

NORTH LINCOLNSHIRE COUNCIL

CABINET

WESTCLIFF LOOKING BACK AND MOVING FORWARD

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update the Cabinet on progress with the Westcliff Taskforce.
- 1.2 To agree proposals for Capital Regeneration Scheme in Westcliff.
- 1.3 To agree the development of a community investment partnership to support key outcomes across all localities of North Lincolnshire.
- 1.4 The key points in this report are as follows.
 - The council and partners have achieved some positive outcomes in Westcliff
 - The council is currently working with relevant partners to put together a deliverable regeneration scheme for Westcliff Precinct
 - To support the creation of a community investment partnership to continue the work of the Westcliff Taskforce into the future.

2. BACKGROUND INFORMATION

- 2.1 The council created the Westcliff Taskforce, chaired by Cllr Liz Redfern, Leader of North Lincolnshire Council. The Taskforce is made up of representatives from the council, North Lincolnshire Homes, Jobcentre Plus and North Lindsey College; they have focussed on:

- > Communication
- > Skills
- > Employment
- > Health
- > Aspiration and Ambition
- > Benefits
- > Money management

An action plan has been put in place to take action on each of these themes.

A series of four pop up events were held each week throughout July in Westcliff Precinct. The themes for each of the pop up events were: Employability and Skills, Employment, Health and Money.

The events were very well received. And as a result of these first four pop ups, we have gone on to hold similar events in Brigg and Barton and attend other community events that were already planned to give advice and support to people looking for employment.

Other positive achievements include:

- Enforcement of alcohol exclusion zone
- Creation of 26 wage incentive posts for young people under 24 that have been unemployed for six months. At a similar level to an apprenticeship, and including seven hours of training per week, these wage incentive posts offer a great opportunity to gain six months paid work experience. Young people from Westcliff have been specifically targeted.
- Raising aspiration programme developed and presented to Primary Heads.
- Money management training given to seven volunteers through Westcliff Drop in Centre.
- Family Learning programme 'learning for earning' developed.
- Jobcentre Plus have secured a 'Catzero' project for North Lincolnshire again with focus on Westcliff - this programme gives 12 unemployed young people an opportunity to work with the Catzero team and build their confidence and self belief with a view to finding permanent employment. Similar projects have been very successful in North East Lincolnshire and Hull and this is the first time that the scheme has run in North Lincolnshire. Start date October 2013.

2.2 For almost a decade the council and more latterly North Lincolnshire Homes have tried to develop a deliverable strategy to transform the Precinct area of the Westcliff estate with a view to changing the fortunes of its residents. This has involved countless public consultation exercises, numerous consultancy reports and a handful of undeliverable plans.

To date this has failed to deliver and the facts remain that:

- Over 5% of the population are long term unemployed
- Secondary educational attainment is poor
- Skills levels are low
- Over 10% of the population are economically inactive due to long term illness or disability

2.3 Although a deliverable plan has not been achieved, work to date has not been in vain as the principle of the project has been established.

3. **OPTIONS FOR CONSIDERATION**

3.1 Option One

To support the delivery of the Westcliff Regeneration Programme, including the inclusion of council land to ensure viability of the project.

To support the development of the Community Investment Partnership.

3.2 Option Two

To stop the work of the Westcliff Taskforce.

4. **ANALYSIS OF OPTIONS**

4.1 Option one is the preferred option.

The development of a Community Investment Partnership will allow for a cohesive and inclusive approach to work in North Lincolnshire's Localities. The partnership will have shared priorities and outcomes. The partnership will recognise that all partners can deliver activities within the localities of North Lincolnshire.

The partnership will develop a programme for the remaining months of 2013/14 and a new programme for 2014/15.

The priorities will build on the work already undertaken by the Westcliff Taskforce and use the lessons learnt from this programme to ensure that the future programme is sustainable into the short and medium term.

The initial priorities will be:

- Employment
- Aspiration and Ambition
- Skills
- Health Inequality

It is envisaged that the community hub element of the project is what would set it aside and really see it shine. Although ideas are at a very early stage as previous work focused on re-providing a library and youth centre. The community hub, owned and managed by North Lincolnshire Homes, would be the lynch pin of service delivery to one of the most deprived communities in North Lincolnshire. If we get it right, a state of the art building could house every service required to make a step change in the entrenched multi generational unemployment, health and crime issues concentrated in the area.

Across the country community hubs include;

- Space for third sector
- Business incubator units
- Youth club facilities
- Nursery / Early Years provision

- IT facilities
- Training space
- Consultation space for public health
- Outdoor space
- Community café

The council has a real opportunity to take a strategic lead on shaping service delivery through the community hub with a particular focus on tackling unemployment, child poverty and health inequalities.

4.2 Option Two

This is not the preferred option. The work of the Westcliff taskforce has created a number of positive outcomes which has already seen the taskforce take the same model successfully into other localities within North Lincolnshire. To stop the investment in communities would be detrimental to the future of residents of all ages in North Lincolnshire.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Financial

The cost of the Westcliff Regeneration Programme is unknown at the present time. A full proposal will be presented to the appropriate Cabinet Member in due course.

The creation of the Community Investment Partnership will require some resources from both the council and its partners. This will be outlined in a report presented to the Westcliff Taskforce in September 2013.

5.2 Staffing

Resources will be provided from the Strategic Housing team to the Westcliff Regeneration Programme. Further resources will be provided from appropriate divisions within the council.

The Westcliff Taskforce will manage the transition from a taskforce to a project delivery team for the Westcliff Regeneration Programme.

6. **OUTCOMES OF INTEGRATED IMPACTASSESSMENT (IF APPLICABLE)**

6.1 Officers have completed an Integrated Impact Assessment covering the issues in the report. No significant issues of concern were highlighted.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 A wide range of partners are involved in the delivery of the Community Investment Partnership. Input from some of these partners has been essential in shaping these to strands the council is now committed to taking forward.

7.2 There are no known conflicts of interest for Cabinet to consider.

8. RECOMMENDATIONS

8.1 That Cabinet note the progress achieved to date by the Westcliff Taskforce.

8.2 That Cabinet welcomes the creation of the Community Investment Partnership.

8.3 That Cabinet supports the development of the Westcliff Precinct Regeneration Programme.

8.4 That Cabinet receives a further progress update at their meeting scheduled for Tuesday 1 April 2014.

CHIEF EXECUTIVE

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Background Papers used in the preparation of this report. Nil