed as 1a,1b and 1c below:

1a. Supporting Vulnerable Families. Improved coordination, consistent standards/job descriptions and extended roles for front line workers, improved links to other agencies for Academies and local school partnerships

- Developing the role of **Home School Link Workers** and bringing all up to the standard of the best.
- Maximising use of “**Go For It**” initiatives through **Extended Services** by bringing more partners into local work and therefore setting up innovative projects, activities and engagement for young people.
- Development of **Children’s Centre** offer for parenting, access to training and job brokerage, support for young carers, link to **Family Nurse Partnership**, support to children of alcohol/drug users.

1b. Improving Employability. Support for vulnerable young people through **Mentoring** to supplement the **Family Intervention Project**. Adjustment of threshold for access to all support and mentoring services so that more young people are given access, not just those with low attendance or at greatest risk of low attainment.

- **Mentoring** schemes with Universities, County Youth Mentoring Service and peer mentoring in schools.
- New **sport and health initiatives** in schools and on estates with potential for matched funding from Football Foundation. New work from Oxford Utd. Possibly incorporating existing work at Oxford City FC / Pupil Referral Unit.
- **Fire Cadets** in schools linked to Go For It and **Youth Support** services building on success in other parts of the county.
- Working closely with targeted initiatives through the **Learning and Skills agenda** (new initiatives to be funded through a separate bid)

1c. Reducing health inequalities through behaviour change initiatives targeting risk groups for heart disease, teenage pregnancy, infant mortality and cancer.

- Initiatives through local workplaces to improve **Men’s health**; links to Oxford Utd Sports and Health programmes on the estates to include health promotion/preventing **teenage conceptions**; smoking cessation in pregnancy and for those at risk of **Cardiovascular Disease**; physical activity and weight management; link to social marketing initiatives for **mental well-being**, reducing stigma and debt counselling.

2. Physical environment and capital projects Detailed decisions on the use of the capital element of the grant will be made by the Steering Groups. Potential programmes of work that could benefit from the capital element of this grant include:

- Local plans include development of **physical environment** including District Centre Development in Blackbird Leys as part of the development of an Area Regeneration Plan for Blackbird Leys funded in part by the HCA, housing developments, school refurbishment and improvements in public realm.
- Community safety initiatives include “**target hardening**” to reduce crime and fear of crime.

- Local labour schemes on construction projects and development of construction academy
- Public realm and environmental initiatives

3. Public involvement, evaluation and research

- **Public involvement**, building on current groups and networks, including front line staff, events and communications
- Brookes proposal for innovative community involvement initiatives
- OCVA **maximising engagement of VCS**
- **Evaluation** and developing the Oxfordshire Model

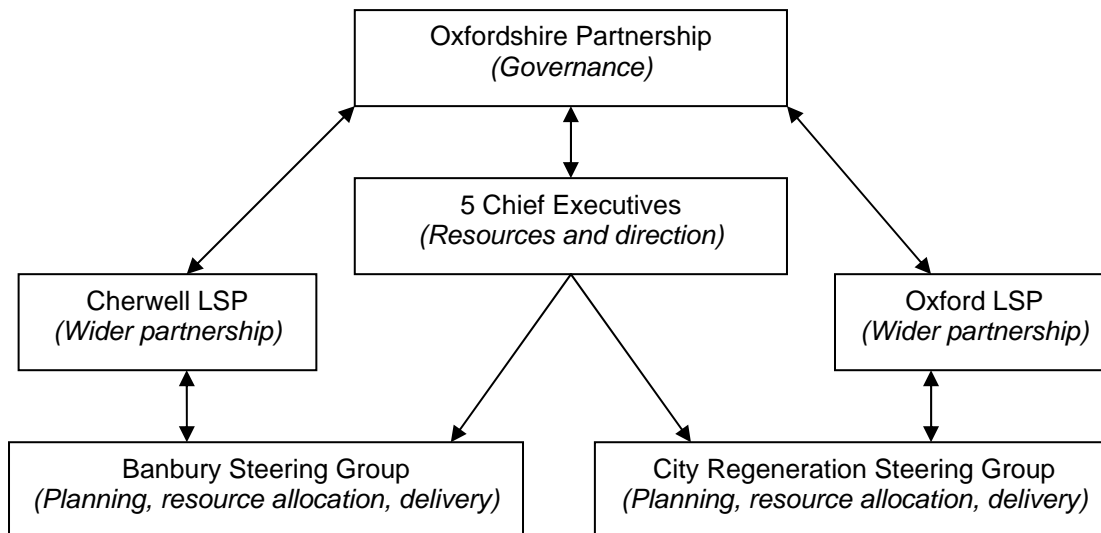
4. Management and coordination

- **Coordinator** post to be hosted by NHS Oxfordshire and work across both localities.
- Local support / administration function in each district.

Working arrangements

- Work will be focussed on, but not exclusive to, a specific ward as some themes will benefit from a wider focus.
- The focus will be coordinating, realigning and building on existing initiatives to improve effectiveness alongside long term community capacity building.
- LAA money is to be used to enable this work, not dictate what the work could be.
- Multi-agency steering groups in the City and Banbury will be responsible for decisions on actions and details of use of LAA and other resources.
- The role of the Five Chiefs will continue to give overall direction and inform / influence decisions in their own organisations and at Public Service Board and Oxfordshire Partnership on wider agenda for these areas (e.g. Learning and skills agenda, Economic Partnership etc)
- Detailed decisions on use of the capital element of the LAA grant are to be made on recommendation of the steering groups.
- A coordinator role will be established to work across both localities and will be hosted by the PCT. Administration posts will support each steering group.

Governance arrangements



Next steps

- Now that the needs data has been completed, an emerging Steering Group for Banbury met for the first time on 17 November. Opportunities to work together on common issues with the City will be sought. The Regeneration Steering Group for Oxford City will continue to take forward local work.
- Public Engagement work will build on existing networks and include involvement of front line workers in each locality.
- A coordinator for the work across both localities will be appointed and managed by the PCT.
- Evaluation plans will be finalised and led by Brookes University.
- Financial implications for pick up and mainstreaming of funding during year 2 and 3 will be drawn up for future discussion by 5 chiefs.
- Detailed action plans and monitoring arrangements will be undertaken by Steering Groups and reported to Cherwell Local Strategic Partnership and Oxford Strategic Partnership.
- The Oxfordshire Model will be developed, enabling dissemination of best practice to other areas. This will include areas for common approaches to similar issues, shared expertise and different models of successful interventions in Oxford and Banbury.
- Work to adopt approaches from Total Place projects in other parts of the country will be taken forward, learning from best practice.

Mary Harpley, Cherwell District Council
 Peter Sloman, Oxford City Council
 Joanna Simons, Oxfordshire County Council
 Matthew Tait, NHS Oxfordshire
 Brendan O'Dowda, Thames Valley Police