

# LIFE CHANCES: **PLACE MATTERS**

A NEIGHBOURHOOD RENEWAL STRATEGY FOR BURY 2008-2018



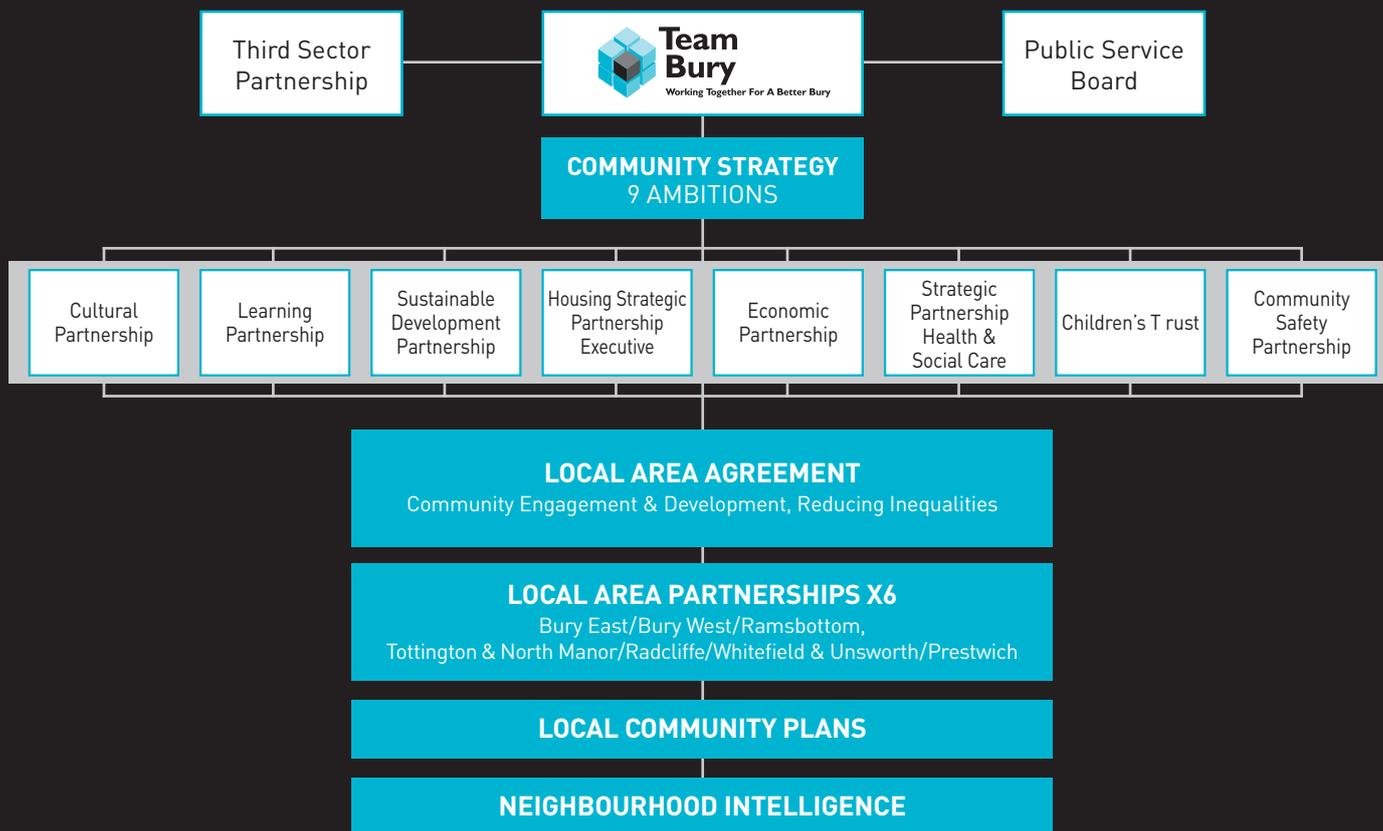
**Team  
Bury**

Working Together For A Better Bury

# ABOUT TEAM BURY

Team Bury, Bury's Local Strategic Partnership, was launched in 2001. We are an inclusive partnership bringing together representatives from the voluntary, community, public, business and government agencies who work co-operatively together to deliver our vision and ambitions.

Team Bury is made up of a number of elements defined as the Partnership of Partnerships demonstrated in the diagram below:



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## 1.0 INTRODUCTION

- 1.1 Neighbourhood Renewal Strategies have normally been developed by local authority areas in receipt of Neighbourhood Renewal Funds (now Working Neighbourhoods). As this is targeted at the most deprived local authority areas Bury has never been in receipt of this funding or been required to produce a Neighbourhood Renewal Strategy. Bury's previous Regeneration Strategy (2001 -2005) outlined pockets of decline for action primarily focussed on attracting external resources to support regeneration of these areas.
- 1.2 The development of a Neighbourhood Renewal Strategy was agreed within Bury in order to focus attention on analysing and addressing the gaps between local areas in the borough to tackle the pockets of deprivation that we know exist. The Neighbourhood Renewal Strategy challenges Team Bury partners to demonstrate they have assessed and understood the needs of local neighbourhoods and developed appropriate priorities to tackle these issues.
- 1.3 This Neighbourhood Renewal Strategy utilises the Indices of Multiple Deprivation (IMD) 2004 and 2007 as a key statistical tool. These are measures of deprivation at a small area level. Its underpinning model is based on the concept of distinct dimensions or domains of deprivation which can be recognised and measured separately.
- These domains are:
- *Income*
  - *Employment*
  - *Health*
  - *Education, skills and training*
  - *Barriers to housing*
  - *Living environment*
  - *Crime*
- 1.4 Summary measures of the IMD 2007 are presented at district level. Bury's IMD average score gave it a national rank order of 122nd most-deprived district out of 342 in England. This is the third lowest ranking in Greater Manchester with only Stockport (161st) and Trafford (178th) displaying lower levels of deprivation at borough-wide level. Despite its relative affluence in comparison to its neighbours in Greater Manchester, Bury does display more acute deprivation at borough level in certain domains such as income deprivation and employment deprivation, in which Bury is ranked 84th and 75th respectively.
- 1.5 Partners in Bury have always been aware that below Bury's overall quite positive position lies a range of deprivation at neighbourhood or local area level. The IMD now facilitates greater analysis of this social polarity through the use of Super Output Areas (SOAs).
- 1.6 There are 32,482 SOAs in England, each of which represents around 1,500 residents. Each of these SOAs is given a rank within each domain of deprivation where a rank of 1 is the most deprived area, and the area with a rank of 32,482 is the least deprived. An overall rank taking into account all the domains within the IMD is also produced.

- 1.7 There are 120 SOAs in Bury. The SOA in Bury with the highest level of deprivation is Chesham Fold in Bury East which ranked 350 on the national scale. Nine SOAs in Bury are within the 10% most deprived nationally and a further 13 are within the 20% most deprived. At the other end of the scale, the least deprived SOA is based around the Holcombe Road area in Tottington. This SOA was ranked 31,337 out of a total of 32,482 SOAs nationally. Only 7 SOAs in Bury fell within the 10% least deprived nationally, and a further 9 SOAs fell within the 20% least deprived areas nationally. A feature of Bury is the relative proximity of extreme values. Within each Local Area Partnership, there are examples of SOAs with relatively high and low levels of deprivation.
- 1.8 The developments in availability of data since the Regeneration Strategy was written has enabled this Neighbourhood Renewal Strategy to include very detailed analysis of key issues at neighbourhood level. The Neighbourhood Renewal Strategy has been informed by analysis of a wide range of data sources including the Indices of Multiple Deprivation and data from the census and central government sources. In addition Team Bury commissioned the completion of Neighbourhood Intelligence Assessments by CPC Ltd to provide more detailed statistics at lower levels such as Super Output Areas and wards. This analysis has been used to highlight where there are significant differences between neighbourhoods and wards to focus the development of strategic objectives to address these spatial variances.

## 2.0 VISION STATEMENT

- 2.1 Team Bury's Community Strategy outlines our vision of Bury as a great place to live, work, visit and study. The strategy crystallises nine clear Ambitions shared by all partners:
- *The place to live in Greater Manchester*
  - *An area where people feel safe and secure*
  - *The healthiest borough in the North West*
  - *A popular visitor destination*
  - *The premier retail town in the north of Greater Manchester*
  - *A centre of excellence for education in the North West*
  - *Quality jobs for Bury people*
  - *A place where each township thrives*
  - *An area with first class services.*
- 2.2 Team Bury is committed to working to achieve these ambitions by 2018 for all Bury residents.
- 2.3 This Neighbourhood Renewal Strategy aims to ensure that all residents in Bury benefit from the achievement of Team Bury's vision and ambitions. It provides spatial priorities for the thematic and Local Area Partnerships to address pockets of deprivation across the borough. Building on the vision of the National Strategy for Neighbourhood Renewal, the vision for Bury's Neighbourhood Renewal Strategy is to ensure that by 2018:

**“The life chances of Bury residents are not determined by where they live or where they come from.”**

## 3.0 STRATEGIC OBJECTIVES

3.1 The strategic objectives are:

### **STRATEGIC OBJECTIVE A: Improving Intelligence**

Developing partnership resources to create and sustain a comprehensive dataset to inform priority-setting and decision-making.

### **STRATEGIC OBJECTIVE B: Engaging with Communities**

Fully involving local residents and communities in assessing, understanding and making decisions about their local areas.

### **STRATEGIC OBJECTIVE C: Tackling Complex, Multiple and Severe Deprivation**

Prioritising holistic action in our two areas of most severe deprivation: Bury East and Radcliffe.

### **STRATEGIC OBJECTIVE D: Tackling Small Areas of Severe Deprivation**

Focussing priority action on small areas experiencing severe deprivation.

### **STRATEGIC OBJECTIVE E: Tackling Thematic Hot Spots**

Ensuring key issues within all neighbourhoods are identified and tackled.

## 4.0 RESOURCES

4.1 Due to its relative prosperity Bury has not traditionally had access to the range of funding available to many neighbouring authorities. It is not eligible for Working Neighbourhoods Fund or Deprived Areas Fund and where it has received Single Regeneration Budget funding, this has been at much lower levels than other areas.

4.2 This Neighbourhood Renewal Strategy is our guiding document to identify regeneration priorities. Specific regeneration funding, based on historical evidence, is unlikely to be forthcoming in the amounts needed to address all these issues. However, even the largest amounts of regeneration funding allocated by central government to those areas in greatest need are dwarfed by the mainstream budgets of public sector organisations. If we are to address the complex, multiple issues evident in some of our neighbourhoods then the challenge is to harness the big funds in mainstream budgets including the Local Area Agreement area-based grant to deliver the boost in the areas that are most challenging.

## 5.0 STRATEGIC OBJECTIVE A

### **Improving Intelligence**

*Developing partnership resources to develop and sustain a comprehensive dataset to inform priority-setting and decision-making.*

5.1 The commissioning of the Neighbourhood Intelligence Assessments, and further work such as the Strategic Community Needs Assessment, has enabled partner organisations to pull together information from a range of sources to inform strategic developments and priority setting. This has enabled partners to have access to a wealth of data which has not previously been easily available or collated.

- 5.2 However it is essential that the data collected, most of which was sourced from within partner organisations, is maintained and updated wherever possible to ensure that future decisions regarding priorities and resource allocation can be based on up-to-date and relevant evidence. The cost of commissioning data is high and also involves a large time commitment from staff within partner organisations.
- 5.3 The NRS therefore has as one of its strategic objectives the development of a shared resource such as a 'Data Observatory' which will be able to store all available data, enable staff in partner organisations to input and update data and enable the production of detailed, up-to-date statistics at the most appropriate spatial level. This is not necessarily intended to replace existing databases and systems, but to complement information available at individual service level by providing detailed overviews.
- 5.4 The development of the Data Observatory will necessarily include costs, however the 'Invest to Save' principle should be used to examine these costs compared with the continuing costs of commissioning external consultancies to produce work such as the Neighbourhood Intelligence Assessment and Strategic Community Needs Assessment.

ACTION POINTS	LEAD	DATE
<b>A1</b> Investigate options for Data Observatory and costs to identify the best option and funding package for Team Bury's Data Observatory.	Assistant Chief Executive's Division	September 2008
<b>A2</b> Develop resources between partners to enable the Data Observatory to become the single access point for a wide range of data.	Assistant Chief Executive's Division	September 2008
<b>A3</b> Develop systems, procedures and protocols for updating and viewing access to the Data Observatory.	Assistant Chief Executive's Division	December 2008
<b>A4</b> Deliver training sessions for all appropriate staff in the use of the Data Observatory.	Assistant Chief Executive's Division	December 2008
<b>A5</b> Utilise the Data Observatory to continue to develop the Neighbourhood Intelligence Assessments to guide the development and updating of Local Community Plans and other reports such as the Monitoring Report and Strategic Community Needs Assessment.	Assistant Chief Executive's Division	September 2008 Onwards
<b>A6</b> Utilise the Data Observatory to produce an annual State of the Borough report, incorporating neighbourhood level data to assess progress and identify future areas 'at risk.'	Assistant Chief Executive's Division	April 2009
<b>A7</b> Develop an agreement amongst Team Bury partners that the Data Observatory will be used to provide analysis prior to the development of future strategies, priorities and resource allocation decisions. A model of Neighbourhood Impact Assessments should be considered to assess the key results of proposed action on the NRS priority areas and ensure that these decisions will support the closing the gap agenda.	Team Bury	December 2008

## 6.0 STRATEGIC OBJECTIVE B

### Engaging with Communities

*Fully involving local residents and communities in assessing, understanding and making decisions about their local areas.*

- 6.1 Bury has a commitment to empowering residents to work with Team Bury partners to ensure that local services are effectively focussed on local need. In May 2007 Bury Council agreed the development of Local Area Partnerships as a natural evolution of its Area Initiative to develop its potential to build social capital, strengthen partnerships in communities and celebrate the distinctive characteristics of the borough's six townships.
- 6.2 Team Bury agreed to take forward Local Area Partnerships with a 3 way membership comprising:
- *Elected members for each ward within the Local Area Partnership*
  - *Local people identified through an open and transparent process*
  - *Locally appropriate service providers determined by an assessment of local conditions for example Greater Manchester Police, Bury Primary Care Trust.*
- 6.3 The Local Area Partnerships are:
- *Bury East*
  - *Bury West*
  - *Prestwich*
  - *Radcliffe*
  - *Ramsbottom, Tottington and North Manor*
  - *Whitefield and Unsworth.*
- 6.4 One of the key tasks for Local Area Partnerships in their first year is the development of Local Community Plans. The previous Area Boards developed Local Community Plans primarily through consultation with the people who knew the area best – local residents. However there was an absence of data analysis to identify the initial priorities and kickstart discussions. The detailed Neighbourhood Intelligence Assessments will enable the Local Area Partnerships to develop their Local Community Plans from a base of statistically-valid research which will identify key issues and initiate consultation and discussion to arrive at locally agreed solutions to improve the quality of local services and reduce inequalities where they exist across the borough.
- 6.5 Team Bury partners have recently agreed the development of Community Voice - a panel of local residents whose views will be sought on a range of issues on a quarterly basis. Community Voice is intended to develop the consultation abilities within Team Bury partners particularly to reinforce commitment to user focus and enable regular consultation with a representative sample of local residents. The results of Community Voice will be able to be analysed by Local Area Partnerships to enable focused responses to issues raised in particular areas of the borough.

#### ACTION POINTS

#### LEAD

#### DATE

**B1** Develop 3 year Local Community Plans, via the Local Area Partnerships, to address key issues identified in the Neighbourhood Renewal Strategy and Intelligence Assessment and through community consultation.

Local Area Partnerships

July 2008

**B2** Review Local Area Partnerships in 2007-08 as part of the ongoing development of the Area Initiative.

Assistant Chief Executive's Division

October 2008

**B3** Develop and review Community Voice as a key tool in assessing the views of local people and as a test bed for changes in local services.

Assistant Chief Executive's Division

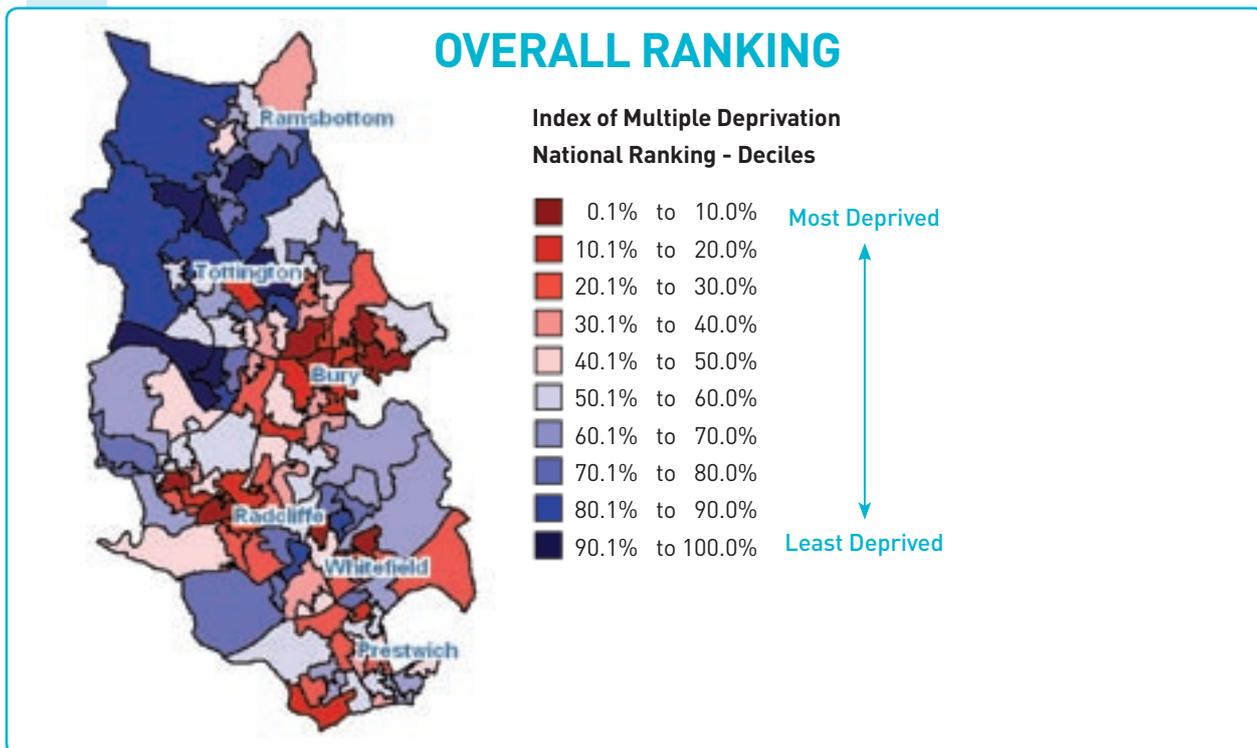
Ongoing (review September 2008)

## 7.0 STRATEGIC OBJECTIVE C

### Tackling Complex, Multiple and Severe Deprivation

*Prioritising holistic action in our two areas of most severe deprivation: Bury East and Radcliffe.*

- 7.1 The map below illustrates the SOAs within Bury and colour codes according to the deciles within the national ranking. Those SOAs coloured deep red are those within the 10% most deprived in England. There are two main concentrations of deprivation overall – in Radcliffe and Bury East. It is therefore recommended that Bury East and Radcliffe are identified as areas of complex, multiple and severe deprivation and that holistic action is planned to tackle the wide range of issues that both contribute towards and are an outcome of the deprivation in these areas:



ACTION	LEAD	DATE
<b>C1</b> Diversify the housing offer to ensure a range of housing options are available for all income levels to diversify the population and tackle overcrowding.	Strategic Housing Unit	Review April 2009
<b>C2</b> Concentrate benefit take up and financial advice in these areas.	Assistant Chief Executive's Division	Review April 2009
<b>C3</b> Tackle worklessness as a key factor in child poverty, benefit dependent families and low income levels	Employment Group	Review April 2009
<b>C4</b> Tackle lack of qualifications – focus activity in these areas to encourage residents to gain qualifications, particularly for those residents with no qualifications or qualifications below level 2.	Learning Partnership	Review April 2009

ACTION	LEAD	DATE
<b>C5</b> Develop appropriate initiatives to tackle the high levels of crime experienced in both areas.	Bury Safe CDRP	Review April 2009
<b>C6</b> Focus on activity to address the high rates of young people not in education, employment or training particularly in terms of working to raise aspirations and expectations.	Bury Children's Trust	Review February 2008
<b>C7</b> Targeted public health campaigns and provision of services particularly around contributory factors such as smoking and lack of exercise.	Strategic Partnership for Health and Social Care	Review April 2009
<b>C8</b> Target action on domestic violence in these two areas.	Bury Safe CDRP	Review April 2009
<b>C9</b> Focus resources and action on educational attainment in these areas to reduce the gap between these areas and the rest of the borough. Investigate the attainment gap between white British pupils in Bury East and their peers across the borough.	Bury Children's Trust	Review April 2009
<b>C10</b> Develop action plan to reduce hate crime in Bury East.	Bury Safe CDRP	Review April 2009
<b>C11</b> Investigate the low satisfaction rates with the council in Bury East	Bury East Local Action Partnership	June 2008

## 8.0 STRATEGIC OBJECTIVE D

### Tackling Small Areas of Severe Deprivation

*Focussing priority action on small areas experiencing severe deprivation.*

8.1 This strategic objective is aimed at prioritising the small number of SOAs outside Bury East and Radcliffe which are within the most deprived in England. These are:

- **Prestwich Local Area Partnership:** *Rainsough*
- **Whitefield and Unsworth Local Area Partnership:** *Mersey Drive*  
*Moss Lane/Ribble Drive*  
*Elms North*

8.2 These smaller areas should be prioritised as they represent small but concentrated deprivation which needs to be comprehensively tackled. Further examination of the domains within the IMD demonstrate that the key issues for these SOAs are income, employment, education and health. The Neighbourhood Renewal Strategy therefore recommends that the following action is undertaken in these areas.

ACTION POINTS	LEAD	DATE
<b>D1</b> Direct mainstream resources to address worklessness in these areas including employment support, Incapacity Benefit and Pathways to Work provision.	Employment Group	Review April 2009
<b>D2</b> Targeted public health campaigns and provision of services particularly around contributory factors such as smoking and lack of exercise.	Strategic Partnership for Health and Social Care	Review April 2009
<b>D3</b> Investigate causes of poor educational attainment and consider issues of early intervention to raise levels.	Children's Trust	Review April 2009
<b>D4</b> Concentrate benefit take up and financial advice in these areas.	Assistant Chief Executive's Division	Review April 2009

## 9.0 STRATEGIC OBJECTIVE E

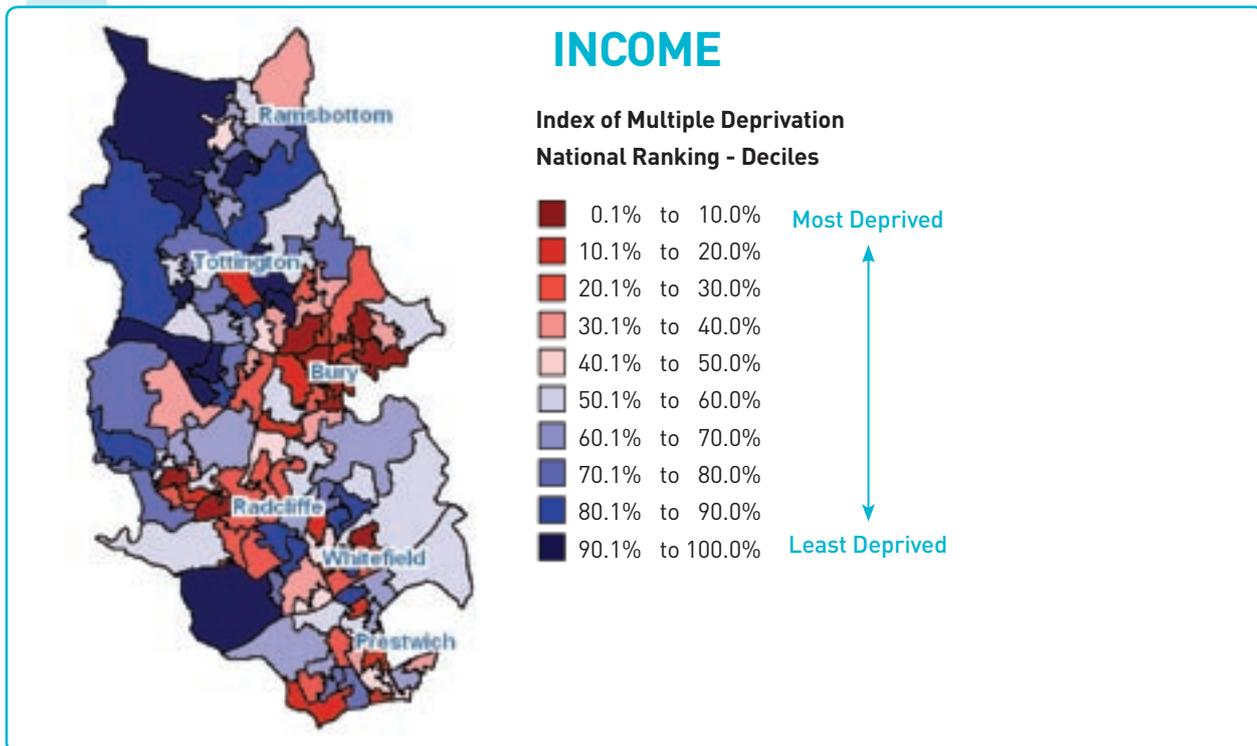
### Tackling Thematic Hotspots

Ensuring key issues within all neighbourhoods are identified and tackled.

- 9.1 Section 1.7 outlined the relative proximity of extreme values. Within each Local Area Partnership there are examples of SOAs with relatively high and low levels of deprivation within individual domains. This Strategic Objective is concerned with identifying and concentrating action on these thematic hotspots.

### INCOME

- 9.2 The map below demonstrates that income deprivation is primarily concentrated in the areas targeted under Strategic Objectives C and D. However the Brandlesholme West SOA is one of the most deprived SOAs within Bury in this domain.



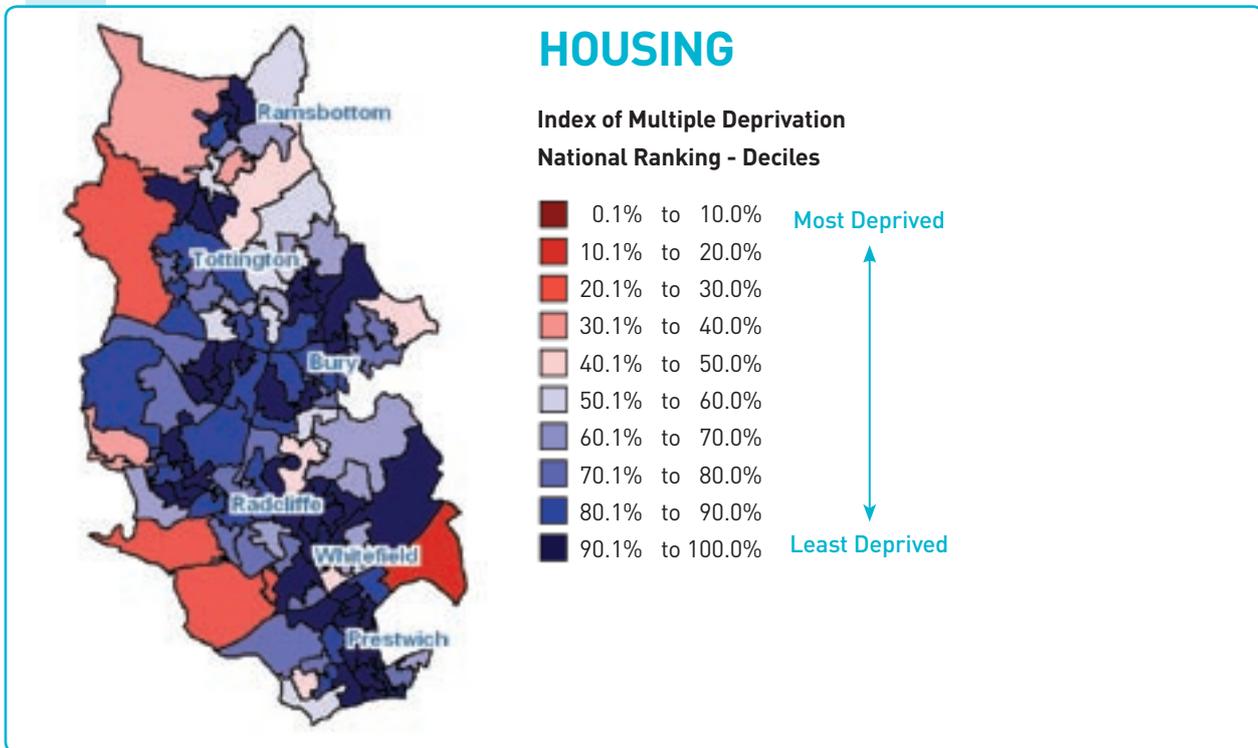
- 9.3 There are very high levels of child poverty in SOAs outside these areas. These are:

- **Whitefield and Unsworth:** *Thatch Leach Lane, Mode Hill/Ribble Drive*
- **Prestwich:** *Polefield Estate, Bent Lane/Bannerman Avenue, Car Clough Estate, St Mary's Park Area*
- **Bury West:** *Brandlesholme Estate, Daisyfield, Woodhill*
- **Ramsbottom, Tottington and North Manor:** *Shuttleworth, Tagg Wood Estate*

ACTION	LEAD	DATE
E1 Develop initiatives to tackle child poverty across the SOAs identified above, particularly issues of benefit dependency and worklessness.	Team Bury	Review April 2009
E2 Develop initiatives to tackle poverty in older people across the income-deprived SOAs identified above.	Team Bury	Review April 2009

## HOUSING

9.4 The map of housing deprivation demonstrates markedly different areas of deprivation than the other domains. In particular the most deprived SOAs in Bury are concentrated in areas of Ramsbottom and Prestwich with Brandlesholme North SOA in Bury West and is primarily due to affordability.

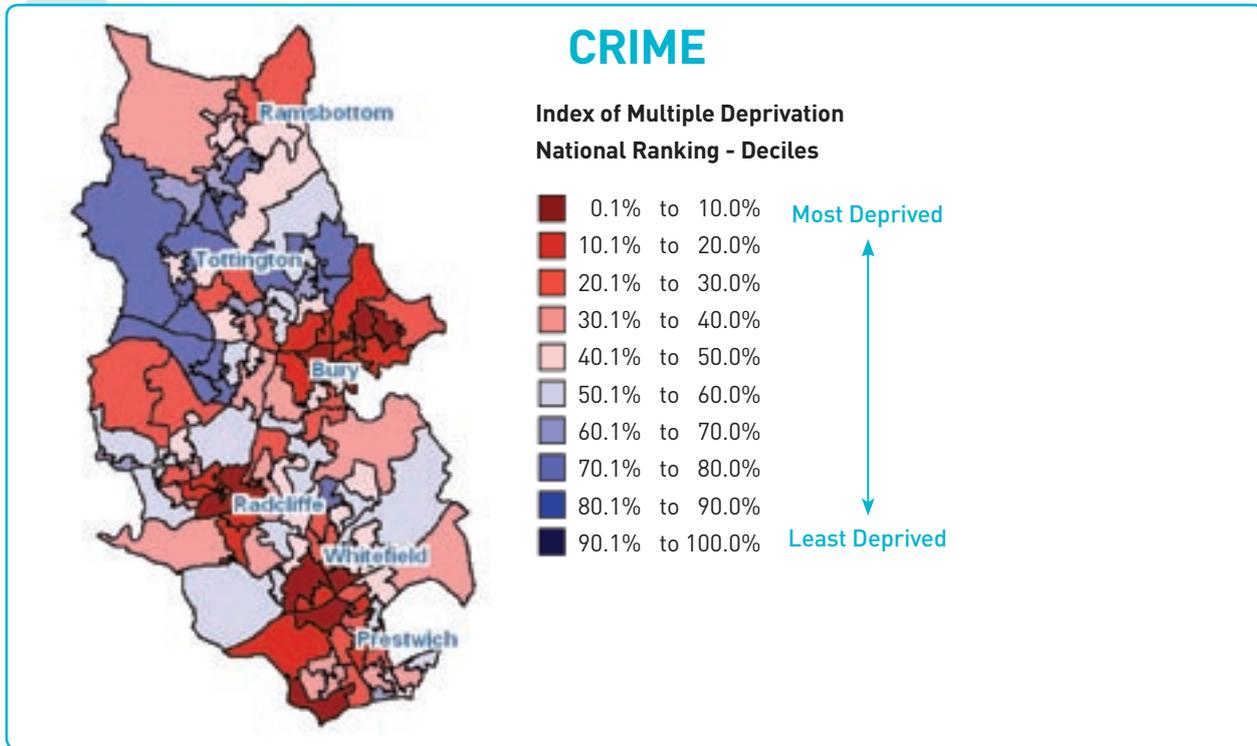


9.5 There is a serious issue of satisfaction with council services in Prestwich with residents consistently expressing below average rates of satisfaction with a range of council services.

ACTION	LEAD	DATE
<b>E3</b> Tackle the issue of affordability in Ramsbottom, Prestwich and Brandlesholme North. Focus on maximising affordable housing schemes in these areas.	Strategic Housing Unit	Review April 2009
<b>E4</b> Use Community Voice to investigate further the issue of satisfaction with services in Prestwich.	Assistant Chief Executive's Division Prestwich Local Area Partnership	Review April 2009

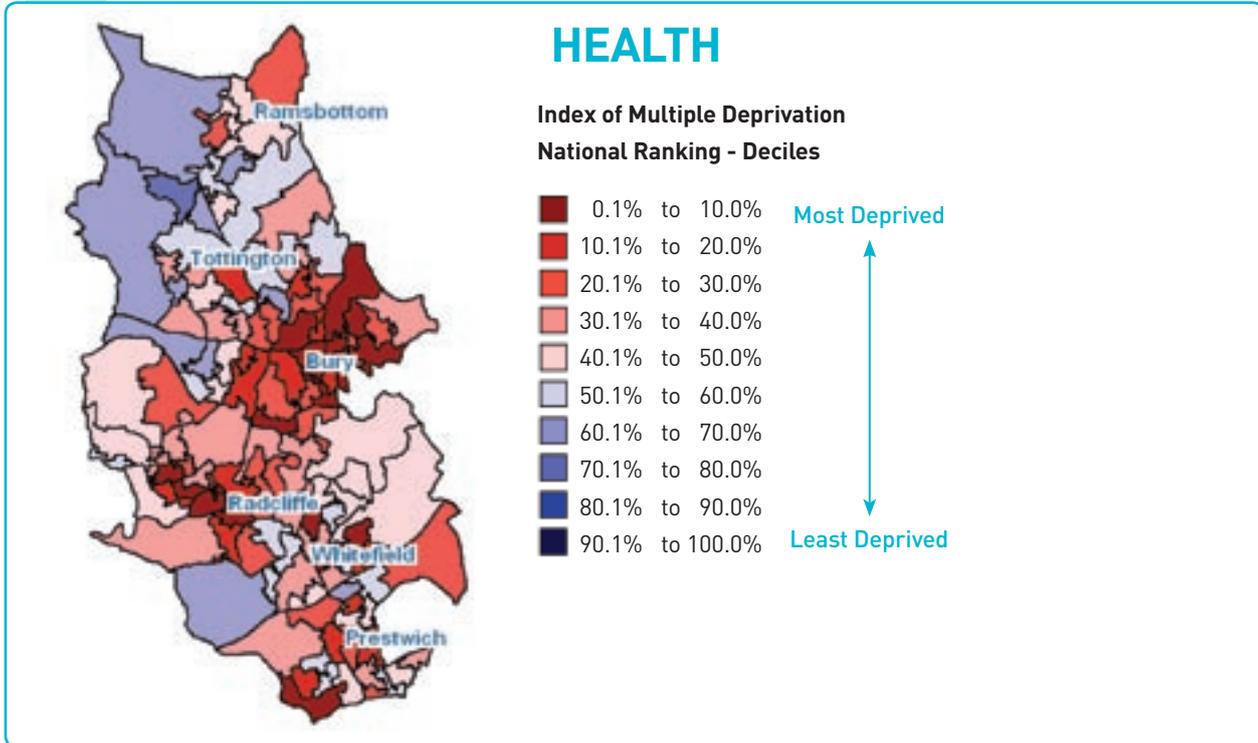
## CRIME

9.6 Bury performs poorly on the crime domain in national terms. Outside the target areas the following SOAs are in the 10% most deprived in Bury:



## HEALTH

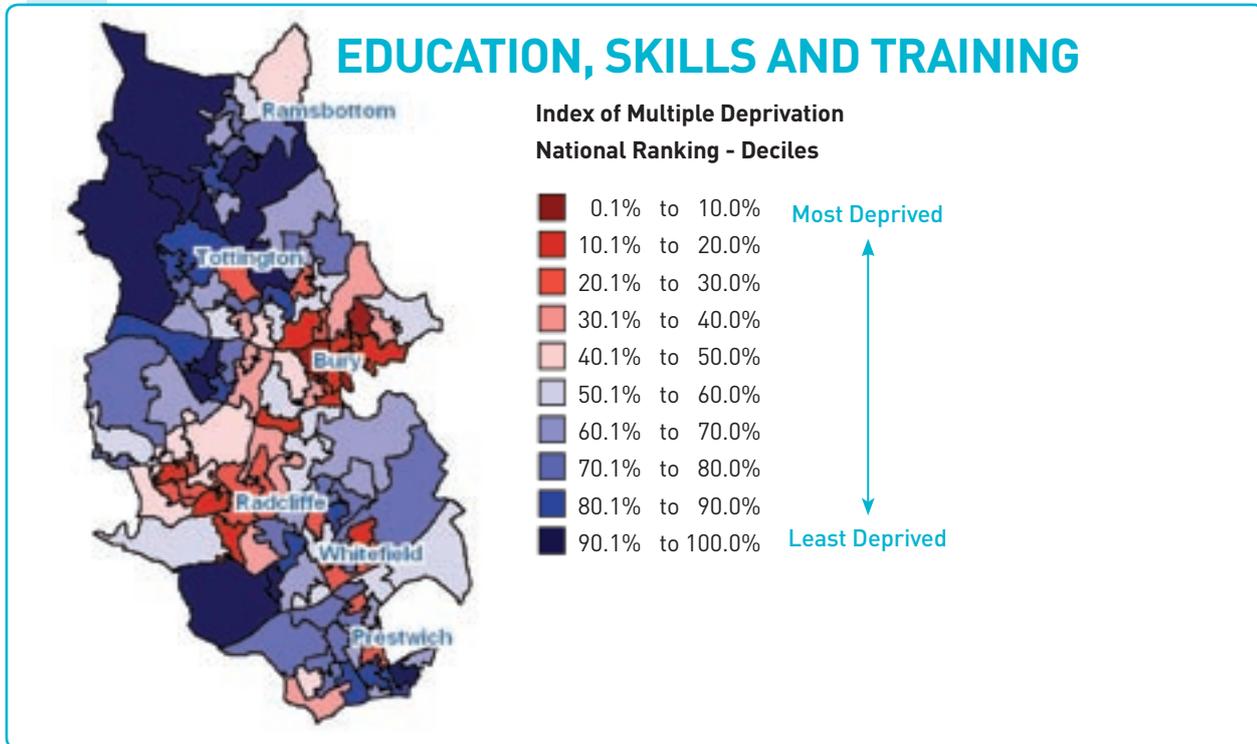
9.8 Overall Bury performs quite poorly on the health domain, although the most severe deprivation is in those areas included in Strategic Objectives C and D. However there are issues of problem drinking in Prestwich and Bury West.



ACTION	LEAD	DATE
<p><b>E10</b> Undertake targeting campaigns in Prestwich and Bury West to reduce the levels of problem drinking.</p>	<p>Strategic Partnership for Health and Social Care</p>	<p>Review April 2009</p>

## EDUCATION, SKILLS AND TRAINING

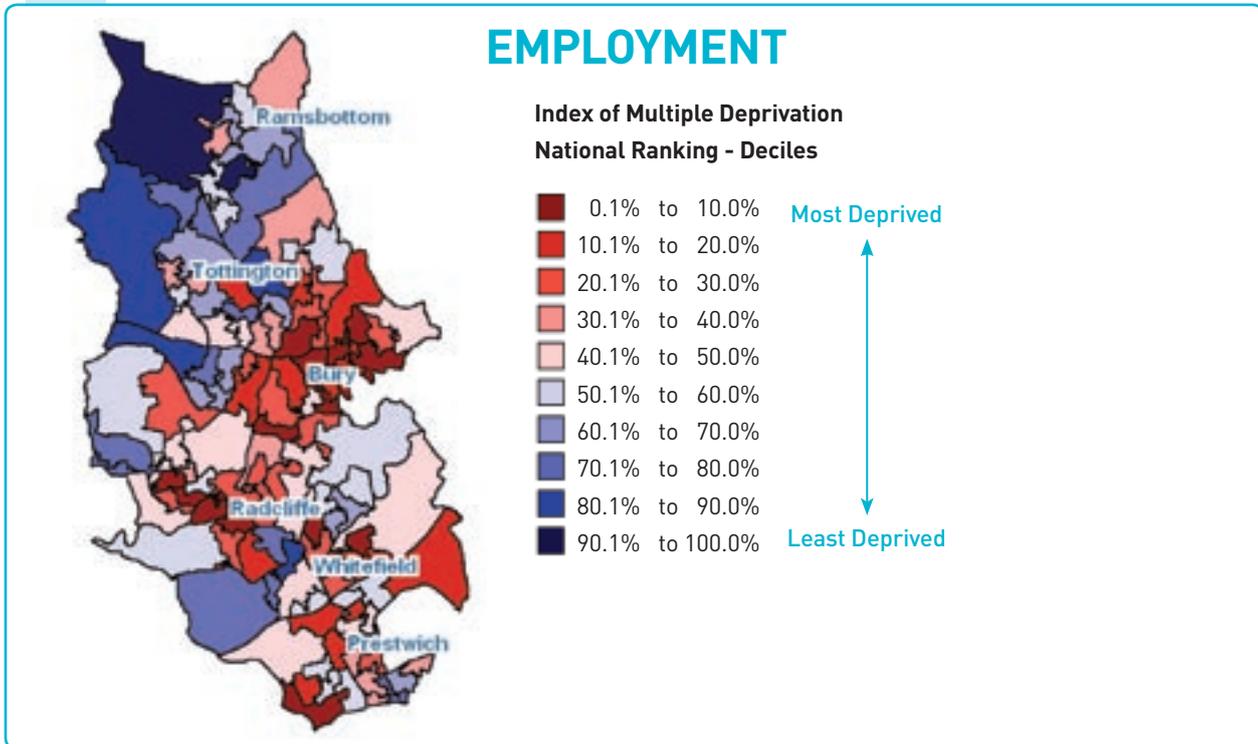
9.9 Overall Bury performs very well in this domain, although the most severe deprivation is in those areas included in Strategic Objectives C and D. However there are hotspots of particular issues as outlined in the action plan below.



ACTION	LEAD	DATE
<b>E11</b> Further investigation of the attainment gap between white British and non-white British pupils in Ramsbottom, Tottington and North Manor at Key Stages 3 and 4.	Bury Children's Trust	Review April 2009
<b>E12</b> Undertake targeted action to reduce absenteeism in Prestwich.	Bury Children's Trust	Review April 2009
<b>E13</b> Focus activity to reduce the number of young people not in education, employment or training in Church ward.	Bury Children's Trust	Review April 2009

## EMPLOYMENT

9.10 Employment deprivation is concentrated in the areas included in Strategic Objectives C and D, however SOA level analysis of benefit claimants does indicate a particularly high rate in the Brandlesholme Estate in Bury West.



ACTION	LEAD	DATE
<b>E14</b> Use very focussed resources to reduce worklessness in Brandlesholme Estate.	Bury Employment Group	Review April 2009

## LIVING

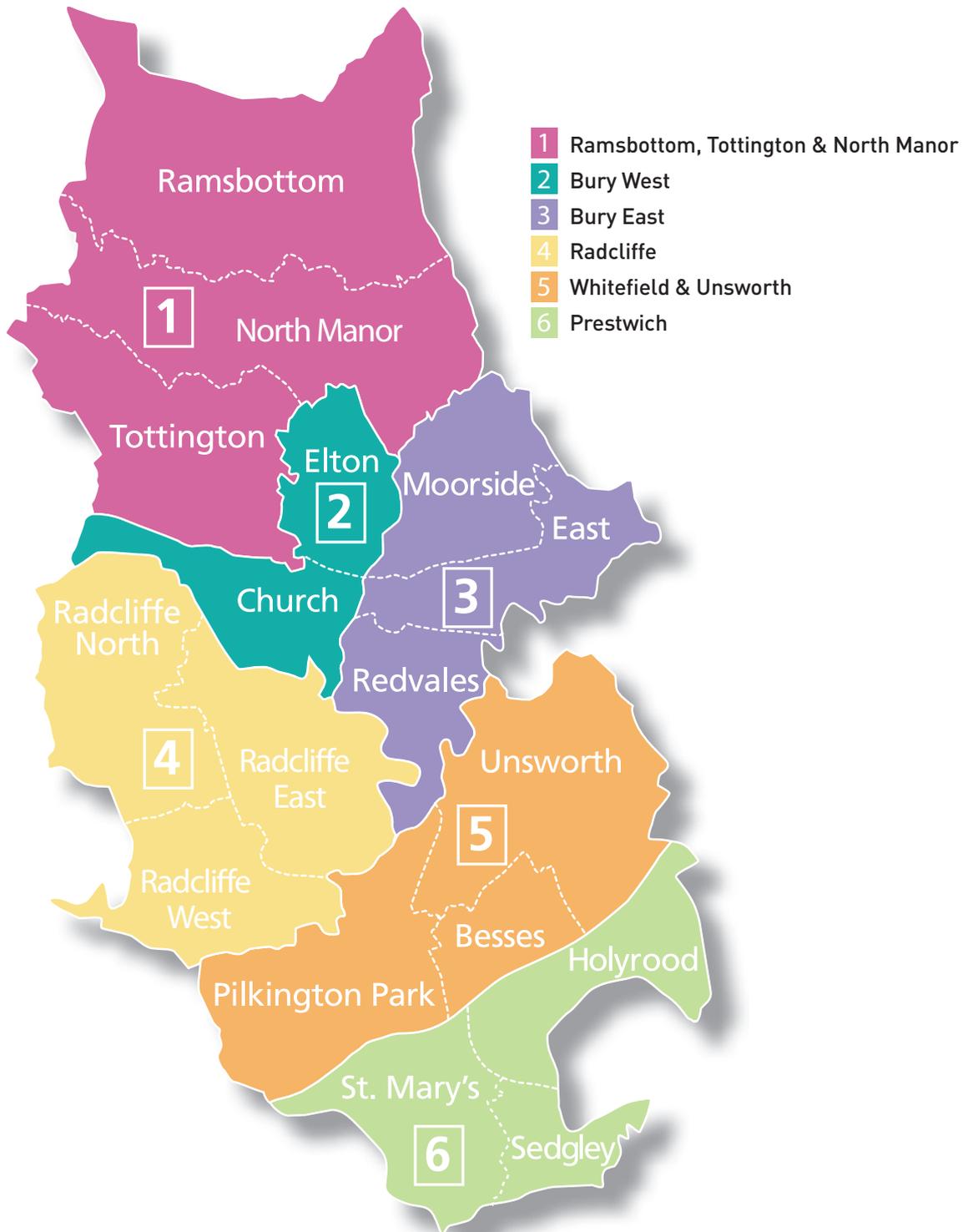
9.11 Parts of Bury West are within the 10% most deprived in Bury within this domain. These are: All Saints, Woolfold, and Whitehead Park. However the Neighbourhood Intelligence Assessments have not been able to identify the reasons for this deprivation.

ACTION	LEAD	DATE
<b>E15</b> Investigate issues for Bury West which contribute to the high levels of deprivation within this domain.	Bury West Local Area Partnership	Review June 2008

## 10.0 PERFORMANCE INDICATORS

- 10.1 The primary source of Performance Information will be new Indices of Multiple Deprivation. The proposals for updating the IMD recommend only limited changes, which should make comparison easier.
- 10.2 Longer term, the Index of Multiple Deprivation is likely to be significantly revised before the next Index is published around 2011. The key target for this NRS will be to significantly reduce the number of SOAs in the 10% most deprived nationally.
- 10.3 Individual performance indicators will be produced for each of the actions listed in the Strategy to assess progress towards closing the gap. The annual State of the Borough report, as outlined in action point A6, will provide this action plan and an annual report on progress.

## AREA MAP







## **TRANSLATION SERVICE**

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