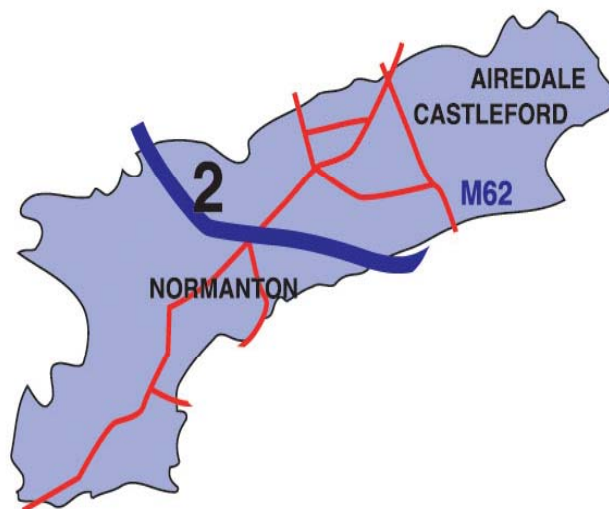


Castleford, Airedale and Normanton

Local Vision

delivering neighbourhoods where
people want to live - 2010



Our commitment

We are committed to providing fair opportunity to access information. If you would like information in another language or format, please ask us.

Amharic

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Farsi

ما متعهد می باشیم که موقعیت منصفانه برای دسترسی به اطلاعات فراهم آوریم. اگر شما این اطلاعات را به زبان یا شکل دیگری میخواهید، لطفاً با ما تماس بگیرید.

French

Nous nous engageons à donner à chacun la possibilité d'avoir accès à informations. Si vous souhaitez obtenir des informations dans une autre langue ou sous un autre forme, veuillez nous le faire savoir.

Kurdish Sorani

ئێمه پابه‌ندین به دابینکردنی زانیارییه‌کان به شیوه‌یه‌کی ره‌وا و یه‌کسان. ئه‌گه‌ر ده‌ته‌وێت زانیارییه‌کانته به زمانیکی تر یان به شیوازیکی تر بۆ دابین بکریته، تکایه پیمان بلی.

Polish

Naszym celem jest zapewnienie należnego dostępu do informacji. Prosimy zwrócić się do nas celu uzyskania informacji w innym języku lub formacie.

Tigrinya

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Urdu

ہم نے معلومات تک رسائی کا مناسب موقع فراہم کرنے کا عزم کر رکھا ہے۔ اگر آپ معلومات کسی اور زبان یا شکل میں حاصل کرنا چاہتے ہیں تو براہ مہربانی ہم سے بات کریں۔

CD



Braille



In large type

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Any other format



Call 0845 8 507 507 or email communications@wdh.co.uk
(calls to OneCALL may be recorded for training purposes)

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Introduction

In April 2006 Wakefield and District Housing (WDH) launched its Vision to 2020 to 'create confident communities'. This created an opportunity for regeneration with no barriers between residents and our tenants. The first milestone is 'to create neighbourhoods where people want to live' by 2010. WDH covers a wide geographical area made up of various communities that are diverse in nature, all experiencing different issues, and all having different needs and aspirations.

To give local focus to the Vision to 2020 and lead us to our first milestone we have developed Local Visions. The Local Visions enable 'local solutions to local issues' to be made and give each community a real opportunity to reach its full potential.

Background

Underpinning the overall Vision is the Regeneration Model that uses Local Visions as a vehicle to deliver our promises but reflect local issues.

The Regeneration Model is made up of six stages that aim to understand local needs (challenges), by assessing levels of disadvantage and to deliver confident communities (outcomes).

Our process is:

1. Develop local capacity.
2. Define and produce a Local Vision.
3. Undertake 'blueprint' planning.
4. Review investment decisions.
5. Introduce a sustainable management plan.
6. Develop role models through community leadership.

Our aim is to create a community picture into an actual photograph.

To underpin this knowledge WDH has actively engaged communities and other partner agencies, fostering tenant and resident involvement to develop capacity within each community

These activities have highlighted that people not only want their views listened to, but acted upon to benefit the needs of their individual estates and communities.

Local Visions were launched and commenced development at the Local Challenge Events held during November and December 2006, across each of the five areas that make up our district. This was an important first step where Local Management Committee (LMC) and WDH Board Members engaged with a variety of individuals, local community groups, tenant associations, partner agencies such as Groundwork and West Yorkshire Police (WYP).

The focus for the events was to seek views from those attending on what was required for WDH to deliver its first milestone by 2010 and 'create neighbourhoods where people want to live'.

To make this milestone a reality, there are actions that WDH can deliver direct and those where we will need to try to influence the actions of partner agencies.

In October 2006 we undertook a full Tenant Census to identify areas where we could improve our services, moving towards supplying tenants with a 'bespoke' service. We are using the information from the Tenant Census to ensure that we are more proactive in the services offered to customers. We will also be able to identify the best ways of reaching all of our tenants to obtain their views of our services, by enabling us to identify and engage with hard to reach groups.

During October and November 2007, all five Local Visions were reviewed at each of the five Local Challenge Events. This review of the Local Visions is a key step to engage with tenants, residents, LMC members, and other partner agencies to assess the progress made since the launch of the Visions. The review was also used to gather views and suggestions to guide the next steps for the Local Visions.

Following the event, the views and suggestions were gathered and the direction of the Visions were adjusted accordingly to represent these views of the local communities.

The creation of Local Visions and information from the Tenant Census can only lead to successful regeneration within the Wakefield area. This will be delivered by complementing our major Investment Programme with substantial environmental and economic improvements. Empowering individuals and communities in this process will encourage inclusion, pride and sustainability for an estate and a real improvement to people's lives. Above all Local Visions provide local solutions to local issues leading us to 2010 when WDH will have 'created neighbourhoods where people want to live' and commenced the creation of confident communities.

Regeneration Model

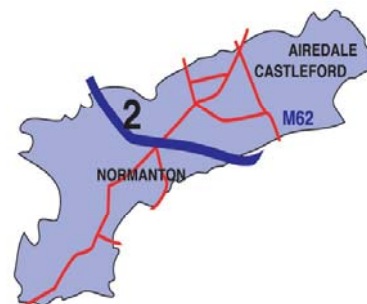


1. Area Overview

Castleford, Normanton and Airedale comprises of several distinct communities concentrated around the townships of Castleford and Normanton. There are 6,272 WDH properties in this area.

The main urban conurbations:

- Castleford
- Airedale and Ferry Fryston
- Normanton, Altofts and Kirkthorpe



The housing stock is made up of a wide range of low-rise pre and post war properties with some non-traditional built accommodation.

There are 2,417 WDH properties within Airedale and Ferry Fryston, and the area has benefited from a significant upturn in recent years through environmental and physical improvements undertaken as part of WDH's Investment Programme.

Demand for accommodation has been slightly less than neighbouring communities in the past. However, this has been mainly attributable to an historical lack of inward investment within the area.

Most of the accommodation is of traditional brick construction; there are also a number of non-traditional properties, many of which were built in the 1950s.

Benefiting from good local schools, excellent transport links, new employment opportunities and the development of the Neighbourhood Management Pilot (NMP), the area is regenerating at a significant pace.

Castleford is a historic market town with Roman origins. The town itself has a proud and historic industrial heritage, which resulted in the provision of local authority accommodation to facilitate the growth of traditional manufacturing industries in the areas such as coal mining and glass making. There are 1,798 properties in Castleford.

The town has seen a recent economic upturn and with addition of the Junction 32 Retail Park and the recently opened Xscape ski slope and leisure complex, Castleford is a popular place to live and work. The town benefits from excellent transport networks and is strategically placed for industry.

The demand for accommodation in Castleford, especially central Castleford, is extremely high, with demand currently outstripping supply, particularly for family type accommodation. There is an extremely low turnover of properties, with tenancy termination levels reducing over recent years. The increase in right to buy sales has compounded housing supply issues.

The traditionally low demand outlying areas of Castleford, Whitwood and Cutsyke have benefited from the upturn in housing demand and local economy and supply for accommodation is now extremely healthy.

Normanton and Altofts have 2,057 properties developed mainly after the war. The housing stock has a wide range of traditionally built properties and includes a number of non-traditional built flats. Normanton has become the most vibrant and fastest growing housing market in the region, making it attractive to both developers and employers alike.

Family accommodation within the Normanton area is in extremely high demand. This has been exacerbated by the high number of right to buys, particularly within the Woodhouse area, which also has a very low turnover of accommodation. The demand for affordable accommodation, principally family type accommodation within the area, has a significant affect on re-housing times and the local waiting list.

Altofts is a fairly compact village in a semi rural setting. Kirkthorpe is a popular rural village north east of Wakefield.

Demand for accommodation within the Altofts and Kirkthorpe areas has historically been high. Again, the number of right to buy sales has had a major impact within these areas in terms of housing supply. There is a particular need for purpose built properties and special need dwellings.

2. Key Facts About the Area¹

2.1 Age and population

Age profile of WDH tenants

	16-24	25-44	45-65	65+
	%	%	%	%
Area 1	6	30	23	40
Area 2	9	28	27	34
Area 3	4	25	27	43
Area 4	3	24	27	45
Area 5	6	25	24	45
WDH	5	27	25	41

Source: Tenant Status Survey 2005

This area has the highest percentage of tenants under the age of 44 living in WDH accommodation at 37%.

2.2 Environment

Environmental issues that are fairly or very important to tenants

	Area 1	Area 2	Area 3	Area 4	Area 5	WDH
	%	%	%	%	%	%
Cleanliness of the area	99.4	94.5	93.9	96.6	99.4	96.7
Upkeep of open spaces	97.4	79.9	90.1	89.0	98.9	91.0
The upkeep of the outside of your home.	95.6	82.8	88.1	94.8	97.8	91.7

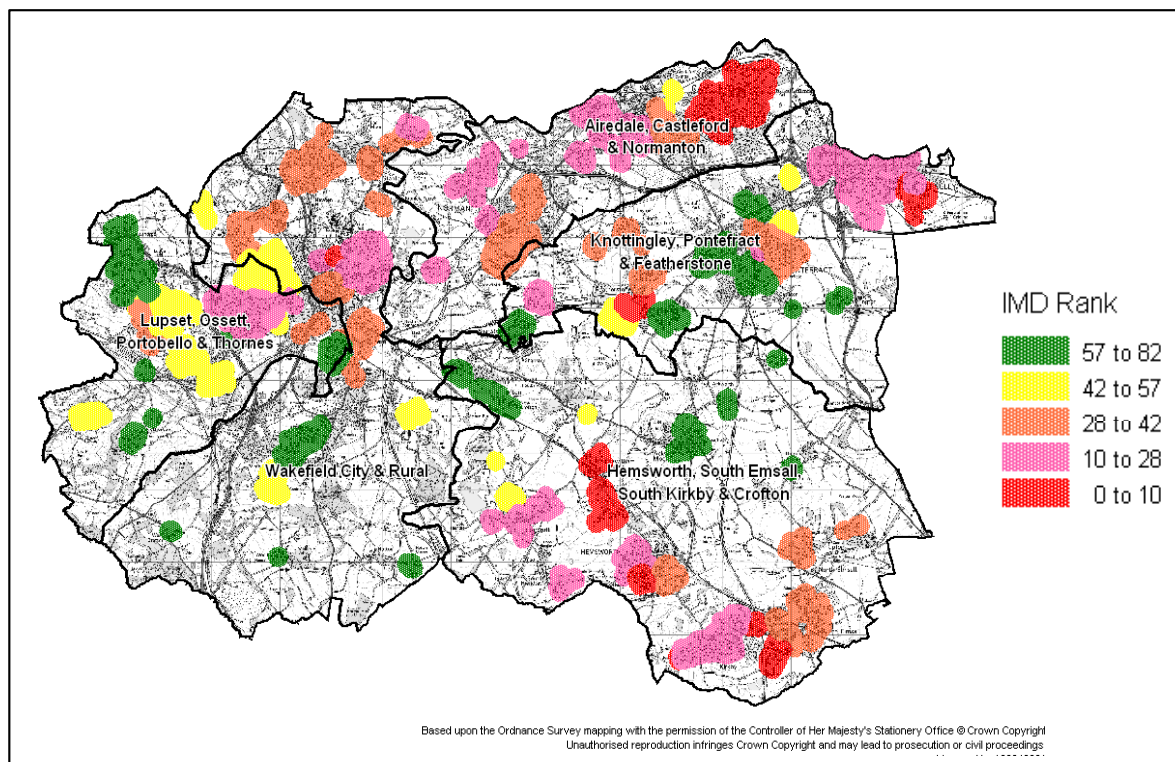
Source: Tenant Status Survey 2005

WDH customers have indicated that improving environmental surroundings within the area is one of their main priorities. This has again been reflected in the 2006 updated Customer Survey and recent Local Challenge Day events.

¹ Area 1 Lupset, Ossett and Horbury
Area 2 Castleford, Airedale and Normanton
Area 3 Pontefract, Knottingley and Featherstone
Area 4 Hemsworth, South Elmsall and Crofton
Area 5 Wakefield city and Rural

2.3 Economic wellbeing

Indices of multiple deprivation mapped by WDH stock



Wakefield is ranked 54 out of 354 local authorities on the Indices of Multiple Deprivation. This figure is arrived at by 'measuring deprivation in various areas, such as health, income, education and crime'.

Communities within the Castleford, Airedale and Normanton area have high levels of multiple deprivation, with parts of Airedale and Ferry Fryston being the most deprived in the Wakefield district, being in the top 1% deprived areas within the country.

26% of children in the Castleford, Airedale and Normanton are living in income-deprived families, with highest levels of childhood deprivation being recorded within the Redhill and Saxon Way area.

2.4 Employment

Total net income of WDH tenants

	<£5,199	£5,200 - £10,399	£10,400 - £20,799	>£20,800
	%	%	%	%
Area 1	10	61	17	3
Area 2	31	51	18	0
Area 3	28	52	18	1
Area 4	34	54	9	3
Area 5	21	68	9	2
WDH	27	56	15	2

Source: Tenant Status Survey 2005

82% of WDH customers living within this area earn less than £10,399 annual net income, with 31% earning less than £5,199.

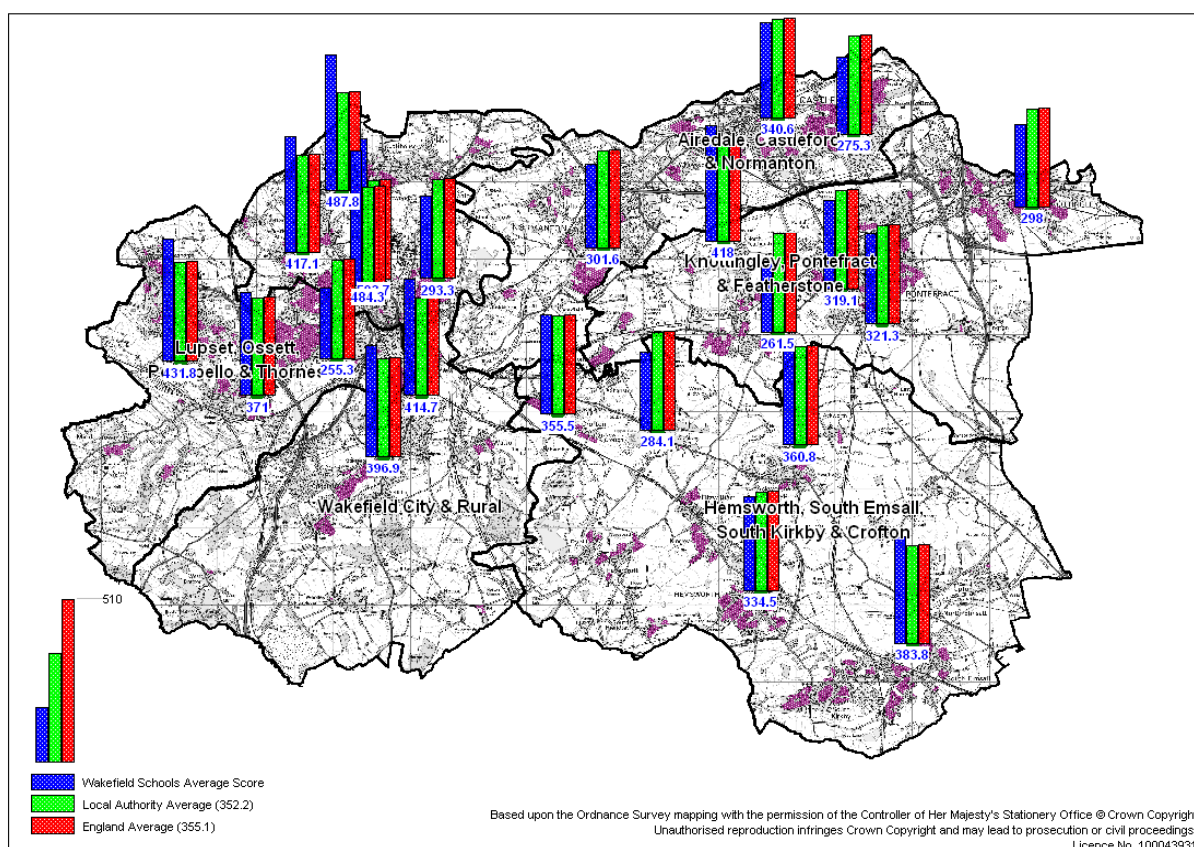
Percentages of economically active tenants

	Full Time	Part Time	Self Employed	Unemployed	Total
	%	%	%	%	%
Area 1	17	7	0	6	30
Area 2	11	10	1	12	34
Area 3	12	7	1	8	28
Area 4	9	9	-	4	22
Area 5	11	9	1	6	27
WDH	12	8	-	7	27

Source: Tenant Status Survey 2005

34% of WDH customers living within this area are economically active, however 12% are registered as unemployed.

Wakefield Schools Average Points Score (2005)



In 2005 pupils from Airedale High School achieved a 42% pass rate of GCSE A to C grades, Castleford High School Technology College 41% and Freeston Business and Enterprise College 47%.

The average GCSE pass rate for the Wakefield district was 56.1%, with national average being 57.1%.

2.5 Fear of crime

Percentage fear of crime (WDH tenants)

	Area 1	Area 2	Area 3	Area 4	Area 5	Average
	%	%	%	%	%	%
Having your home broken into and something stolen	31	43	34	24	13	30
Having your car or van stolen	26	29	34	19	6	23
Having things stolen from your car or van	24	26	30	16	4	20
Being mugged and robbed	10	27	19	11	2	14
Being raped	4	18	13	8	1	9
Being physically attacked by strangers	3	23	14	10	<0.5	10
Being insulted or pestered in the street or other public place	3	24	13	10	<0.5	10
Being attacked because of your skin colour, ethnic origin or religion	3	17	11	7	1	7

Source: Tenant Status Survey 2005

43% of WDH customers living within the area are fearful of having their homes broken into and something stolen.

17% of tenants fear being attacked because of the colour of their skin, ethnic origin or religion.

2.6 Antisocial behaviour (ASB)

Recorded incidences of ASB

	Wakefield district	%	WDH estates	%
Area 1	2,469	16.5	1,186	21.2
Area 2	3,225	21.5	1,310	23.4
Area 3	2,871	19.2	1,389	24.8
Area 4	2,268	15.2	820	14.6
Area 5	4,137	27.6	898	16.0
Total	14,970		5,603	

During 2005 24.4% of recorded incidences were within this area, with Airedale, Ferry Fryston and Smirthwaite areas being worse affected.

2.7 Health

Percentage of tenants with activities limited by long-term illness, infirmity or disability

Area	%
Area 1	37.9
Area 2	41.1
Area 3	41.2
Area 4	44.9
Area 5	40.1
WDH	40.1
Source: Tenant Status Survey 2005	

Tenants living within the Castleford, Airedale and Normanton areas are more likely to have long-term illness, infirmity or disability than the average for the Wakefield area.

3. Working Towards Neighbourhoods Where People Want to Live

Our approach to delivering the actions in the Local Vision is based on inclusivity and openness; delivering services to our local, diverse customer base without discrimination.

In order to have a greater understanding of what residents want from a Local Vision, we have hosted a number of events to discuss the priorities they would like WDH to look at as part of the Local Vision. This has included holding specific involvement and challenge events within area. Consideration to the latest tenant and leaseholder satisfaction surveys and feedback from employee away days was also included in the development of the Local Vision.

One major benefit that arises through the wider involvement of all sections of the community is the generation of capacity. This is a key part of our Regeneration Model and therefore an integral part of the creation of a confident community.

Below is a summary of the key issues and actions that will be required to deliver the Local Vision.

3.1 Reduce youth nuisance and ASB

Understanding customer concerns and priorities is key to our approach in reducing ASB and so we have undertaken a number of reassurance mapping exercises in partnership with WYP to target our resources more effectively.

Through the creation of the NMP we have been able to develop new approaches to tackling the underlying causes of youth nuisance and ASB, this has included adopting the principles of 'Total Family Support' to address chaotic life styles.



Working in partnership with other agencies has enabled the development of a groundbreaking initiative to target underage alcohol misuse through test sales and the promotion of responsible retailing. This initiative has been supported by the creation of a dedicated Community Alcohol Officer.

The creation of a Community Safety Café at Airedale Library gives residents the opportunity to access key agencies, including WYP and the Fire Service, to discuss and resolve their community safety concerns.

3.2 Clean and tidy neighbourhoods

There has been great emphasis placed on improving the environmental quality over recent years, we have acted on community consultation to develop local solutions to local issues. The creation of a strategic partnership with Groundwork Wakefield has provided greater funding opportunities to deliver environmental regeneration throughout area.



Groundwork are market leaders in environmental regeneration and in partnership we have developed profiles of all our estates, which have resulted in the identification of priority areas for environmental improvements. These areas are subjected to Estate Blueprints, which are a key stage in our Regeneration Model through cohesive environmental and service delivery improvements, which include:

- Community engagement, leading to sustainable involvement.
- Local solutions to local issues.
- Protecting the natural environment.
- Improve cleanliness of open areas and play areas.
- Environmental improvements, which embrace best practice and established successes.
- Promote environmental wellbeing.



The Estate Blueprint process has successfully delivered improvements to the Airedale, Ferry Fryston and Normanton areas. Environmental improvements are also planned for the Whitwood and Cutsyke areas following the completion of Blueprint work in those areas.

Our accelerated environmental improvement program has commenced in Ferry Fryston to improve green spaces, street gateways, boundary treatments and provide off road parking.

As part of our commitment to delivering excellence, Environmental Campaigns (ENCAMS) have been commissioned to complete comprehensive environmental surveys of the Neighbourhood Management Area. This has allowed us to better understand and map environmental conditions within the area, which has been key to addressing community concerns by effectively targeting resources.

The development of a Cleaner, Safer and Greener Charter will deliver transparent service standards based on community aspiration for all key agencies within the area.

3.3 Improve access to services

Diversifying and modernising service delivery is a key LMC priority for the forthcoming year to ensure that we are delivering excellence in customer access. A service review has been commissioned to ensure customers have choice so that they can access our services in a way that is convenient, accessible, consistent and provides value for money.



The re-location of the service access points (SAPs) at Normanton and Castleford to town centre locations has made our services more accessible to customers and raised WDH's profile within the area.



Transforming the role of SAPs by changing and widening our community based service provision has proved very popular with customers. The extension of opening times has enabled customers to access advice on debt, energy efficiency, healthy living, right to acquire and access to basic bank accounts.

Making our service more mobile has led to the introduction of information kiosks and advice sessions at local schools and community centres.

3.4 Create opportunities to be involved

We will continue to develop strategies that support and develop community involvement throughout the area. So far this has resulted in more tenants actively shaping and contributing to the management of their homes.

The introduction of a dedicated Tenant Involvement Officer has enabled the Management Team to encourage and support involvement at all levels. This has resulted in more effective use of financial and human resources and encouraged greater involvement through different methods of engagement.

We have undertaken specific consultation initiatives to promote new and emerging community groups. This has led to the redirection of resources to deal with community priorities. We will continue to look for new and innovative ways to promote engagement across all areas.



Area Housing Forums (AHF) gave tenants the opportunity to contribute to, and shape the decisions relating to the management of their homes. They have also given the wider community an ability to have a say in environmental improvements, which will be undertaken by WDH and their partners.

It is important that the AHF is fully representative of all the communities within this area, this is a view supported by the LMC. Where estates are not represented appropriate action will be taken to encourage representation from all social and economic groups within the area.



Having a fully representative AHF will enable the LMC Members to have an effective sounding board and ensure that resources are used to meet local need.

The involvement of the wider community in tackling problems that arise is seen as paramount and the introduction of our local engagement strategy is how we will ensure that views of all our customers is used to shape future service provision.

The Local Engagement Strategy will help us maximise the opportunities for tenants and residents to become involved in the decision-making process of WDH. We will seek to engage tenants and residents in ways which they feel comfortable and which are most effective, with a key aim of increasing the number of tenants and residents we involve across all sectors of the community.

3.5 Improved educational attainment and employment opportunities

Improving educational attainment and employment opportunities is vital to developing confident sustainable communities.

The LMC want to promote free access to training and back to work initiatives within the area. This scheme will be developed in partnership with local schools and support WDH's Community Leadership Programme. Opportunities will be created for clerical and administration work experience and customer focused roles through our SAPs.





Work placements through Technical Services and the Homebuilder Scheme will contribute to developing a workforce from within the area. There will be opportunities for new build schemes in this area and a trained workforce will be required. There will be significant benefits to be gained if the workforce has an interest in the area. This will support the regeneration of the area by both reducing long-term employment issues and increasing future job prospects for young people in the area.

Three hundred students from the area have benefited from training sessions, where WDH provided workshop sessions to give students an insight into the building trade. Students are also receiving intensive mentoring to develop their business and academic skills.

The NMP Board has prioritised worklessness as one of its key areas for improvement and is undertaking a number of initiatives to promote and develop employment opportunities. This has included a door knocking exercise to promote access to employment and to give specific advice based on individual residents needs.

There has also been a successful bid for £670k of funding to increase employment opportunities for people across the Wakefield district, through training and development packages delivered by WDH in partnership with Wakefield Council's Adult and Community Education Services and Groundwork Wakefield.



Vision

to create confident communities

Mission

to inspire, transform and promote excellence

Values

to be creative, inclusive and work with integrity

delivering promises, improving lives