



Operational Plan - Our Place

Highfields Estate Halesowen

Our Place



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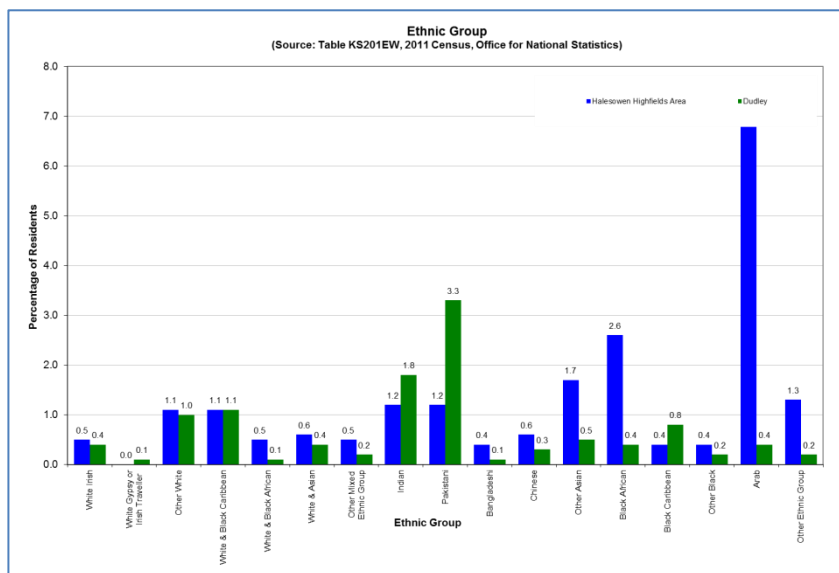
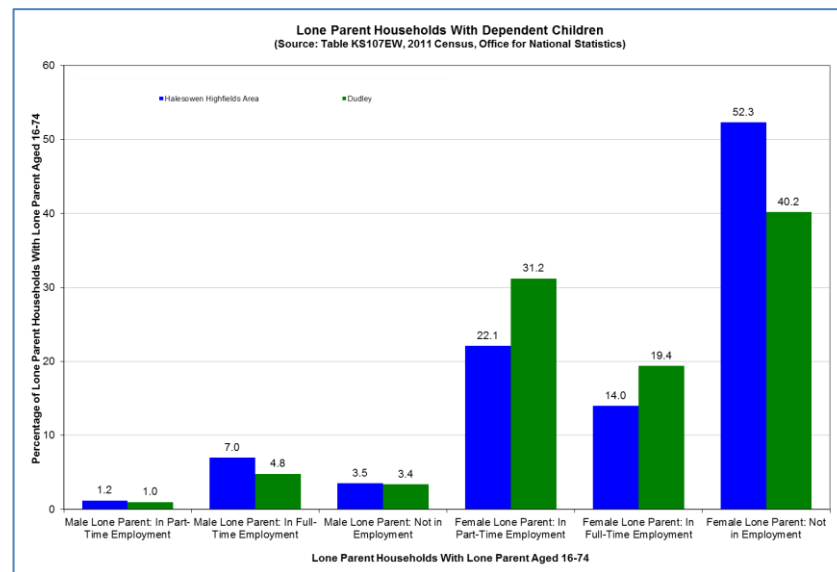
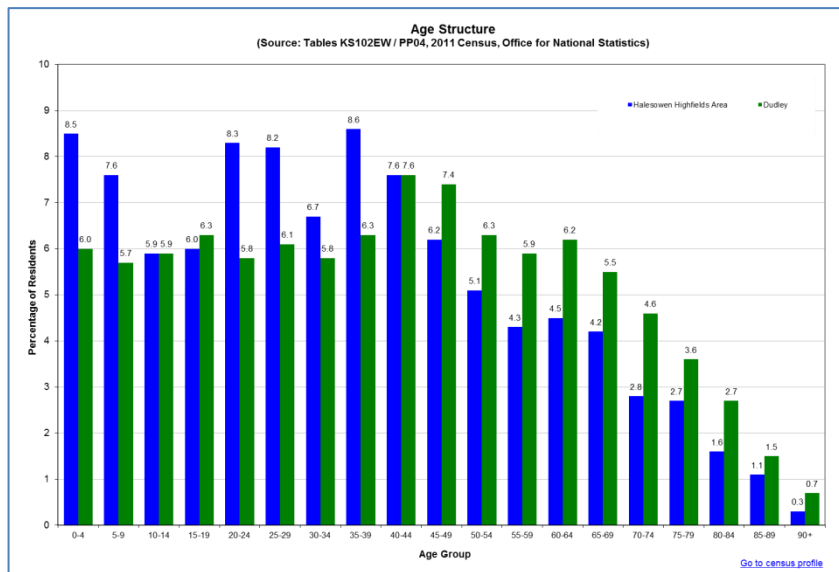
Context, background and vision

The Highfields Estate as our project area is self-defined and is easily identifiable both physically and from the statistics. It sits within the Bellevalle and Hasbury Ward close to the town centre of Halesowen in the Borough of Dudley. Although it is close to the town centre it is disconnected and isolated from the rest of the town. The people are somewhat ostracised from the rest of the area and would benefit from being integrated into the whole.

It has a poor reputation and is characterised by a conglomeration of high-rise and low-rise blocks with uninspiring and prison-like names such as Ankerdine 1, Ankerdine 2 and so forth. Traditionally the estate has been unpopular because of the poor housing and it was used to house those with less choice in the market place. This included its use as NAS accommodation and was used to house Asylum Seekers and Refugees. Although there is less call for this accommodation now, the use of the estate for new and migrant communities persists. The Council as landlords has made huge steps in cleaning up certainly the aspects of the estate that are easily visible from the road and the town centre; although away from the immediately visible, poor environmental maintenance and rubbish dumping persists - shopping trolleys and old furniture /remains of kitchen refits can be found in abundance in between tidy areas of the estate.



The neighbourhood is identified as super-output area 733 and has a population of 2094 living at a density of 46.3 people per hectare compared with an average of 31.9 for the rest of the borough. 36.30 % of the population of the neighbourhood are under the age of 24years.

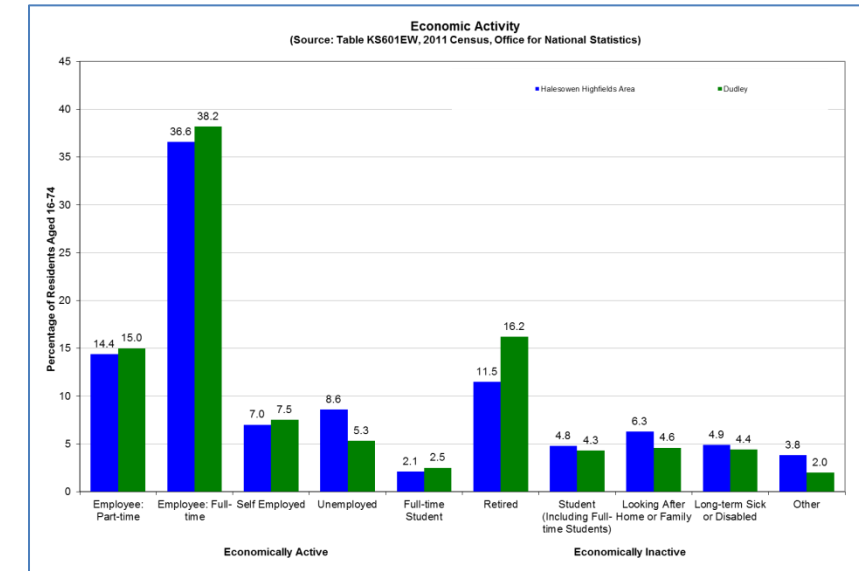
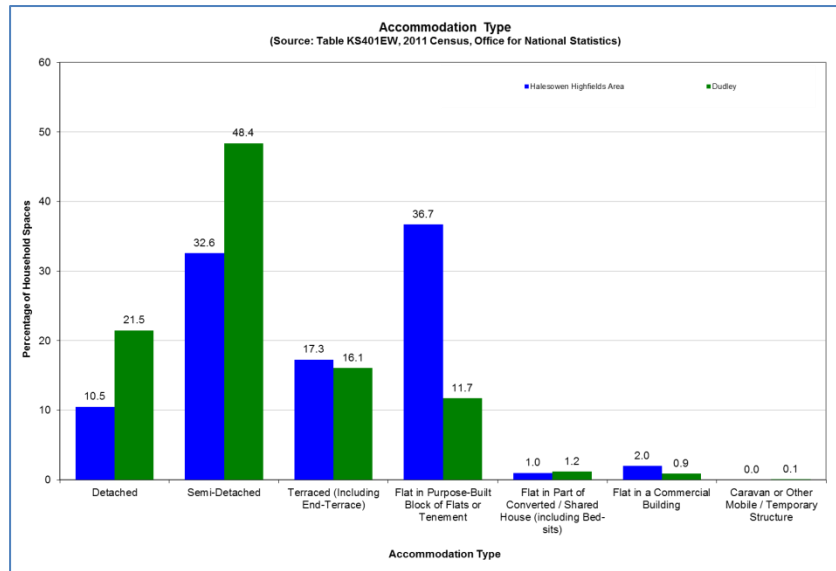
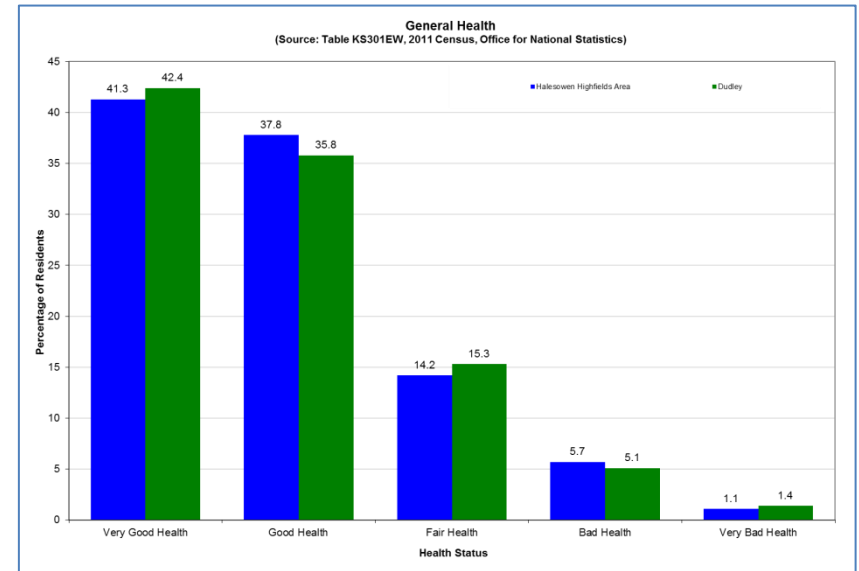
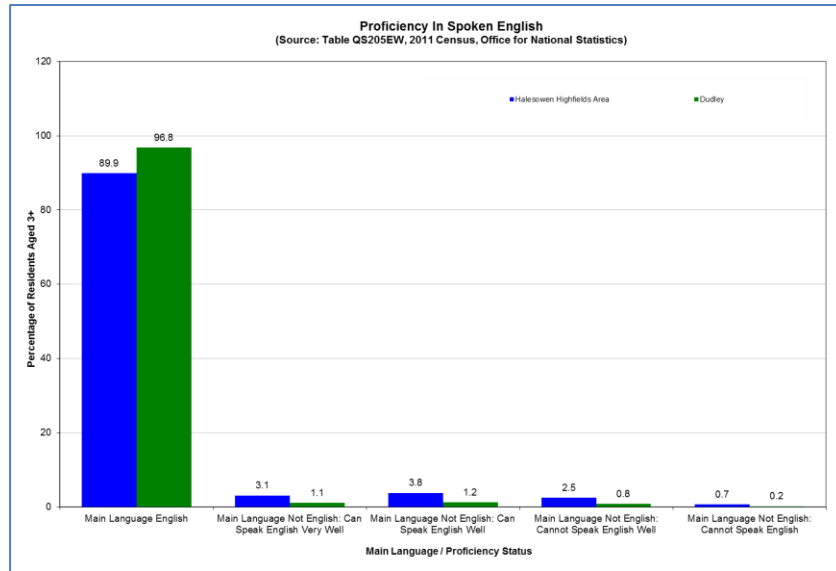


78.3% of the population here are from a white British background. The largest other ethnic grouping in the neighbourhood is those from an Arabic background. The Yemeni Arabic speaking population in the area is close to 1500 people and is characterised by large families. Poor language skills and high unemployment are features which are shared by other ethnic groups and indeed the population as a whole.

56.4% of the residents describe themselves as Christian with those describing themselves as Muslim forming the second largest religious group at 11.7%.

31% of the eligible population is economically inactive

A full breakdown of the census details can be found at Appendix 1



This particular geographic area was chosen as an Our Place area because there is a strong push from the community to join themselves up to the main community of Halesowen and a recognition that young people are falling into difficulties caused by the lack of community cohesion and resultant lack of opportunities. The communities themselves however have been working in isolation to achieve this – often divided on ethnic and religious grounds. Our Place has provided an opportunity to join up some of the activity, break down barriers and offer more long term prospect in regenerating the estate.

The area offers strengths to be built on for example the Halesowen / Dudley Yemeni Community Association is in the process of investing £1000s into a new build for community activities. Other local resource includes the Youth Centre, the Hope Centre, the skate park, the Multi Use Games Area, the parks, and the allotments. There has also been some local effort to see the former Sons of Rest building return to public use after many years of laying derelict



Policy context

Local Government cuts in response to austerity have meant

- ❖ Cutting neighbourhood management completely
- ❖ Reduced policing resources to the area
- ❖ Reduction in Adult learning resources
- ❖ Reduction in Sports development resources

Community empowerment /engagement

Community empowerment and engagement is central to the programme and our aspirations are to grow community involvement in the area so that people lead on changes that need to be made and also develop projects and have creative conversations with service providers and each other about how to make a community that works together with its services and voluntary agencies to create a community that supports its families and young people

Our Place has recognised that tying together the achieving of community objectives capacity and volunteering has the potential to bring people together across cultural and religious divides and in particular address the need of young people by getting them involved in constructive activities

Challenges faced by the area

- ✚ Immigration policies have meant that frequently people who are living in the area, while waiting for status decisions, are moved on – this doesn't enable them to put down roots in the community or to contribute to it in any long-term way; together with a previous history of asylum seeker and refugee temporary housing , has led to a transient population and perceived transient population ,
- ✚ Housing stock is generally less attractive and so is allocated to people who have least choice in the housing market. This means that those who suffer with mental health and unemployment issues or who are less employable frequently find themselves sanctioned or unable to manage on the very low incomes.
- ✚ Service providers have identified the challenges faced by the area from a “needs” based approach which relates to deprivation, unemployment, crime, health, educational attainment etc. An appreciative approach is now being developed which builds on the strengths of the community and services.
- ✚ Our initial community organising and listening together with our appreciative inquiry workshop identified that the poor environment of Highfields, the lack of confidence of some of the population with poor English speaking skills and the lack of opportunities for young people have led to a disconnect with the town of Halesowen, lack of valuing the community of Highfields and an increase in crime among young people from the estate as well as lack of integration between the people in the flats and those in the “posher” houses surrounding it.

- ✚ Services are fragmented – there is a huge amount of reorganisation and restructuring going on in the health, police and council sectors with communication and time available being major barriers. Currently there is no sign of any major shift in how public services will in the future engage or work with residents on the estate.

Vision/aspiration for the area

We want to bring Highfields into Halesowen as a whole and work towards an appreciative community which is one that values its people and recognises the strengths of the whole. We will do this by creating further opportunities for people to come together, by improving our environment, developing opportunities for young people to achieve prosperity and building links with the rest of Halesowen. A visioning workshop for residents and stakeholders was held Wednesday 21st January. At this event it was acknowledged the following are strengths of the Highfields area and community

- Affordable housing – but limited mix of housing type
- Excellent locations with access to facilities for young people (MUGA, skate park)
- Faith communities and other local groups
- Good Schools
- Good Voluntary and Community Sector support
- Green spaces to enjoy
- Sense of safety in the community
- Small community groups emerging
- Strong community spirit and cultural mix
- Strong youth culture and identity with good communication (word of mouth) Transport

At the stakeholders event people shared stories of success and identified key factors, core values and areas for change

Key success factors (arranged alphabetically)

- Central community organiser (worker or volunteer)
- Community leaders to enable activities that break down isolation
- Drawing in resources (people and cash)
- Drawing out hidden issues (eg Mental Health)
- Engagement using creative mechanisms for all ages
- Funding (small amounts to enable people to come together)
- Joint development of a vision
- Long term planning
- Multi-lingual engagement
- One simple idea having offshoots into others
- Organisation autonomy to enable pioneering approaches
- Overcoming barriers
- Simple mechanisms (book reading, short trips, sharing and helping)
- Space for genuine listening
- Teamwork
- Visual focus in the community (eg building)

Aspirations

Participants were asked to imagine a future in which these positive changes had happened, and to create a tableau to show "What will it look like when it works?"



Key Aspects (arranged alphabetically):

- A community that's happy, healthy and connected
- Better lighting / clearer pathways
- Challenge what's wrong – but breakdown false perceptions
- Community events
- Dedicated dog walking areas to reduce impact of dog faeces
- Greater cohesion between ages and backgrounds
- Greater community pride and positivity making engagement easier
- Key centres (Yemeni, Youth, etc)
- More opportunities for young people (especially indoor space)
- Safe place for children that can be supervised
- Usable space for all (zones)

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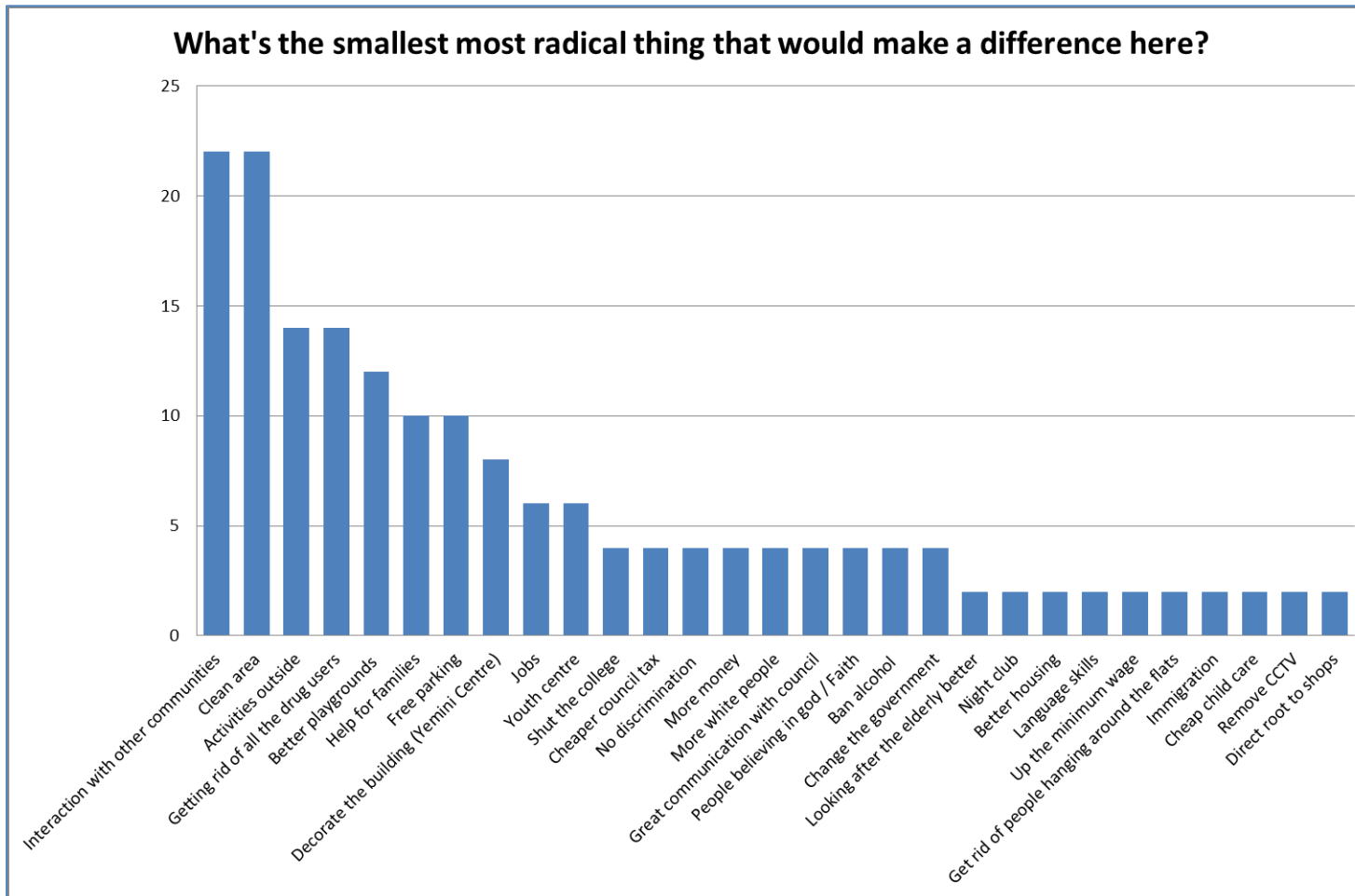
- Community Garden
- Extra housing built
- Greater mix – bungalows, houses
- Housing waiting list for those wanting to move into the area
- More housing for elderly and families
- People central to decision making

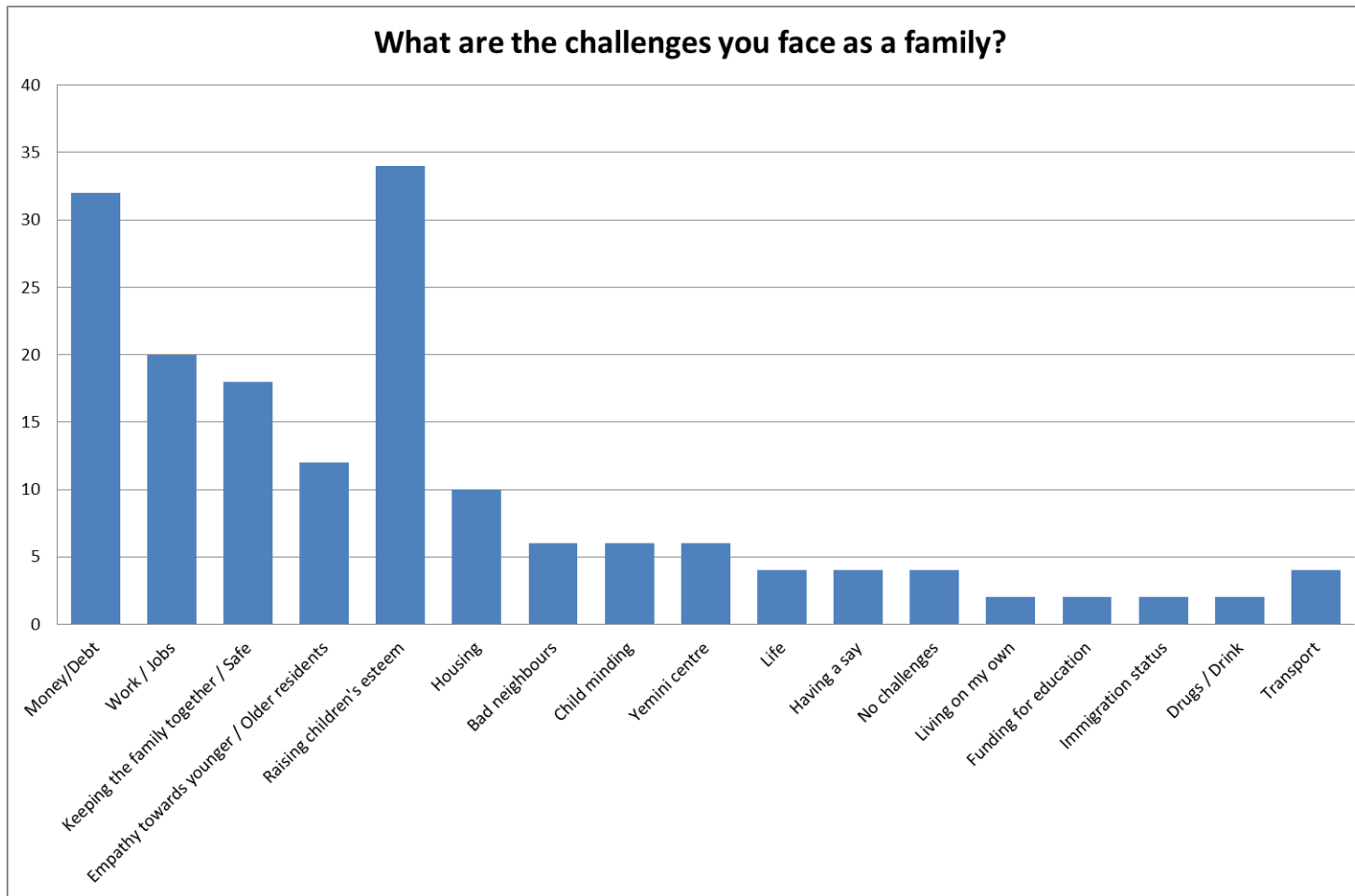


Community involvement undertaken / Priority issues for the community

Role the community has played in shaping the plan

- ✚ **Community listening** (see Appendix 2); We held a series of conversations with members of the community through **community organising** and identified community priorities through analysis of the listenings. It identified that bringing communities together and cleaning up the area would have the greatest impact on the area





- ✚ . The issues that concerned people the most in terms of their families were lack of esteem and opportunities for their children work, poverty and debt followed closely.
- ✚ Key residents were involved in a facilitated Appreciative Inquiry session to formulate key priorities and action plans to address the issues most important to the area.
- ✚ These were:

- Working with families and residents to develop activities for young people and to bring them together
- Supporting women improve their confidence by developing schemes and in particular bringing the Yemeni women into the community
- Improving the environment by working together with the residents, the council and businesses in the area - the housing department of the council provide a tenants and residents engagement officer and there is a well-developed protocol for litter picks

Engagement with residents

Voluntary provision in the Highfields area forms the mainstay of the services for vulnerable residents these include the Hope Centre , the Queensway Centre for the Elderly, the Welcome Group, the Shell Corner Youth group, and the Halesowen / Dudley Yemeni Community Association.

Nearer to the town centre on the edge of the Cornbow Centre there are a variety of charity shops supported by local volunteers and agencies – they contribute to volunteering and the support of residents through generating funds

- Community Organisers and a nationally trained Young Advisor accredited through the national charity have been working out of the Hope Centre to engage people in to the Our Place project. They have held in depth discussions with agencies and organisations in the area on a whole range of issues those working on the Halesowen in Bloom initiative.

Halesowen in Bloom is a group of trades people and volunteers who support the annual event which decorates the local town centre of Halesowen with flower and plants. The Highfields estate is not included in the scope of Halesowen in Bloom. However, this year, the Our Place Community Organiser has connected the Halesowen in Bloom events with the tidy up of the Highfields estate and the new window boxes and plants which are part of the Our Place project

Halesowen / Dudley Yemeni Association – is the association which provides community facilities and a meeting place for the Yemeni population living in the area and beyond. They have recently raised funds to build a new community centre. This on completion will be the largest single investment in the area of any BME voluntary group.

Welcome Group – are a group operating from a local church in Halesowen where new arrivals and refugees are supported and made welcome into the area. Over 50% of the Welcome Group's service users are from adjoining authorities Sandwell and Birmingham.

Asda - - is the largest supermarket in Halesowen and has a corporate responsibility strategy which enables their involvement in community activities – they have been very interested along with Lidl to get involved with the Trolley Parade

The Hope Centre - the Hope Centre as an organisation is not involved in Our Place although residents from the centre have been involved and the Community organisers are regular visitors to the Hope centre _ it is located in the middle of the Highfields estate and aims to cater for many of the needs of the residents on the estate particularly the most vulnerable.

The Shell Corner Youth Group – is a group of volunteers that provide activities such as trips etc for the youth of Halesowen including Highfields – they meet in the community cafe near Huntingtree Park which is outside the Our Place area although they include young people from the Our Place area in their activities

Community Organisers working on the estate have carried out several engagement activities between August 14 – March 15 with the aimed to break down barriers between communities and enable residents to be more aware of the different cultures around them.

These include:

Thinking Thursday

“Thinking Thursdays “started as a listening group in the area and 2 sessions were held late last years as a means of engaging with residents and forming networks. The feedback suggested that residents are extremely interested in seeing an improvement in the social and economic fabric of the estate. In total there were 10 residents who attended the sessions enthusiasm for the group tailed off and following a review it was decided that other methods of reaching residents and the voluntary agencies would be more effective e.g. the clean-up , the newsletter, the window boxes and the shopping trolley parade.

Talking to residents about volunteering and to get involved in the running of their estate



Community Clean Up Day

This event took place on Saturday 7th March and 40 people including residents participated



Window Box Project

So far 20 residents have expressed an interest in participating in this project

Free Edible Window boxes for residents



If you want to make your balcony look nicer this spring, get in touch to get your FREE flower and edible plants window box.

Monday 23rd February

we need to know how many boxes and plants we have to get!

The planting workshop will take place on Sunday, 22nd March, 12-3pm on the square by the back of Hope Centre (Andrew Rd / Wychbury Court)

Contact Anna on 07871813252 or at arogzinska@gmail.com

CFED Registered Company Number 5745005, Registered Charity Number 1114821

Trolley Parade

This event will take place on Sunday 29th March

Trolley Parade Our Place

Join us on the quest to find the supermarket trolleys that have made it onto the estate and turned into mythological beasts! We will be taking them back to the Cornbow Centre in a joyful parade.

Sunday, 29th March 2015, the square by the back of Hope Centre (Andrew Rd / Wychbury Court).

11.30-16.00 – community arts and crafts Trolley decorating workshops for families, young people and everyone who wishes to join us

4pm – the parade starts from the square and finishes by ASDA around 4.30pm



Any questions? Contact Anna on 07871813252 or at arogzinska@gmail.com
CFED Registered Company Number: 5745005, Registered Charity Number: 1114821

Consultation with Young People on Highfields Estate (See Appendix 3) was carried out by Dudley MBC youth service to gain the views of young people aged 11 years to 19 years of mixed gender and ethnicity who live on and around the Highfields Estate Area on what they thought of their area and if possible what they would like to see or improved on the estate.

Main Points Identified:

- ✚ Safety & Security for young people within the Highfields Estate especially around the MUGA, Skate Park & Green Areas of the Park where they identified lighting, CCTV, reducing the greenery by thinning out the bushes, shrubbery and trees down to a more manageable height, a crossing from the park to the other side of the road.
- ✚ Quality facilities for all ages – improve and add to facilities already there in order to have a robust quality provision / facilities for young people to participate, be themselves and have fun within.
- ✚ Environment & User friendly for all ages of young people & adults – Creating an environment that is inviting, friendly and usable for all.
- ✚ Residents and agencies have also been engaged through workshops one in June 2014 and the other in January 2015 - Key Aspects (arranged alphabetically) were substantiated by both workshops
- ✚
 - A community that's happy, healthy and connected
 - Better lighting / clearer pathways
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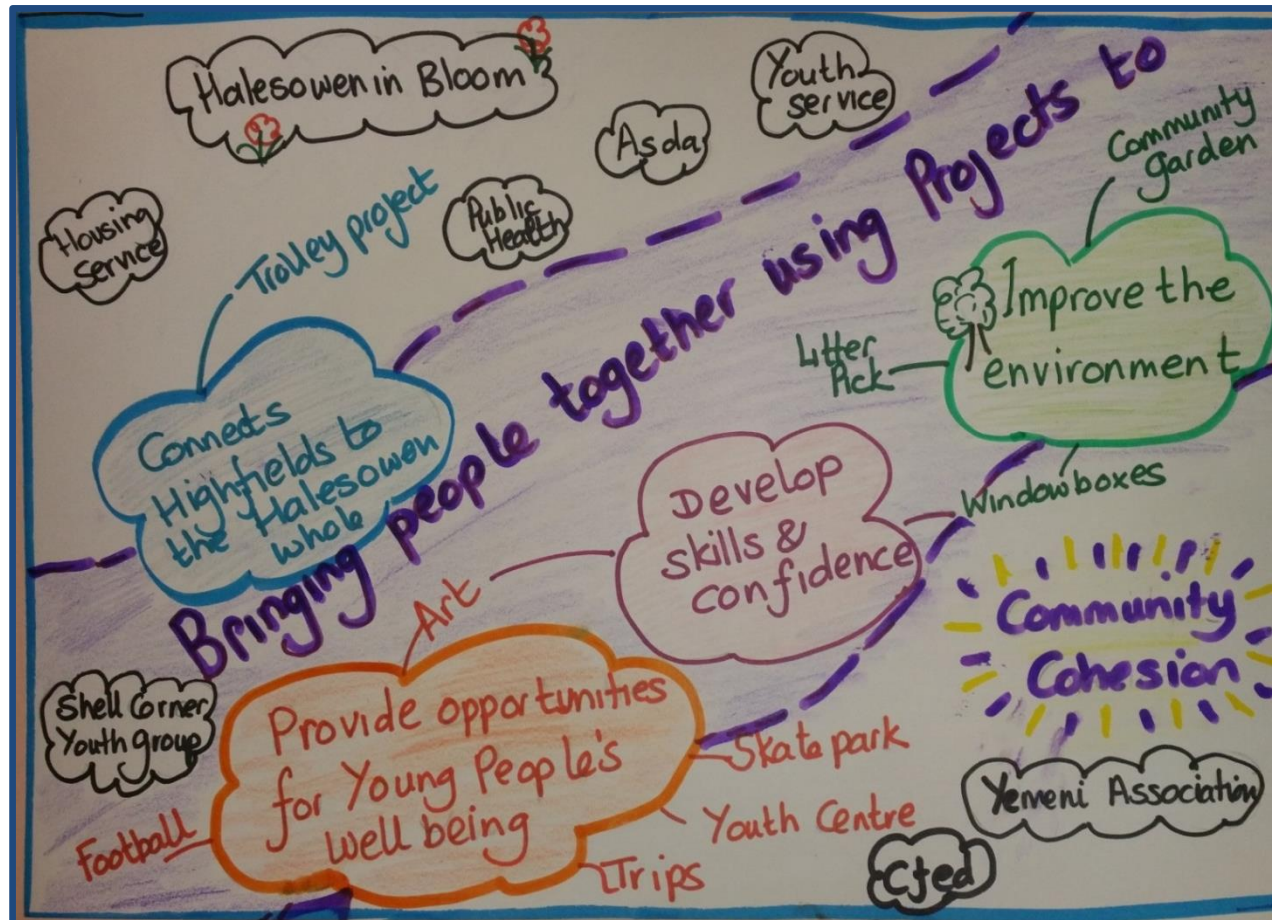
Plans for ongoing community engagement are to growing neighbourliness, involve residents, understand what is going on in the locality, developing skills, bringing people including young people together to change the area for the better.

Short term 2015	Medium term 2016	Long Term 2017
involvement of businesses in Halesowen in Bloom and in the shopping trolley parade	To involve the businesses of Halesowen building on links made through Halesowen in Bloom and by circulating the operational plan to enable something tangible to engage around	Local businesses to be involved in the governance structure of the estate and to offer financial support to on-going activities
<p>Engage with the youth groups at Shell Corner Youth Company and Dudley youth service to engage the youth workers and the voluntary groups in taking forward the ideas generated in the young people's consultation</p> <p>Local authority youth workers will prioritise an early help strategy in order to identify and work with the more vulnerable young people (11 – 19years) and reduce ASB and youth crime in the area.</p>	Work with Dudley Youth Service and Dudley Youth Council to ensure local young people are part of the existing strong network of Youth Voice structures within Dudley	<p>Young people have an established platform to contribute to local decision making in their neighbourhood.</p> <p>The young people have a formal and established route into the borough wide youth voice arena.</p>
Establish an MOU for voluntary and public sector bodies for establishing the long term governance arrangements	7-9 agencies and groups signed up to the terms of the MOU to work together to explore ideas and common purpose	Governance structure developed and agreed by parties
<p>Newsletter</p> <ol style="list-style-type: none"> 1) Blog run by and for local people 2) Hyperlocal training for local people 	Next editions of the newsletter – bringing understanding between voluntary groups and residents plus governance arrangements	Continue to explore creative ideas whereby residents have the opportunities to express their needs and views in writing and other medium

Short term 2015	Medium term 2016	Long Term 2017
Be where the people are – a series of small events at local community venues – some of this can be done through the Window Box project	gather more resident views (conversations and displays) strengthen relationships with hosting organisations get people involved – find activists and volunteers	Name changing for the blocks Communal space – play areas Development of the community/allotment type gardens
Community Parade & Celebration Working with a local artist and Asda/Lidl to decorate the shopping trolleys and use as part of a carnival /community day with a parade	Develop a planning group to take on future creative ideas	Develop ideas and work with the Halesowen in Bloom initiative to ensure a more sustainable base for creative ideas
Review community garden ideas and practicalities	begin Community garden	Community garden project becomes more for a larger environmental project
Develop clear community cohesion projects which reduce asb and substance misuse		
Carry out some trial Participatory budgeting around community projects	Test models of budget pooling and alignment	Pooling of budgets and aligning of activity through embedded PB
Skills and confidence group	Mechanisms to bring voluntary and public sectors together – to start the process of service transformation- to enable the quantification of the work already being done to support vulnerable residents	Ensure more effective mechanisms for monitoring are in place and governance group has clear targets for service transformation.

The focus of our project

- ✚ Is about changing the confidence of people in Highfields so they can engage with each other better and break down barrier between them
- ✚ Bringing people together to improve community cohesion through a series of projects designed to connect people with each other and to connect Halesowen Highfields with the rest of Halesowen
- ✚ Improving the environment of Highfields lined to the projects
- ✚ Involving young people through the projects
- ✚ Ensure optimum use of the youth centre through a consortium approach to management and delivery of services to young people.



Our Our Place approach

Our Our Place Approach

OUTCOMES

Improving the wellbeing of young people

Developing Skills and confidence

Community Cohesion

Improving the environment

ACTIONS

Projects

- ✚ Litter pick
- ✚ Community garden
- ✚ Window boxes
- ✚ Trolley parade
- ✚ Newsletter & blog
- ✚ Youth engagement for youth projects

Bringing people together /growing neighbourliness

Community organising - action & volunteer projects development

PARTNERS

Businesses

- ✚ Asda
- ✚ Halesowen in Bloom
- ✚ others

Voluntary organisations

- ✚ Yemeni Association
- ✚ Shell Corner Youth Group
- ✚ Residents
- ✚ etal

Council Services

- ✚ Public Health
- ✚ Housing & Estate Management
- ✚ Police
- ✚ Youth service
- ✚ etal

GOVERNANCE

Centre for Equality & Diversity

(Project management)

Our Place Partnership

- ✚ community groups, residents
- ✚ agencies
- ✚ Elected councillors

Accountable body

Logic model

Our Place Logic Model

Project: Halesowen-Highfields

Conditions

Local context: Residents disengaged from services - Highfields community isolated from wider area; Communities segregated along religious & ethnic lines – but not openly; Community organisations working separately from each other; white indigenous population intolerant of migrant communities; young people divided by postcode - some young people involved in drugs & acquisitive crime ; estate easily identifiable as “where the poor people live”. Very high population density, 10% higher than the borough average, high female unemployment rate and lone parents, 12% residents not born in UK, 19.9 % of population does not identify as white British/UK; 27.5% population Non- Christian; underutilised youth centre.

Policy context: Austerity and reduced service budgets for local authority; welfare reform & employment agenda; community cohesion and anti-terrorism agendas; Localism; Food Poverty; Mental Health & Well -being; Reduced youth service ;

What needs to be in place for change to occur?

- Empowered communities to be engaged and involved in decision- making with services agencies in commissioning, coproduction and design of services to meet the priorities of Our Place
- Enabling communities to be engaged in activities that improve skills, self-esteem and health & wellbeing
- Bringing people together to create a community that addresses the needs of Young People, transforms our environment and housing conditions and breaks down community barriers

Intended impacts (What is the change you want to see?)

Improved the attainment of children & young people
 Increased skills, jobs, wellbeing
 Increased satisfaction with the environment and housing management of Highfields
 Reduced community tensions

Intended outcomes (What are you trying to achieve?)

Visible Community integration and reduction in barriers between indigenous, new communities and established BME communities
 Increased use of shared space & resources by community groups, coming together to coordinate voluntary agencies & residents working together
 Increased community pride and satisfaction levels
 Improved Engagement with families and young people – women and young people has a voice- young people leading the youth offer
 Partnership is able to monitor & diffuse local tensions
 Reduced involvement of Young people with crime
 Increased numbers of community volunteers

Programme objectives: (High level summary of intended outcomes)

Bringing Community together to : foster cohesion & integration ; working together with services to address barriers to skills & wellbeing, housing management and environment on Highfields; Improve the aspect of the environment and reputation of Highfields and empower young people and develop a youth- led youth offer

Rationale Evidence & assumptions linking outputs to outcomes & impacts:
 Community cohesion & neighbourliness are central to the issues and enabling the community to tackle them. Other issues manifest themselves as a direct result of lack of community cohesion – e.g. Organisations not working together , poor esteem and isolation, ; other issues impact on cohesion - low skills , confidence, poor environment , young people's involvement crime , higher % migrant & new arrivals .

Inputs (What resources do you have?)
 *NHS local agencies /mental health community development worker
 *Neighbourhood policing team
 *Community groups //centres
 * A local job centre
 *Housing team (partnership development officer)
 *Community organiser volunteers
 *Schools
 * Council Community Cohesion Office.

Activities (What will the partnership do?)
 *Facilitate bringing together residents & Agencies to shape services with a community focus
 *Project manage activities to integrate Highfields into the surrounding areas and build bridges between communities
 * Training to develop an appreciative approach – growing neighbourliness
 *Community organising to develop groups and support volunteers
 *Coordinate the activities and provision for young people & families
 *Development of a Local body to lead Our Place in Halesowen

Outputs (What will the partnership provide?)
 * Engage 100 young people across all the communities
 *Deliver training to 60 residents twice a year
 *50 new volunteers recruited & trained
 *3 addressing barriers to work sessions per week
 *An annual Our Place Community Festival
 *1 shared community Garden
 * 300 community listenings

Changes to local service delivery as a result of co-design with the community

New	Old	How	Logic (Why & What)
Litter pick – and wildflower sewing	Litter pick – by estate caretaker	Residents together with organisers and with kit from Council used to bring people together as a precursor to developing other projects	Gives residents a stake in where they live – reduces the amount of litter dropped as awareness raised with residents Improves environment and cohesion
Window boxes as part of Halesowen in Bloom	n/a	low rise flats - boxes and hanging baskets – will involve residents in planting and learning about growing food	improves appearance of estate and thus people's community pride & wellbeing Links Halesowen Highfields to Halesowen as part of the Halesowen in Bloom – breaks down barriers and stigma
Trolley art and carnival	n/a	Involves residents and groups in decorating an abandoned trolley each or per group Trolley parade- to signify joining the old abandoned and rejected Highfields with the Halesowen town by taking the old abandoned trolleys back to ASDA in town but they will be newly decorated	Involves all ages Brings people together from Halesowen and Highfields – breaks down barriers Highlights the isolation of the Highfields estate Improves well-being and reduces community tensions Sponsored by ASDA Reduces abandoned trolleys on the estate
Community garden	Allotments – restricted access to the group	Different groups led by the Yemeni women will prepare land set aside and grown food and flowers on it	brings people together – educates them about food improves the appearance and allows a stake in the area

New	Old	How	Logic (Why & What)
Youth engagement working with youth to develop a movement	Local authority youth service centre sessions, detached and holiday activities (11-19yrs)/ Zion centre "youth group"	involvement of youth in projects identified by them as important which affect their neighbourhood used to bring people together as a precursors to developing other projects - using a variety of voluntary agencies to engage youth across different ethnicities and "user groups " for example young mums (see above)	Young people have a stake in the area – improves esteem and skill- breaks down post code mentality – reduces crime brings young people together tackles the things which matter most to them
Alternative model for management of Youth centre	Local authority owned and managed. Combination of universal/open access youth club sessions and targeted youth work for vulnerable young people. Available for hire during the daytime and providing holiday activity programmes	There are a number of options available to the local authority and community groups. Proposals will be considered as part of the relevant policies and procedures. Advice and support is available.	Enables communities to contribute to the delivery of 'universal' youth provision within the local area whilst developing links with the statutory youth service in order to ensure referral between universal and targeted youth services. This will improve the early help offered to vulnerable young people and contribute towards better outcomes within the neighbourhood.

New	Old	How	Logic (Why & What)
Halesowen “great conversation”- involvement and community audit	Consultation by agencies	listens to individual stories and tells them through a variety of media Introduces people and groups so people know what they do and where they are	involves people and builds trust and understanding improves cohesion and well-being agencies can learn a new way of consulting /involving- leading to coproduction opportunities

Community delivery of services

Community delivery will be central to the achievement of the Our Place plan – initially much of this will be coproduced and much will build on the good work already being undertaken by volunteers in the area. The services and projects are described in the table above and it is designed to enable the projects to be sustainable and supported by existing agencies by encouraging them to work in a different way.

The budget being used to implement some of the changes is the Our Place budget which will largely put in place the training and facilitation for the partnership delivery structures and interagency team building and the community training “Great Conversations”. Additional project funding is being levered in through CfED funding bids and through local volunteers and charities that are not with in the “partnership “but nevertheless play a huge role on the ground. Some businesses have been brought to the table by community organisers. Amounts are not quantifiable as yet.

Community-influenced spend – aligned budgets, devolved budgets, community commissioning

At this stage we have insufficient information regarding details of any spending mapping and the community has had some influence over the project budget spend but little else. There has been no budget pooling but our aspiration is to develop an aligned budget around the Our Place priorities with Participatory budgeting providing a testing ground for budget pooling

So far there is no definite commitment to pool actual money – but there is a potential commitment from service providers to work together with residents to address priorities and issues. So far the community has played no role in any changes to the way budgets are managed.

Business cases including cost benefit analyses –

The Highfields Our Place programme has not been required to conduct a full Cost Benefit Analysis as part of its developing business case. Even so, it would be our intention to conduct a full analysis in the first year of the programme.

The rationale for our project is that improving interactions between communities and improving the local environment will

- ✚ reduce crime
- ✚ improve wellbeing
- ✚ increase self-esteem and pride
- ✚ reduce community tensions
- ✚ improve the appearance of Highfields thus reducing negative perceptions of the area and the people who live there.

This will make service inputs more effective and less costly and result in better outcomes for the community in the longer term. We want to achieve this by

- ✚ Working better with agencies to involve residents and empower them rather than providing a service to be accessed
- ✚ Joining our services up better
- ✚ Making our services more responsive to community needs by rooting them in a community rather than a service context
- ✚ Coproducing with communities and voluntary organisations

We think this will result in

- Fewer children ending up in prison or the criminal justice system
- Fewer families with health and isolation issues
- Better health outcomes for children and families
- Better educational and job outcomes for children and young people

As part of illustrating the benefits which would accrue to the community and the public value of the Our Place programme we have included a public value estimate. The table below indicates the parameters used to estimate the Public Value based on the incidents indicated. No costs have been incorporated into the calculations, so the figures indicate Public Value and not Cost Benefit. It is assumed that these impacts have been the result of the Our Place programme and increased collaborative working (and wouldn't have happened anyway).

Outcome	Incidents over 3 years	Our place impact
Reduced ASB requiring further action	Circa 18	Reduction 33% (years 2&3)
Reduced incidents of crime (all crime)	Circa 170	Reduction 10% (years 2&3)
Reduced incidents of Common Assault	Circa 10	Reduction 10% (years 2&3)
Reduced incidents of Criminal Damage	Circa 30	Reduction 10% (years 2&3)
Reduced Housing Evictions	Circa 20	Reduction 10% (years 2&3)
Reduced statutory homelessness	Circa 60	Reduction 10% (years 2&3)
Improved well being of individuals	Based on population of 2094	Engagement with 10% of population and retaining involvement with 10% of those engaged p.a.
Improved family well being	Based on population of 2094	Engagement with 10% of population and retaining involvement with 10% of those engaged p.a.
Improved Community well being	Based on population of 2094	Engagement with 10% of population and retaining involvement with 10% of those engaged p.a.

Highfields Public Value estimate

Based on the above figures, the total fiscal benefit over the three years is circa £38,400 and the net public value is £1.65m

Implementation Plan

Action area	Action /delivery milestones	Budget & resources	Timescale	Outcome
community engagement	Engagement through COs and voluntary groups Litter pick – and wildflower sewing Window boxes as part of Halesowen in Bloom Trolley art and carnival	CfED project budget / ASDA	feb/march 2015	<ul style="list-style-type: none"> • Improved engagement and environment • Community pride • Improves engagement and wellbeing • Improves aspects of the estate • Builds skills and confidence • Joins up Highfields to the main town • Reduce social isolation and its consequent health and well – being • More engagement and activities enabling everyone to feel more a part of the community • More community volunteers, who are better trained and supported and are aware of the volunteering opportunities on the estate and surrounding areas. • A more cohesive and less socially divided community within Halesowen as a whole
improving pride in the area through the environment	Community garden Engagement now underway – window box project will be first milestone	CfED project budget initially	Spring 2015	<ul style="list-style-type: none"> • Builds skills and confidence • improve health and wellbeing and community cohesion • less demand on the need to travel to other areas to experience pride in an environment • catalyst for bigger environmental projects
Youth engagement	engaging with young people through existing projects – potential for a young advisors group	existing reshaped with some project funding from CfED opportunities to lever in additional from external funding pots	on -going beginning Jan 2015	<ul style="list-style-type: none"> • Reduced crime by % point • better cohesion (less asb/gangs) • Improved health and well -being • better confidence and self - esteem • better educational outcome for young people • young people who are furthest from the job market brought into employment • address individual barriers to employability, such as attitudes, poor behaviour and personal presentation

Action area	Action /delivery milestones	Budget & resources	Timescale	Outcome
Halesowen "great conversation"-	involvement and community audit - newsletter /hyperlocal site	Existing Our Place via CfED	ongoing from December	<ul style="list-style-type: none"> • break down community barriers • better access to voluntary resources • improved community capacity building to enable participation in service redesign and transformation • happier and more supportive families & communities • improve medium to hear local voices
Business engagement	To involve the businesses of Halesowen building on links made through Halesowen in Bloom and by circulating the operational plan to enable something tangible to engage around and develop a strong and effective partnership		Oct/2015 - 2016	<ul style="list-style-type: none"> • improving business links with potential pathways to employment and other sponsorships – creating greater markets for the businesses • appropriate advice from local businesses that will address issues of unemployment • work familiarisation and placements for job seekers through partnership with local employers
Governance and co-production	Mechanisms to bring voluntary and public sectors together	within existing	Oct 2015 – continuing ...	<ul style="list-style-type: none"> • start the process of service transformation- to enable the quantification of the work already being done to support vulnerable residents • Services are available that are aimed at troubled families, families on low income and provide opportunities for better parenting through training and other support • MOU signed off by agencies willing to work collectively on improving the well – being of the estate

Action area	Action / delivery milestone	Budget & resources	Timescale	Outcome
Service transformation	Develop clear community cohesion projects which reduce ASB, substance misuse and lead to less dependency on public services	aligned budgets /some PB/some external funds		<ul style="list-style-type: none"> • A readily accessible local services directory and more information on what is available from agencies • Coordination of more effective access to services and signposting to service providers • Greater self-reliance and an increase in the proportion of residents who feel that they can help and support themselves, their families and their neighbours, thereby reducing dependency on external service providers
Aligning budgets and pooling	Carry out some trial Participatory budgeting around community projects		April 2016 onwards	<ul style="list-style-type: none"> • Test models of budget pooling and alignment leading to Pooling of budgets and aligning of activity through embedded Participatory budgeting to breakdown anxieties about pooling
service transformation	– co design and coproduction of local services		2017	<ul style="list-style-type: none"> • Greater integration of services and budgets so as to make pathways more efficient and effective • Improved neighbourliness • Overall reduction in the cost of services provided through better integration • Improved local knowledge of and relationships with service providers, including statutory NHS & GP surgery, adults / social services, housing services, police, fire and voluntary agencies delivering in the area. • Local identification of needs including health, mental health, family issues, anti - social behaviour



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