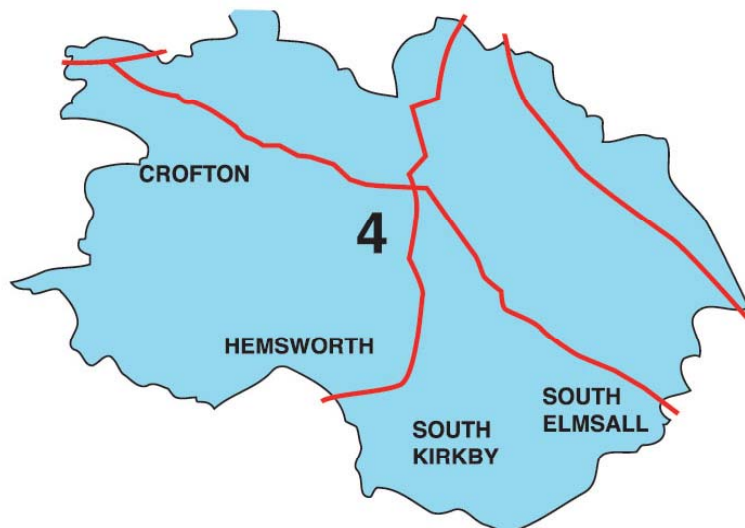


Hemsworth, South Elmsall and Crofton Local Vision

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.

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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 'blue print' 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 in to 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 it will require we will seek 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 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.

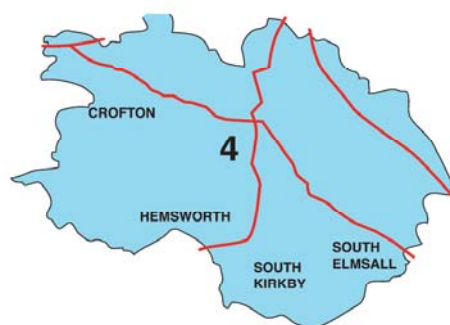
The creation of Local Visions and information from Tenant Census can only lead to successful regeneration within the Wakefield area. This will be delivered by complementing our major Investment Programme with substantial environmental and economic improvements. Empowering individuals and communities 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

This Local Vision represents an opportunity to access WDH's resources and put them to work where they are needed most. Our Vision outlines specific improvements that can be achieved through partnership and cooperation with the community.



The scope is wide reaching, encompassing health, education and welfare improvements for all residents of this area with the goal of becoming not only the Housing Provider of Choice, but also an enterprising organisation that equips and encourages the creation of confident communities.

Investing in people, properties and places will form the foundation on which we build better relationships, greater cooperation, and diverse, satisfied neighbourhoods that see opportunities instead of obstacles.

By building bridges between generations through workshops and programmes, we hope to reinforce a sense of ownership and pride in the community. We offer not only a vision, but also practical solutions for delivering promises and improving lives.

The Hemsworth, South Elmsall and Crofton area comprises several towns and villages. There are 5,255 WDH properties in this area.

The housing stock is made up of low-rise flats, bungalows, two to four bedroomed houses, and independent living accommodation.

There are nine independent living schemes in operation, comprising both flats and bungalows. Proportionately this is a high number of independent living schemes and supports the population profile.

Havercroft, Ryhill and South Hiendley

These form a triangle of rural villages. These villages are popular places to live, as they offer a rural setting within easy reach of Wakefield, Pontefract and Barnsley in addition to attractive open country. In addition, to views over attractive open country, Havercroft and Ryhill have a community learning centre and a sports centre. The villages are also ideally located for Anglers Country Park in neighbouring Winterset.

Ackworth

Ackworth is a large village, established over many centuries and is full of character, in a popular rural location, close to the historic market town of Pontefract. WDH stock is located in small developments of traditionally built pre and post war properties surrounding farmland. The village enjoys the benefit of excellent road links to Pontefract, Doncaster and Wakefield.

The small village of Wragby sits on the outskirts of Ackworth, located near the historic house of Nostell Priory.

Crofton

Crofton was in its infancy a mining community but has flourished into a highly sought after area, popular with commuters to the city of Wakefield. WDH housing stock is comprised of small estates in an attractive rural location.

Fitzwilliam

Fitzwilliam is located two miles north of the town of Hemsworth. WDH housing stock consists of traditionally built, pre and post war properties. The village is located on the B6273, leading directly to Wakefield and is also served by a railway station. Surrounded by open countryside this village has increased in popularity following new development in the area and continuing regeneration work.

Hemsworth

There are 900 WDH owned dwellings in Hemsworth, which is the largest town in the south east of the area. Having its own bus station, market, local shops, schools and newly built Tesco supermarket, plus its close proximity to Barnsley, Pontefract, Wakefield and Doncaster, makes Hemsworth an ideal location for all age groups.

Kinsley

WDH housing stock in Kinsley is located in two distinct areas. Ings Estate is located at the edge of the village, next to open farmland. It is an especially quiet estate, consisting of accommodation designated for older people.

Old Kinsley accounts for all WDH accommodation in the village outside Ings Estate. Properties are of traditional pre war and non-traditional post war construction types. It is located close to Hemsworth Water Park, a very popular local amenity.

South Elmsall

South Elmsall is a town in the south east of the Wakefield district. It has a popular market and well-used town centre, with both a bus and railway station. WDH housing stock consists of a number of popular estates interspersed with long-standing and newly constructed private accommodation. There are industrial parks within the area that have attracted large household retail names such as Next, Superdrug, Netto and Del Monte, which are major employers in the area.

South Kirkby

The majority of WDH estates in South Kirkby consist of an assortment of low-rise pre and post war properties. These estates include Holmsley, Carr Lane, Clock Row, Park, Hilltop and Burntwood.

Grove Estate is a popular, well presented estate comprised of traditional pre war and non-traditional post war housing stock. Northfield Estate is comprised exclusively of bungalow accommodation.

Thorpe Audlin

Thorpe Audlin is a popular rural village, built in an attractive location, among surrounding farmland. The village enjoys the benefit of excellent road links to Pontefract and Doncaster. Built close to Wentbridge and Badsworth and overlooked by historic Rogerthorpe Manor.

Upton

Upton is a quiet former mining village, surrounded by open countryside and close to major employers. Upton consists of a good mix of housing, combining private rented, social rented, privately owned and new construction. There are also open fields and play areas for children.

Shinwell Estate consists of two storey flats in a popular and well-presented location, with views over open fields.

Rose Estate consists of three bedroom houses and one and two bedroom bungalows. Rose Estate features subtle areas of open plan and large gardens.

2. Key Facts About the Area¹

2.1 Age and population

Age profile of WDH tenants

	16 to 24 (%)	25 to 44 (%)	45 to 65 (%)	Over 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 lowest percentage of tenants between the ages of 16 to 24, and the highest percentage of tenants age 65 and over living in WDH accommodation.

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

In this area, 96.6% of tenants say cleanliness is important to them and 94.8% of tenants say the upkeep of the outside of their homes is also important to them.

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 Crime

The fear of crime is high in this area, with 24% of tenants worried about burglary in their homes, although burglary only accounted for 5% of crimes. It is for this reason that perceptions and physical representations of safety are so important. The tables below demonstrate the inequality between tenants' perceptions and the facts.

Fear of crime (WDH tenants)

	Area 4 %	Average WDH %
Having your home broken into and something stolen	24	30
Having your car or van stolen	19	23
Having things stolen from your car or van	16	20
Being mugged and robbed	11	14
Being physically attacked by strangers	10	10
Being insulted or pestered in the street or other public place	10	10
Being raped	8	9
Being attacked because of your skin colour, ethnic origin or religion	7	7

Source Tenant Status Survey 2005

All recorded crime incidents on WDH estates 2005/2006

Offence	Area 4		WDH	
Criminal Damage	445	28.0%	4,373	35.0%
Violent Crime	386	25.0%	3,046	24.0%
Other Theft	211	14.0%	1,641	13.0%
Burglary Dwelling	128	8.0%	1,010	8.0%
Burglary Elsewhere	108	7.0%	740	6.0%
Theft Of Motor Vehicle	124	8.0%	549	4.0%
Theft From Motor Vehicle	72	5.0%	506	4.0%
Fraud and Forgery	6	0.4%	264	2.0%
Other Crime	27	2.0%	165	1.0%
Drugs Offences	41	3.0%	162	1.0%
Sexual offences	12	0.8%	116	1.0%
Robbery	3	0.2%	40	0.0%
Handling	3	0.2%	17	0.0%
Homicide		0.0%	1	0.0%

Source WYP and Wakefield Community Safety Partnership

In this area, you are just as likely to have your vehicle stolen as your home burgled. This is not true in the other districts of Wakefield where the likelihood of having your vehicle stolen is halved.

What tenants said is a fairly or very big problem in their area

	Area 4	Average WDH
Teenagers hanging around on the streets	22	28
Vandalism, graffiti and other deliberate damage	19	20
Drug dealing	10	14
People using or dealing drugs	6	10
Problems with neighbours	6	7
People being drunk or rowdy in public places	4	8
People causing damage to your home	7	6
People being attacked because of the colour of their skin	1	3
Racial harassment	1	1
Source Tenant Status Survey 2005		

The most important issue in this area was the number of teenagers 'hanging around' on the streets – 22% of tenants see this as a problem. Also, 19% feel graffiti is a problem, and 10% feel drugs are a problem.

2.4 Participation in management and decision-making

Satisfaction for participation in management and decision-making

	2005	2007
Area 4	65.8	60.1
WDH	68.3	60.4
Source Tenant Surveys 2005 and 2007		

In this Area for 2007, 60% of tenants said they were satisfied with their opportunities for involvement in management and decision-making at WDH. This has fallen from the survey results in 2005.

2.5 Employment

Economically active tenants

	Full-Time	Part-Time	Self-Employed	Unemployed	Total
Area 4	9%	9%	-	4%	22%
WDH	12%	8%	-	7%	27%
Source Tenant Status Survey 2005					

There are a large percentage of tenants in this area that are not economically active. This area has the lowest percentage of tenants working full-time (9%) and has a higher level of economic inactivity than either Wakefield or England.

The percentage of people permanently sick or disabled is more than twice the national average, and a third higher than the Wakefield average.

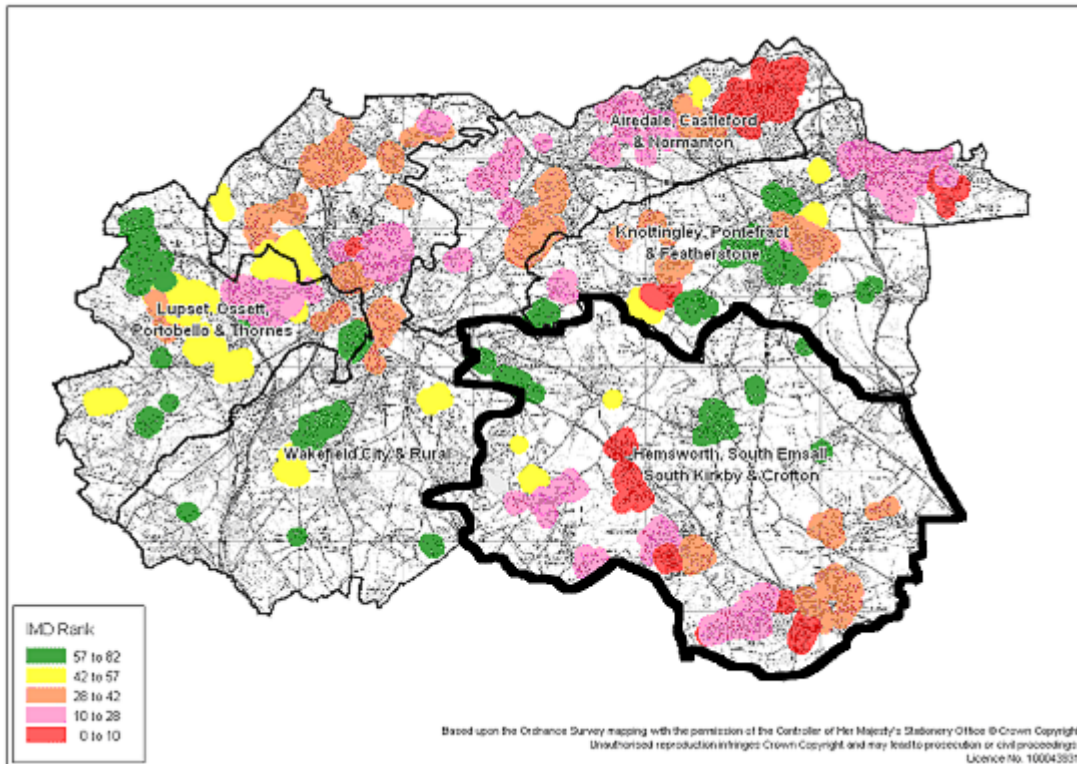
2.6 Economic wellbeing

This area has some of the most deprived areas, in fact in Old Kinsley 59% of residents are considered deprived.

In the Wakefield district, the highest level of deprivation affecting children is in the Kinsley area (59%).

Hemsworth and South Kirkby has the highest pockets of people without qualifications, 20% higher than the national average.

Map 1: Indices of multiple deprivation mapped by WDH stock (2004)



2.7 Health

In the South Kirkby and Hemsworth wards, which include Moorthorpe, almost 17% of residents describe themselves as NOT in good health. This is almost double the national average. Hemsworth, South Elmsall and Crofton area has the highest percentage of residents with a long-standing illness, disability or infirmity in Wakefield.

General health indicators by district

	All People	Good Health	Fairly Good Health	Not Good Health
Crofton and Ackworth	15,365	65.6%	23.3%	11.1%
Hemsworth	13,965	58.9%	24.1%	16.9%
South Elmsall	14,983	61.7%	23.2%	15.1%
South Kirkby	14,095	59.4%	23.7%	16.9%
Wakefield	315,172	64.6%	23.1%	12.3%
Yorkshire and The Humber	4,964,833	67.0%	22.7%	10.3%
England and Wales	52,041,916	68.6%	22.2%	9.2%
Source Census 2001				

When looking at those in good health, the Hemsworth ward, which includes Kinsley, South Hiendley and Fitzwilliam has only 59% of residents describing their health as 'good'. This is the lowest in the Wakefield district.

3. Working Toward 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 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.

Creating confident communities can only be achieved through leadership. As a major landlord in this area WDH will seek to address the things that are under its direct control but also seek to influence change where they are not. WDH's Regeneration Model will give a focus to the development of capacity within the communities that make up this area. Generating sustainable interest from the residents will be key to successful regeneration of this area. The redevelopment of land will provide good housing, employment and a sense of pride to the most deprived areas.

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

3.1 Improve access to WDH and non-WDH community services

WDH are still seen as the first point of contact for public services in this area. It is evident that people in the smaller outlying communities would benefit from improved access to our services and other community services that are important to them. From this we intend to develop the siting of three service information points (SIPs) across the area.



The SIPs will give tenants and residents the opportunity to access services, such as Homesearch, through touch screens to apply for accommodation as well as report and check progress on repairs, report complaints or compliments, antisocial behaviour and access rent account statements and other elements on our website.

WDH actively promotes resident involvement through various consultation events. In this area for 2007, 60% of tenants said they were satisfied with their opportunities for involvement in management and decision-making at WDH. This has fallen from the survey results in 2005.

When tenants were asked to highlight the barriers that prevented them from becoming involved, the majority responded that they were not interested. In order to engage with these tenants and to increase the commitment of 'involved' tenants we aim to develop a Local Engagement Strategy to serve as an operational tool to define the current position of tenant and resident involvement and to plan our future consultation in a more business like fashion.

The strategy will focus on consultation with tenants and residents on practical issues that affect their daily lives. The main aspects of the strategy will include:



- Undertaking consultation to gather tenants and residents views to guide future environmental schemes (as discussed in section 3.3). This consultation includes holding ten community consultation days a year to gather attendees view on the area where they live and utilising tenants choices events to consult with tenants on future environmental improvements for their estate.

- Hold surgeries and carry out targeted consultation at service access points and at the future SIPs.
- Make use of local amenities, for example shops, community centres, post offices and newsletters, to promote consultation in the local areas.
- Attend independent living schemes to promote healthy living (see in section 3.2).
- Visit a proportion of new tenants to ensure we are engaging with the whole spectrum of our tenants to give them the opportunity to be involved in WDH.
- Make links with local community groups, maximising the opportunities for these groups to apply for a WDH community grant.



3.2 Promote healthier lifestyles

Due to the high proportions of people in the area that describe themselves as 'not in good health' we intend to work in partnership with agencies to maximise opportunities for healthier living.

Through this Local Area Vision, we aim to provide an opportunity for everyone to be involved with something that will improve their health and well being. These are practical solutions for our local community, created through engagement, involvement and the best of local knowledge and practice.

We intend to invite agencies to community consultation events in the area and also intend to attend tea and coffee mornings at our local independent living schemes to promote the following:

- NHS Stop Smoking service.
- The role of the Primary Care Trust and the services they offer.
- Health trainers and the services they offer.
- Chronic obstructive pulmonary disease testing.
- Healthy eating.



To engage with young people we are planning to produce a calendar of healthy recipes that can be distributed around the local area. This will help promote eating five a day fruit and vegetables.

Just Eat More
(fruit & veg)

3.3 Create an environment that encourages community stability

The most important issue for the greatest number of tenants in this area is the number of teenagers hanging around on the streets. An average of 22% of tenants believe this is the biggest problem in the area.

Our plan to engage with children at a young age through school liaison is explained later in this brief (section 3.5).

Hemsworth, South Elmsall and Crofton area tenants were also concerned about vandalism, graffiti and other deliberate damage. To address these issues we will be continuing to prioritise community safety and cleanliness issues when looking at funding request we receive for environmental schemes.

Tenants from this area and across the region feel that environmental issues such as the upkeep and maintenance of green space is very important. According to the DEFRA (Department for Environment, Food and Rural Affairs) Code of Practice on Litter and Refuse (2006), local environmental quality helps to:

- Attract good, long-term tenants, minimising voids and repairs costs.
- Deter antisocial behaviour and some criminal activities.
- Create environments that are more easily maintained and less subject to vandalism.
- This has been echoed in recent customer surveys and at Challenge Day Events.

Through this Local Area Vision we plan to increase the feelings of safety within the communities through re-development and environmental works.

We aim to maximise the opportunity the Improvement Programme has provided to create improved environments and local amenities to support the sustainability of the communities we serve. This will involve a consultation process to gather tenants and residents views to develop concepts for environmental improvements.

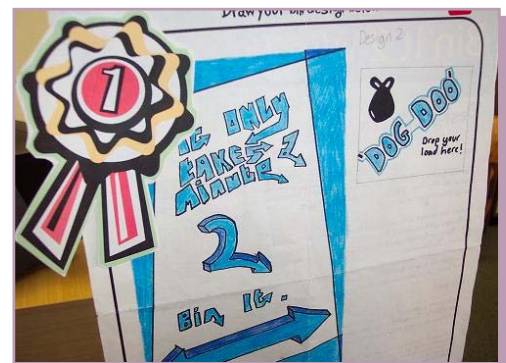


We will also continue to work on the development of the land bank held in the Hemsworth, South Elmsall and Crofton area.

3.4 Improve cleanliness within communities

In this Area, 96.6% of tenants say cleanliness is important to them. Dirty streets and neighbourhoods affect the perception of the local community, which can lead to antisocial behaviour and serious crime. Additionally, a littered street can become a magnet for graffiti and vandalism.

We plan to work in partnership with agencies to improve cleanliness and promote recycling in the area. In 2007 we worked closely with Minsthorpe Community College to hold a 'Bin It To Win It' competition to design the front display on the bins that we sited around the Minsthorpe Estate. Due to the success of this work we plan to undertake a similar process with the two local Junior and infant schools in the NMP area of Kinsley and Fitzwilliam.



We plan to undertake ten estate walks a year as part of our community consultation days. The estate walks will give local tenants and residents the opportunity to discuss comments or concerns on issues affecting their local community including issues relating to cleanliness of WDH estates.

We also aim to maximise the opportunity the Improvement Programme has provided to create improved environments, as discussed in the previous section (3.4), which will include looking at ideas that can improve the cleanliness of our estates.

Other examples of partnership working that requires development include:

- Waste collection.
- Litter removal.
- Recycling programmes.

3.5 Allow young people to have a voice about where they live and their lifestyles

A key action planned as part of the delivery of the local area vision is to engage with relevant partners to work with children and young people in the area to allow them to have a voice about where they live and their lifestyles.

One of the overarching aims of Vision to 2020 is to develop an educated, skilled and flexible workforce. Currently, the educational achievement in this area is very low. Appendix A shows the percentage of the population aged 16 to 74 without qualifications in these districts is the second and third highest, respectively.

Wakefield is one of the top ten local authorities in England for having workers employed at skills level one (ranked ninth). According to the census, over 17% of workers are employed at this level.

There is a large percentage of tenants in this area that are not economically active, meaning they are not employed or seeking employment. The large number of tenants lacking qualifications and low percentage of economically active tenants combine to create a cycle of deprivation that is difficult to end.

According to the Social Exclusion Unit, 'individuals living in a deprived neighbourhood may feel alienated from the labour market and be surrounded by a culture of 'no one around here works'. More specifically, individuals in these areas are likely to experience 'supply-side' barriers to work such as:

- Lack of skills, qualifications and work experience.
- Lack of information about vacancies.
- Practical barriers to taking a job such as lack of affordable childcare.
- Negative attitudes to work influenced by, for example, limited travel horizons or fear of leaving the 'safety net' provided by benefits.
- Cash in hand earnings from 'informal' jobs which may make a formal job seem less attractive.²

This area has some of the most deprived areas, in fact in Old Kinsley, 59% of residents are considered deprived. Deprivation is measured on the basis of 'health, income, education and crime' – all were issues raised during Challenge Days and addressed in this Local Area Vision.

To increase the opportunity to access the labour market and reduce worklessness a key proposal is to develop citizenship through education. It is important to work with young people to develop an early relationship with the future residents of WDH estates. To achieve this we will build on WDH's Community Leadership Programme (CLP) and the Homebuilder schemes. By enlisting the help of the '2020 generation' in planning for the future with WDH, we hope to improve community pride and confidence



² Anne E. Green and David Owen, The geography of poor skills and access to work, JRF, 2006, p105.)

Part of our CLP is to developing a mentor programme to help and support people to manage their own learning. This is a five-year programme designed to help young people maximise their potential, develop their skills and improve their performance.



For Easter 2007 we invited all local Junior and Infant schools to take part in an Easter Egg Colouring competition. Following this we aim to maintain links with 21 of these local schools for future consultation and involvement with WDH.

To also engage with young people we are planning to produce a calendar of healthy recipes that can be distributed around the local area (as shown in section 3.2).

Appendix A: Percentage of population aged 16-74 without qualifications

All Areas	%
Castleford Ferry Fryston	50.1
Castleford Glasshoughton	45.8
Castleford Whitwood	48.7
Crofton and Ackworth	33.9
Featherstone	47.6
Hemsworth	49.4
Horbury	31.3
Knottingley	48.7
Normanton and Sharlston	42.5
Ossett	32.0
Pontefract North	41.0
Pontefract South	34.1
South Elmsall	44.1
South Kirkby	49.3
Stanley and Altofts	31.1
Stanley and Wrenthorpe	30.9
Wakefield Central	40.7
Wakefield East	40.2
Wakefield North	39.8
Wakefield Rural	28.6
Wakefield South	25.7



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