

# GREAT YARMOUTH NEIGHBOURHOOD MANAGEMENT

## DRAFT ACTION PLAN

### SUMMARY



## 1. Overview

- 1.1. This is a summary of the Neighbourhood Management (NM) Action plan commissioned by the Great Yarmouth Neighbourhood Management Partnership (NMP). The NM Action Plan builds on the plans, strategies and services operating within Great Yarmouth. It has been built through work undertaken with key stakeholders including neighbourhood management board members (including residents), strategic and operational staff within Great Yarmouth Borough Council (GYBC), Norfolk County Council (NCC), the Police, the Primary Care Trust, and the voluntary and community sector, and incorporates the findings of the residents' perception study undertaken by Priory Research Services.
- 1.2. Neighbourhood Management is a process (not a project) which involves communities working with local agencies to improve services at neighbourhood level. The key to neighbourhood management is that residents concerns should be more important in defining what is done than agencies' assumptions.
- 1.3. In Great Yarmouth, the NM Partnership is focused on the neighbourhood in the South Yarmouth area, incorporating the town centre and running down to the Barracks estate area – and which has around 9000 residents. This area was chosen by the government as the area of focus as a result of many factors, including the high levels of deprivation and inequality residents in the area face.
- 1.4. The stakeholders, by and large, sent out the same key messages in terms of needs and priorities and suggested some innovative solutions to the challenges the neighbourhood management area faces. This, coupled with national best practice of what works elsewhere, has helped the formulation of the Action Plan.
- 1.5. The Action Plan is set out under the 4 key themes of: Community Safety; Aspirations; Cleaner & Greener; and Community Engagement, Development & Cohesion. Funding has been proposed for each intervention where appropriate.
- 1.6. Baseline data shows that 9.5% of the population of Great Yarmouth live in the neighbourhood (8908 people). Of these, over 25% are under 19 years old. The neighbourhood management area is comprised of 6 Lower Layer Super Output Areas (LLSOA's). Within the Index of multiple deprivation, 4 of these areas are in the top 3% most deprived in England. Furthermore, for the employment domain, in some LLSOA's, the ranking is in the top 0.25% in the country.

- 1.7. Recommendations for actions fall within the each of the key themes identified and are summarised below.

## **2. Community Safety**

### **2.1. Reducing Anti-Social Behaviour (ASB)**

A focus on support and diversion is needed through a multi-agency approach. The NMP will work with Housing and the Children and Young People's board to develop a joined up response.

### **2.2. Many unsafe alleyways**

A 'mini-master planning' exercise is needed for alleyways and open spaces recommending crime reduction measures and improvements for each.

### **2.3. Drug users engaging in crime and not receiving appropriate referral.**

A stakeholder group will be formed to explore these issues with the existing multi-agency arrest referral scheme and the co-located team for prolific offenders.

### **2.4. High levels of street drinking and alcohol-related crime in the summer season makes the area feel unsafe**

The need for outreach work and a 'wet centre' working outside the Criminal Justice system should be investigated. Police shift patterns in the summer season and high visibility door staff should be considered.

### **2.5. Racial harassment & fear of reporting to Police**

Further investigation is needed as to the extent of the problem. Potential solutions might include neighbourhood reporting sites and access to victim support.

### **2.6. Under-recording of ASB incidents**

We will better co-ordinate Police and Borough recording and analysis and seek to introduce a Geographic Information System to GYBC to map and monitor levels of ASB.

### **2.7. Disaffection of young people**

We will examine provision for parenting and family support in the neighbourhood particularly in extended schools. The initial focus should be on families with teenagers.

### **2.8. Gang Culture where ASBO's are considered medals**

We will consider re-funding the existing peer-mentoring scheme.

### 3. **Raising Aspirations**

#### 3.1. **Lack of year-round jobs due to seasonal nature of town and low skill base juxtaposed with much new investment**

An economic strategy for the NMP will be developed which capitalises on new local investment by ensuring local people can get involved on a paid basis. We will appoint an employment & enterprise officer to implement an action plan and examine the feasibility for a local social enterprise to link local people with emerging labour opportunities.

#### 3.2. **High levels of dependency on incapacity benefit due to mental ill health**

We will commission research to establish a more accurate understanding of the problem, the causes, the agencies involved, and best practice elsewhere.

#### 3.3. **Limited adult education and training in the neighbourhood**

An audit of existing skills and those needed for local labour will be undertaken and co-ordinated by a multi-agency steering group. Reconfiguration of existing facilities and pump-priming of courses for small groups of people will be considered.

#### 3.4. **Low income and high debt levels**

We will work towards extending the Cobholm & Lichfield Credit Union boundary ('common bond') to include the NMP area and ensure money advice can be provided by the Citizens Advice Bureaux locally.

### 4. **Cleaner & Greener**

#### 4.1. **Waste Management, including fly-tipping, recycling and wheelie bins.**

A Cleaner & Greener Officer will be recruited to establish a local social enterprise to lead on the improvements and upkeep of communal areas. A local approach to recycling will be developed. A campaign will engage residents in reporting local problems.

#### 4.2. **Poor quality urban spaces**

'Grey Spaces' Improvement Project - littered and unused communal areas to be turned into usable green spaces that fulfil communities recreational and public health needs. Local communities to be supported in developing and managing these spaces.

#### 4.3. **Peggoty Road Community centre play area, and others areas not suitable or fully utilised**

Young people and residents will be engaged in looking at local needs and finding solutions.

4.4. **Middlegate estate – unused play areas, drying areas and private gardens.**

GYBC Housing will lead on assessing needs and ensure effective community involvement in developments. An effective 'micro-management' plan will be drawn up considering the role of a 'super caretaker' and residents.

4.5. **Poor standards of housing in the private rented sector especially for migrant workers and vulnerable people**

We will support the roll out of the Landlord Accreditation Scheme for providers and encourage agencies to only use accredited Landlords.

5. **Community Engagement, Development and Cohesion**

5.1. **Existing community engagement processes are uncoordinated – there is more than one community in the NMP area**

We will develop a neighbourhood centre as a focus for NM work in the area and develop a neighbourhood system for community engagement that effectively involves residents at the street and block level, linking them into neighbourhood management, neighbourhood policing, the South Yarmouth Community Partnership and the GYNMP.

5.2. **Young People are disengaged and detached youth work is not co-ordinated**

We will employ a half-time youth worker to co-ordinate detached youth work in the neighbourhood and target some areas intensively. This work will explore and develop new activities, examine and resolve tensions between groups of young people, and ensure young people can be involved in the NMP.

5.3. **Recreation space, facilities and activities for young people**

Young people will be involved in a review of facilities (formal and informal) and activities that will feed into the NCC Youth Service Review in 2007.

5.4. **St. James Resource Centre does not feel like a community space**

Residents will be involved in a review of community facilities

5.5. **Work with Tenants & Residents Associations must work with the broader community development approach.**

GY Housing resources should be considered for pooling with the NM team for a more joined up approach.

5.6. **Some evidence of rift between newcomers and people who have been in Yarmouth a long time.**

Community 'leaders', local newspapers and a media campaign will be developed to change perceptions. We will explore the benefits and costs of a South Yarmouth festival to celebrate the diverse community.

5.7. **There is little data around population figures and needs of the new communities.**

We will commission research so we know more about the communities that live in the GYNMP area, their needs, and future population projections.

**6. Themes For Years 3 & 4**

6.1. GYNMP requested that the themes above be dealt with in detail for the first 2 years of the programme. However the following 3 themes will need more focus and attention in the years to come.

6.2. **Health, and in particular public health.** Research and literature tells us that health inequalities are the result of a complex and wide-ranging network of factors. People who experience material disadvantage, poor housing, lower educational attainment, insecure employment or homelessness are among those more likely to suffer poorer health. In GYNMP, where baseline data points to high disadvantage, tackling health inequalities should be a key priority.

6.3. **Children & Families – particularly those at risk.** The baseline data and stakeholder analysis showed great need amongst young people in the neighbourhood with high levels of antisocial behaviour, disengagement from the community and wider disaffection. It is impossible to refer to preventative and early intervention services without talking about children and young people who are the future of the borough. Family support and early intervention services will need to be a focus in the near future.

6.4. **Yarmouth as a tourist destination.** As this is a time of unprecedented resource injection and development in GY, the NMP will work to capitalise on this and ensure not only that there is benefit for the residents of the neighbourhood, but that residents participate in the design and delivery of the revival of GY as a tourist destination.