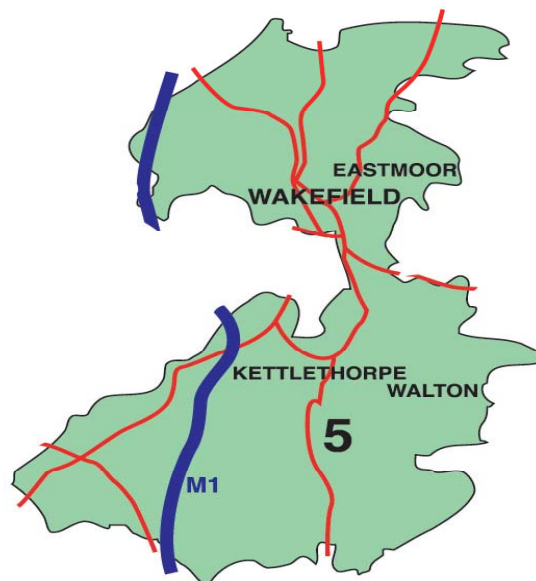


# Wakefield City and Rural

## 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 میخواستید، 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

aaa

Any other format



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

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## Introduction

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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 transform 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.

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

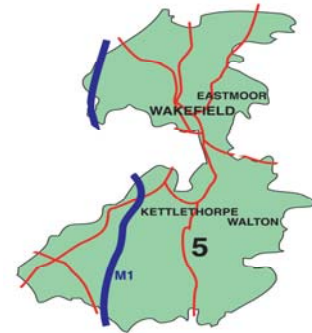


## 1. Area Overview

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Wakefield City and Rural encompasses a diverse geographical area as well as being home to a culturally diverse population. It is made up of 17 areas ranging from the massive Eastmoor Estate, comprising over 2,000 homes, down to Woolley, with only 12 WDH properties.

In total we manage over 6,000 properties catering for all sections of the community.



The old town of Wakefield grew up around the crossroads of Westgate, Northgate and Kirkgate. The grand buildings along these streets reflect the prosperity of the town around the 18th and early 19th centuries. However, owing to the decline in the mining and textile industries Wakefield now has areas that are amongst the most deprived in the country.

The resurgence of the area is being led by the retail, distribution, construction and service industries. Although this growth has gone some way to alleviating the unemployment caused by the closure of heavy industry there is still a long way to go. According to Wakefield Council's Economic Indicators (March 2006) Wakefield has an unemployed claimant count of 23%, which is far higher than the national average of 12%.

Clearly there is still work to be done in order for Wakefield to regain the prosperity that shaped its design in the 18th century.

Today Wakefield bustles with activity with an excellent pedestrianised shopping area. Situated close to other major cities, it has direct access to the M1 and M62 and Intercity rail services taking approximately two hours to reach London King's Cross.

Wakefield has several fine parks close to the city centre, and the Yorkshire Sculpture Park is located in Bretton to the south of the region. Wakefield can also boast to be the birthplace of one of Britain's most famous 20th century sculptors, Dame Barbara Hepworth. The Hepworth Wakefield Gallery is currently being built to house a permanent exhibition of her work.

We recognise that the Wakefield City and Rural area has its own distinct values, qualities and character. We also recognise that we need to build on these unique identities, developing future relationships with all stakeholders and partners in order to create sustainable communities. We will continue to work with our partners to deliver joined up outcomes, within the framework of the Local Community Plan and the Local Area Agreement.

However, given the extent of our presence within the area, and in conjunction with our move towards becoming a social enterprise - recognising that good quality housing has a wider impact on society than just the 'bricks and mortar', WDH is looking to provide the catalyst for local renaissance. We will help provide the framework to enable local people to maximise the benefits created by the many assets of the area and maintain and reinforce their sense of community pride.

## 2. Key Facts About the Area

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### 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 Survey 2005

### 2.2 Environment

#### Environmental issues that are fairly or very important to tenants

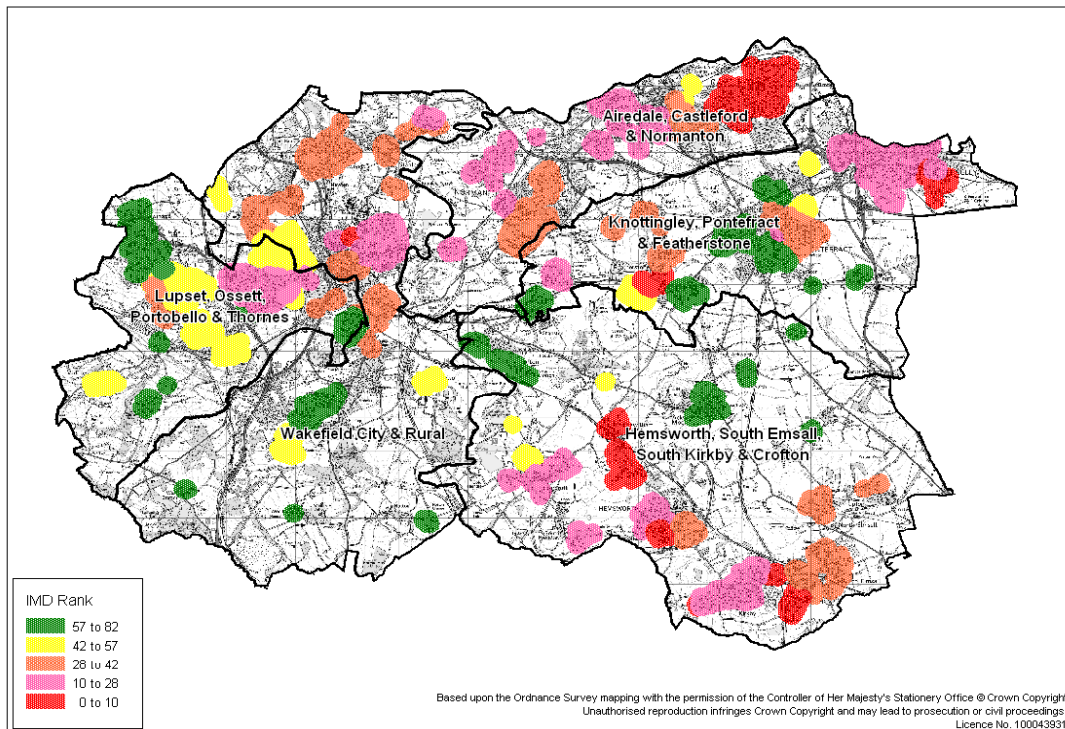
	Area 1	Area 2	Area 3	Area 4	Area 5	WDH
	%	%	%	%	%	%
Cleanliness of the area	99.4	94.5	93.9	96.6	99.4	96.7
Upkeep of open spaces	97.4	79.9	90.1	89.0	98.9	91.0
The upkeep of the outside of your home.	95.6	82.8	88.1	94.8	97.8	91.7

Source: Tenant Survey 2005

WDH customers have indicated that improving environmental surroundings within the area is one of their main priorities. .

## 2.3 Economic wellbeing

### Indices of multiple deprivation mapped by WDH stock



Wakefield is ranked 66 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.

Although Wakefield City and Rural contains the least deprived areas in the district, there are still several pockets that require inward investment to ensure that deprivation does not increase.

## 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 Survey 2005

89% of WDH customers living within this area earn less than £10,399 annual net income, with 21% earning less than £5,199.

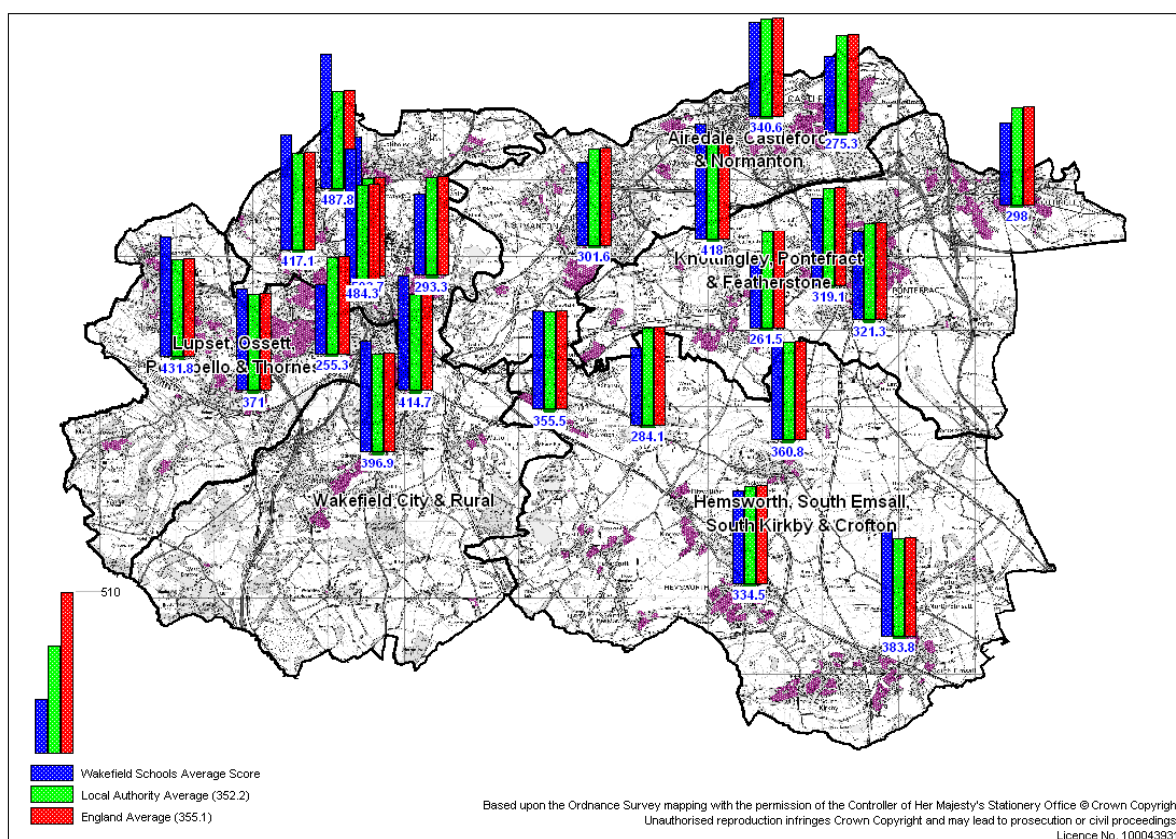
## Percentages of economically active tenants

	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 Survey 2005

27% of WDH customers living within this area are economically active.

## Wakefield schools average points score (2005)



According to figures published by the Government's Department for Children, Schools and Families the proportion of 15 and 16 years olds getting five or more GCSEs at A\* - C grade in the Wakefield district improved from 57.7% in 2006 to 65.2% in 2007. The increase of 7.5 percentage points compares to an average increase of 1.8 percentage points across the country.

## 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 Survey 2005

Fear of crime within the area is the lowest of all WDH areas.

## 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	

This area has the highest recorded number of ASB incidences, however, this is mainly due to police patrolling the city centre on weekends. When isolated to WDH estates we have relatively low levels of ASB.

## 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 Survey 2005

### 3. Working Towards Neighbourhoods where People Want to Live

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Our Vision to 2020 is to create confident communities, which retain the character and traditional values of the area, but which are flexible enough to respond to modern day living.

The Vision we have created draws together research conducted with our tenants and local residents and aims to create successful communities in which people choose to make their homes.

This research has highlighted five key areas that the community would like WDH, and other agencies, to collaborate on:

- Reduce ASB.
- Clean and tidy neighbourhoods
- Increase community involvement.
- Develop educational and employment opportunities.
- Promote health awareness.

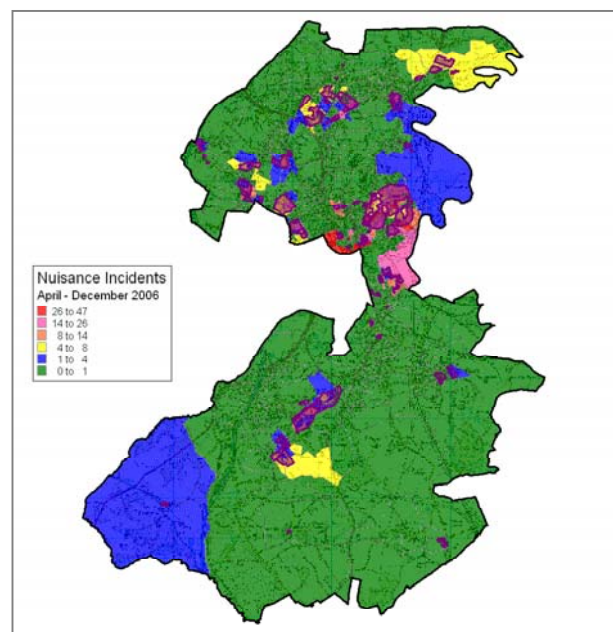
These key themes will form the basis of the WDH Vision to 2020, a vision that will be created and achieved by engaging with the community, developing the skills of our people and being responsive to both economic and cultural changes.

#### 3.1 Reduce ASB

You have told us that you would like to see a positive move into combating ASB and nuisance within our estates.

We will reduce petty crime and Antisocial Behaviour Orders (ASBOs) through effective use of existing estate management resources, for example maintaining a visible presence on estates, joint working with the Tenancy Support Team and WYP. We will consult with each community in order to assess the individual requirements for each area.

**This map highlights nuisance incidents for our area between April and December 2006**





During the period April 2004 to April 2006, 16 ASBOs were served to people within our area, however this does include all communities and is not restricted to WDH estates. The number of incidences of ASB during this period, relating specifically to WDH estates, was 898. This is the second lowest record of ASB within all WDH areas.

Research in 2005 showed that the fear of crime within our area is below average for the district. By continuing to work with our partners and tenants we aim to reduce these figures and generate a feeling of safety within the community.

To complement this work close working relationships between employees, tenants and residents groups has resulted in effective alternative solutions to crime, nuisance and ASB.

When local tenants were surveyed in 2005 they also produced lower than average results when asked what they perceived as problems within the area. This goes some way to confirming that the existing work being undertaken in the area by WDH, the Police and other agencies, is having a positive effect in the community.

Our Homesearch scheme will utilise the Local Lettings Strategy as a guide for making the most appropriate use of our housing stock whilst aiding the sustainable future of our communities.

You have told us that you would like to see more effective use of our green space areas. You would also like to see a greater emphasis placed on the provision of parking facilities on our estates, either through selected verge hardening or, where available, off street parking.

We will encourage recycling through working with Wakefield Council to provide easier access to existing recycling facilities and the provision of more local recycling collection points.

Our Estate Impact Team will continue to respond quickly to requests from the community to deal with untidy areas. We will also liaise with Wakefield Council's Cleansing Services to ensure that incidences of fly tipping and litter are dealt with quickly.



We will work with our tenants to tackle exclusion and debt. Part of this will be to reduce fuel poverty. We will promote eco friendly power supplies through the provision and installation of energy efficient heating systems to our properties which will lead to reduced fuel bills and the cost of running our homes.

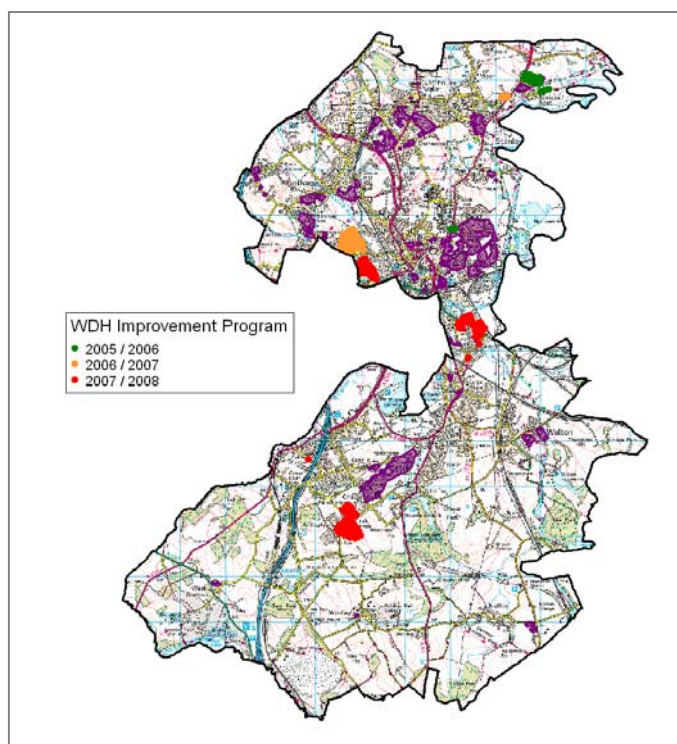
The quality of life will be improved by developing green and open spaces and encouraging more active use of local amenities. . This will include sponsorship and promotion of local sports clubs and associations, an annual WDH sports event for local children and creating a strategy for effective and efficient use of our community buildings.

### 3.2 Clean and tidy neighbourhoods

You have told us that you would like to see an improvement in the look and feel of WDH estates.

All WDH properties will be improved to high standards within the next few years. When the properties are modernised we will follow this work with major environmental improvements, providing a greater emphasis on creating an aesthetically pleasing and desirable place to live.

**The map highlights the WDH Improvement Programme areas for**



We continue to assess land usage within the area in order to source suitable locations for new build properties.

WDH and our partner agencies will consult with local residents to ensure that the needs, and desires of the community are taken into account when carrying out work.

As part of the regeneration process we will be assessing each area for improved fencing and hedging. By ensuring that all homes have adequate boundary provision that is both functional and aesthetically pleasing we will be helping to create a nicer and safer environment for people to live in.

We will also continue to carry out regular estate walks and have a visible presence on estates. We aim to quickly identify problem areas and put in force plans to utilise the skills and experience of the local community, in addition to WDH employees, to create an ethos of community satisfaction.

### 3.3 Increase community involvement

You have told us that we should play a greater part in creating and maintaining successful communities.

We will work to improve the connectivity between our diverse communities by additional engagement with the traditionally hard to reach members of the community.

We will provide support to communities who wish to hold local festivals and galas. We will utilise space within or service access points (SAPs) to advertise and promote local groups, associations and events.

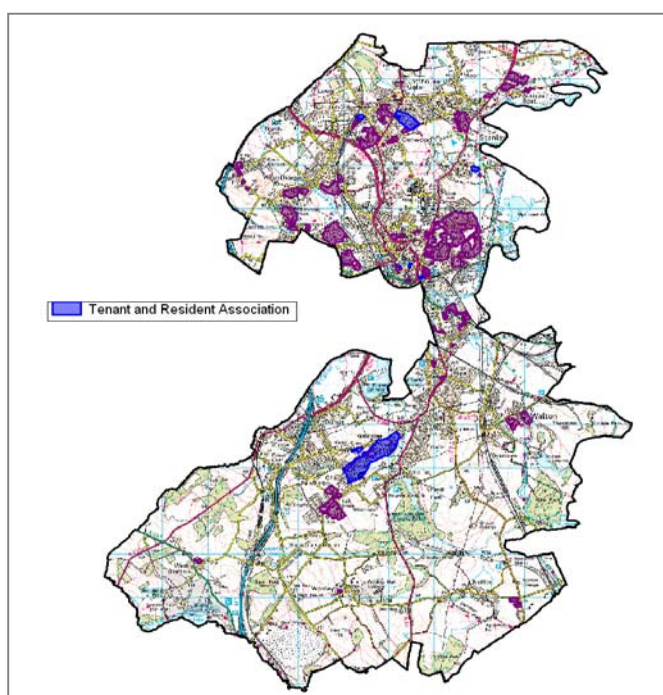


Local Information Packs will be provided to all tenants when they begin their tenancy in a WDH home. We will also develop our internet site to promote local community groups and engagement opportunities. This will provide tenants with a sense of community and will allow them to quickly learn more about the community they have chosen to live in.

We will make a real difference to community safety and demonstrate respect for others and good citizenship by working with partner agencies to tackle ASB. We will also continue to work with local schools in order to provide realistic opportunities for younger people in the community.

WDH will continue to seek your views and improve communication through a well-structured Resident Engagement Strategy.

In order to facilitate improved communication the use of the WDH Mobile Access Point will be increased and interpretation services will be provided at key locations.



Tenants' and residents' associations within the local area will be promoted as a valuable communication tool between communities and WDH. We will hold a quarterly area-wide sounding board in order to seek the views of residents on all of our estates. The above map highlights the area where WDH are already working with tenants' and residents'.

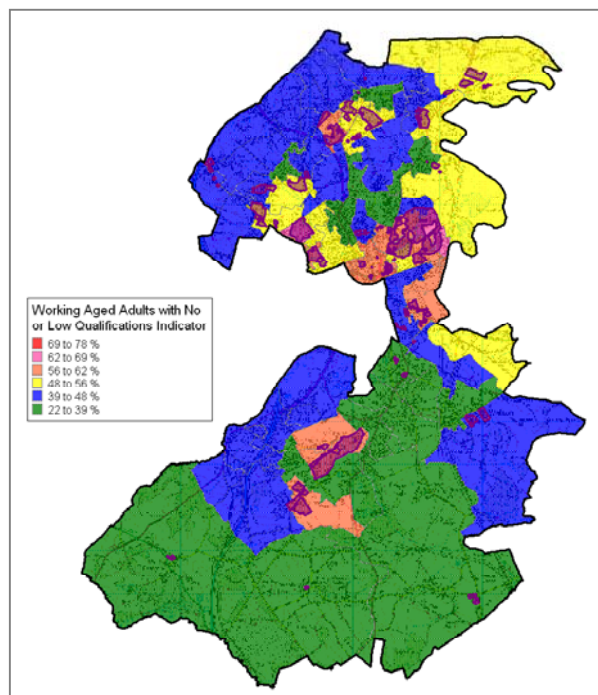
Regeneration work within the area will, be community led and residents will be asked for input on the development of green space and other environmental improvements.

### 3.4 Develop education and employment opportunities

You have told us that there is concern over the sustainability of local communities owing to shortages of skills and employment opportunities.

Research has identified areas where there are working aged adults with no or low qualifications, we will concentrate on these areas when formulating our strategies.

We aim to improve job opportunities by continuing to encourage partner agencies to source employees from within the area. Working with our partner agencies we will, wherever possible, make effective use of the Intermediate Labour Market, thereby aiding employment and economic development.



We will act as the catalyst for increased small business enterprise through efficient use of WDH owned shop premises.

We will raise the profile of the area by promoting its art, architecture and history making it a more attractive place to both live and work.



We will build on the Community Leadership Programme by reinforcing links with local schools and local employers to develop the skills and knowledge sets that they require and which will provide our young people with the higher earning opportunities they deserve.

The Homebuilder scheme will be maintained to increase the skills supply within the district and this will be complemented by a Modern Apprenticeship Scheme.

We will support lifelong learning through engagement with local schools and help encourage people back into paid employment reducing those who currently fall within the employment issues category of the community.

Wakefield City High School has recently been granted Trustee status and a member of the area management team is a member of the board of trustees. This new link with the school will allow us to increase our engagement with local children and help us to deliver services to the younger members of the community. Our research facilities will be used to identify skills gaps and help create the right environment to develop people to meet this gap through our Lifelong Learning Strategy and Homebuilder scheme.

### 3.5 Promote healthier lifestyles

You have told us that we can do more to promote healthier lifestyles within the area. Many residents want to adopt healthier lifestyles but, at present, lack the resources to enable a change to be made.

#### Health by ward in the Wakefield district

	All People	Good Health	Fairly Good Health	Not Good Health
		%	%	%
Stanley and Wrenthorpe	19,163	69.17	21.67	9.16
Wakefield Central	14,767	63.55	24.16	12.30
Wakefield East	15,572	60.91	25.58	13.51
Wakefield North	15,419	64.87	23.26	11.87
Wakefield Rural	16,028	70.74	20.98	8.27
Wakefield South	15,153	69.58	21.32	9.09

We will encourage more active lifestyle through regular exercise including sponsorship and promotion of local sports groups and associations. We will also work with local community groups to ensure that facilities are available to all sections of the community.



Working with Wakefield Council we will promote the use of the Activate Card, which entitles people to discounts at Wakefield Council sports centres. This will encourage more of the community to look at ways of improving their health, whilst also acting as a tool for residents to meet each other in an informal setting.

A partnership with the local Health Authority will allow Health Trainers to use our SAPs to promote their services to our communities.

## Wakefield City and Rural (Area 5) Local Vision – High Level Key Actions

Specific Ref	Action (what and how)	Measureable		Resources		Risk		Date (When)	Progress to date
		Target	Outcome	Who	Cost (£)	Probability	Impact		
AV1	Reduce ASB. Increased partnership working with WYP to tackle ASB and nuisance.	Increase satisfaction with neighbourhood as a place to live by 2%.	Increase overall tenant satisfaction to 90%.	Estate Manager	Within existing budgets	L	L	March 2009	We current have: 230 active nuisance cases. Six Acceptable Behaviour Contracts. Two management notices served for non-occupation and nuisance issues.
AV2	Clean and tidy neighbourhoods.	Increase satisfaction with neighbourhood as a place to live by 2%.	Increase overall tenant satisfaction to 90%.	Estate Manager	Within existing budgets	L	L	March 2009	The annual Garden Survey is under way and has resulted in numerous gardens being improved. Eight estate walks have been undertaken. Reviewing the service level agreement with Grounds Maintenance.

Specific		Measureable		Resources		Risk		Date	Progress to date
Ref	Action (what and how)	Target	Outcome	Who	Cost (£)	Probability	Impact	(When)	
AV3	Increase community involvement.	Set up area Sounding Board. Develop 'Ways to Participate' website page. Attend 40 community groups meetings.	Increase satisfaction with opportunities to participate by XX%.	Neighbourhood Partnership Manager	Within existing budgets	L	L	March 2009	Local residents, including LMC Members, have volunteered their services to judge a competition.  WDH employees attended 23 tenants group meetings.
AV3	Develop educational and employment opportunities.	Implement Modern Apprenticeship scheme. WDH managers to sit on new Trust Status Schools.		Area Manager	Within existing budgets	L	L	March 2009	Sharon France, Area Manager has been nominated to sit on the Board of Wakefield City High School, Eastmoor. Chris Croxall, Tenant Involvement Officer, is currently working with a youth worker to increase services for young people in Kettlethorpe.

Specific	Measureable		Resources		Risk		Date	Progress to date
	Action (what and how)	Target	Outcome	Who	Cost (£)	Probability		
AV4	Promote health awareness.	Work with external agencies to promote healthier lifestyles. Host 12 health trainer awareness sessions at SAPs.	Increase satisfaction with overall service by 5%.	Neighbourhood Partnership Manager	Within existing budgets	L	L	Seven sessions held.





## 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**