



Wednesday, 20 May 2009

Item 5: LAA areas of highest need project proposals

This report gives an update on the ongoing work to put together a project proposal from the Wychavon Strategic Partnership to deliver the current LAA in areas of highest need. As discussed at the last Core Group meeting, the project will be eligible for approximately £0.5 million of the 2006 – 2009 LAA Reward Grant.

Using information provided by the County Council's Research and Intelligence Unit, we've identified the following areas as the focus for the Wychavon proposal:

- **'Central' Evesham:** encompassing parts of Bengeworth, Evesham South and Evesham North wards
- **Badsey:** three 'output' areas
- **Broadway & Wickhamford:** two 'output' areas
- **Harvington & Norton:** two 'output' areas.

Further details are attached in Appendix 1.

Based on the needs in these areas, the focus of the project will be on delivering economic, health and housing/fuel poverty outcomes. A group of officers from Wychavon District Council Officers has been drafting initial proposals, which we have discussed with Rooftop, who are keen to be involved in the project.

In summary, the proposal is likely to include the following strands:

- Using a range of ways (e.g. surgeries, one to one support, events) to enable people to access skills and information on issues ranging from debt and budget management, increasing employability skills, healthy eating, life skills training and accessing benefits.
- Engaging with the Gypsy and Travelling communities in Harvington and Norton – potentially through a 'hook project' such as sport coaching, play rangers, arts project. This strand needs more development and discussing with the Worcestershire Gypsy and Traveller Partnership.
- Tackling fuel poverty in rural areas (Broadway & Wickhamford and Badsey), potentially including offering a loft decluttering service to encourage people to have loft insulation and linking to Met Office alerts. This would link in well to the Warmer Worcestershire project.
- Addressing social isolation in the rural areas – this strand needs more development.

A more detailed draft of the project proposals will be circulated at or prior to the Wychavon Strategic Partnership meeting.

The timetable for this work is set out below:

20 May	Wychavon Strategic Partnership consider draft project proposals
26 May	Report to Wychavon District Council's Executive Board seeking support for the proposals

End of May	Proposals to be circulated for discussion by Task Group on 3 June.
June - July	Worcestershire Partnership Theme Groups & LAA Reward Grant Commissioning Group to consider proposals.
End July	Feedback from Theme Groups Task Group meeting
August - September Early September	District LSPs to refine proposals Task Group to agree recommendations for Management Group and Board
18 September	Worcestershire Management Group to consider recommendations from Task Group.
18 September	Worcestershire Partnership Board to sign off proposals.
October/November	Projects to commence.

Cherrie Mansfield

Strategy & Performance Manager
Wychavon District Council

Appendix 1: Summary of Wychavon's areas of highest need

The table below summarises some of the information about the areas of highest need we have chosen. We are still collating data about the specific needs in these areas, including requesting further information from the County Council's Research and Intelligence unit, so this is work in progress

Ward	Output Areas covered	Local population	No. of households	Adult skills (national percentile – lower figure = most deprived)	Other characteristics
Badsey	47UFGP0007 47UFGP0008 47UFGP0009	538	210	22% 6% 49%	Low income larger families, semis Fuel poverty
Broadway and Wickhamford	47UFGU0004 47UFGU0007	507	230	5% 14%	Low income, older people, smaller semis Low income families, terraced estates Fuel poverty
Harvington and Norton	47UFHL0003 47UFHL0008	406	159	29% 12%	Low income, older people, smaller semis Low income larger families, semis Lower Super Output Area' is in the top 20% most deprived in England for income, and the top 30% most deprived in England for employment
Evesham North	47UFHF0003 47UFHF0015	Tbc	Tbc	15% 5%	Tbc
Evesham South	47UFHG0015	Tbc	Tbc	4%	Tbc High smoking prevalence
Bengeworth	47UFGQ0015	Tbc	Tbc	9%	Tbc