



Opportunities for All

Key Points:

- Already great success in reducing number of NEETs but need to work harder on those that remain.
- Recognised there are many opportunities for people to receive support and training; however, there is a small hard core group who do not wish to or are unable to engage.
- Wakefield has had a great success through Think Families approach and there are lessons that could be applied to other target groups.
- Need a simplified approach to enable everyone to navigate their way to employment.

Actions to be progressed:

- Develop a whole family approach to inter-generational unemployment and break the cycle.
- Expand WDH works programme and fund on a permanent basis.
- Develop and deliver programme to raise low aspirations of primary schools.
- Ensure all organisations' suppliers are encouraged to provide training and employment opportunities.

A Digital Future

Key Points:

- Enabling all tenants to get online confirmed as right ambition, but with caveat that there will always be a small contingent who can't access services online that we need to still look after.
- Need to work to create demand before supplying kit – develop whole package including incentives for engaging and making sure it's simple to use.
- Target the kids to get parents and grandparents online – look into campaign working with our local schools?
- Huge opportunities from fully connected estates that IT supplier community can help us explore and build on.

Actions to be progressed:

- Develop marketing campaign alongside roll-out plan for Wi-Fi cloud and explore links to local schools.
- Set up forum with key IT suppliers to explore the potential of fully connected estates.
- Undertake research into appropriate kit for potential users.

Building Better Places

Key Points:

- Tackling lack of new homes is vital, but need to continue improving our estates to create better places to live.
- Providing homes for first timers to housing is important, but we need to make sure we have provision for older residents and the increasingly diverse community.
- Sustainable housing is needed in terms of design, place and energy, where efficiency is concerned.
- Need to fully understand what 'new homes' mean and how we can link our offer with other providers, both in the public and private sector, to gain maximum benefit and remove duplication.
- Significant investment means opportunities in the wider sense around skills and employment training.

Actions to be progressed:

- Fully understand what the market needs and in what location.
- Define what a Wakefield Standard estate looks like and develop a costed plan for those areas which do not meet it.
- Land is needed to deliver; a different procurement model would ensure maximum benefit in terms of property and place rather than reward for land owners.

Health and Wellbeing

Key Points:

- It is acknowledged that we need to start with WDH tenants, but if successful should our ambition be more challenging to include all citizens?
- Lots of work already taking place to support healthy living. Views were that this may not be cohesive or aiming towards a common goal.
- Strong leadership needed, coupled with bravery. We should avoid paralysis by analysis and be prepared to take some small risks.
- Issues around mental health were a common theme, but recognised that WDH know their tenants best and could be the conduit for action.

Actions to be progressed:

- Link with Digital campaign to ensure any technology includes a broader offer than just housing.
- Real desire to get committed people and organisations together again to agree health and wellbeing priorities for WDH.