

## Priority Communities Group Action Plan – 2009/2014 Year 1

<p><b>Priority Area: Sheerwater</b></p> <p><b>004F Dartmouth and Devonshire Avenue</b>  <b>Key demographic (census 2001)</b></p> <ul style="list-style-type: none"> <li>• 620 households</li> <li>• Age structure: 0-24: 38%, 25-64: 47%, 65+: 15%</li> <li>• Key ethnic groups – 84% white, 11% Pakistani</li> <li>• 86.5% born in UK</li> <li>• Tenure – 35% owner occupied, 59% social rented</li> </ul>	<p><b>Key issues:</b>            Early Mortality – cancer, obesity, alcohol, smoking            Mental Health            Low educational attainment by children at Key Stages 2 and 4            Number of children not staying at school after 16            Income deprivation affecting children            Income deprivation affecting older people            Unemployment            Long term illness affecting unemployment</p>		
Action (what)	Target/update/date	Lead Organisation	Resource/funding
Objective F1	<p>To reduce years of potential life lost by addressing key issues affecting early mortality - (main causes cancer and circulatory diseases, partly due to lifestyle factors such as obesity, alcohol and smoking) - <b>NHS Surrey to update target</b>  <i>To reduce the Years of Potential Life from* 101 to the Woking average of 54 * IMD 2007</i></p>		
<p>1. Recruit a Health Trainer for Sheerwater and Maybury to provide one to one support to bring about health related lifestyle change to reduce early mortality rates caused by cancer, heart and stroke related disorders            Expected interventions include:</p> <ul style="list-style-type: none"> <li>• Encourage registration with GPs, dentists.</li> <li>• Reduce numbers of smokers, especially maternal smokers</li> <li>• Improve fruit and veg consumption</li> <li>• Increase levels of physical activity</li> <li>• Reduce number reporting high stress levels</li> <li>• Promote breast feeding</li> <li>• Promote use of screening services, eg. chylamedia, smoking cessation</li> </ul>	<p>Health Trainers expected to be in post April 2010. 1 Whole Time Equivalent Health Trainer employed (37.5 hours) for Sheerwater &amp; Maybury recruited from local community.            Health trainer coordinator now appointed.</p> <p>Target number of clients per quarter – approximately 40</p>	NHS Surrey – Emma Daniells	NHS funding approved for three years from October 2009 to March 2013

<p>2. Review overall borough provision of sport and leisure facilities and redirect resources towards Sheerwater to encourage sport and more active lifestyles</p>	<p>Playing Pitch and Play provision review undertaken. Temporary additional junior football pitch now marked out at Sheerwater Recreation Ground. Application to be made to Football Foundation by end May 2010 for funding of permanent pitch subject to positive outcome of additional feasibility study. Work ongoing with Sheerwater FC to assist with development of club and provide floodlights on track inside Athletic Ground subject to grant assistance-decision on whether to apply for funding to be made by end March 2010. Feasibility of establishing cricket on Sheerwater Recreation Ground reviewed- this site currently unsuitable. Section 106 Monies to be identified for Skate Park provision and feasibility study to be undertaken by April 2010.</p>	<p>WBC - Geoff Ward Community Development Worker, Sheerwater - Bob Morgan</p>	<p>Section 106 monies plus Football Foundation Grant – subject to successful application. <i>Percentage of resources channelled into Dartmouth/ Devonshire Aves?</i></p>
<p>3. Improve publicity and signposting of existing health promotion services in Sheerwater:</p> <ul style="list-style-type: none"> <li>• Smoking cessation</li> <li>• Living well</li> <li>• Initiatives for S Asian communities</li> <li>• Alcohol</li> <li>• Healthy eating (MEND course &amp; Cook &amp; Eat Sessions)</li> <li>• Walking for Health</li> <li>• Exercise Referral</li> <li>• NHS Credit Crunch Stressline</li> <li>• Next Steps Depression Support</li> </ul>	<p>NHS Surrey to feedback to PCG on services available. Targets to increase uptake of services. Once Health Trainer in post, this will be another signposting and publicity method</p> <p>-Lung function testing done in Sheerwater Neighbourhood Office. 104 attended for testing (inc 1 councillor &amp; 1 parliamentary candidate). 23</p>	<p>CDW - BM  NHS - ED</p>	<p>PCT mainstream</p>

	were referred to smoking cessation services, 15 abnormal readings, 89 normal. 2 more testing events in Woking town centre Nov-Dec		
4. Improve access to health promotion services locally	Childrens Centre now offering extended range of services to include blood pressure checks, healthy walks, parent child bonding sessions for 0-5s and encouraging ethnic minorities to participate in antenatal classes.	Sandra Scott – Sheerwater Childrens Centre	Childrens Centre
5. To increase uptake of cycling to promote healthy lifestyles	To increase number of cyclists, availability of bicycles, storage and training. <b>Awaiting update from A Fordham re targets.</b> Money available via Change for Life for consultation with Priority Communities to get people more active through cycling.  Project plan drawn up in Feb 2010. Social Marketing Toolkit being piloted to support this work.	Alan Fordham – SCC	Funding from 'Change for Life' programme
6. Health and Wellbeing Event Parkview – 18-22 May 2009:  a. Identify need for future events. b. Review advertising, focus and format of future events	Event took place with very few residents attending. Bob Morgan to review with NHS Surrey. Mend Programme to re-commence April 2010 – this is still being arranged. Further discussions to take place with Surrey Family Learning. Bob Morgan working with NHS on COPD (Lung Disease) event for 21 November 2009 in Sheerwater. Aim is to	CDW – BM	

	encourage residents to take a lung health check. (see action 3 above) – this was delivered successfully.		
<b>Objective F2</b>	<b>To improve mental health of people living in Dartmouth/Devonshire Avenues To improve overall scoring of mental health from* 1.26 towards the Woking average –0.69 * IMD 2007</b>		
7. To set up local support groups to target people affected by mental health issues (targeted specifically at Dartmouth/Devonshire Aves in first instance)	<p>Funding now secured to run the group. Target: to encourage 80+ people affected by depression to participate in self help and exercise activities. Timescales: Starts Feb 2010 – End April 2011.</p> <p>Childrens Centre will be providing crèche facilities to those attending group.</p> <p>CDW planning Art Therapy Group aimed at those with mental health/drugs/drink issues. Designed to target up to 10 people. Funding provided for 8 sessions. Due to start 1 March and run for 8 weeks. Target for group to become self- sustaining.</p>	<p>Paul Field – Cornerhouse</p> <p>Surrey Lifelong Learning - Sian Sanguard Brown - SLL</p> <p>Bob Morgan – CDW, Sheerwater</p>	<p>£5,000 funding secured from Comic Relief. £2,000 funding from SCC</p> <p>Start up funding provided by SCC, £3,300</p>
8. To provide access to computers to enable local people to access computerised cognitive behaviour therapy as part of Improving Access to Psychological Therapies (IAPT)	<p>Review options for use of computers at Childrens Centre to enable access to services.</p> <p>Review need/funding for facilitator nearer to scheduled going live of IAPT – early 2010</p>	NHS Surrey – ED and Sandra Scott, Childrens Centre	<p>IAPT services and Childrens Centre?</p> <p>ED to review funding for facilitator with Sandra Scott</p>
9. Increase take up of BME Mental Health Community	Increase number of people	NHS Surrey - ED	NHS

Development Workers's services (CDW)	seen from Sheerwater area (BME CDW to provide baseline data and monitor increases)	CDW – (new name needed)	
10. Explore options for joint working between Childrens Centre and Child & Adolescent Mental Health Services (CAMHS)	NHS facilitated contact between Sandra Scott & CAMHS. Meeting arranged but CAMHS staff member off on sick leave ED liaising with CAMHS re cover	Childrens Centre - Sandra Scott NHS Surrey - ED	?
<b>Objective F3</b> <ul style="list-style-type: none"> <li>A consultation is currently underway to federate Broadmere and New Monument schools on 1 Sept 2010. This will result in a wider range of skills and experience available to both schools in order to further improve educational outcomes and greater opportunities for curriculum development.</li> </ul>	<b>To improve education attainment of local school children, particularly for Key Stage 2 and Key Stage 4</b>  <i>To improve KS2 attainment from 26.3 towards Woking average – 28 (average points per entry 2009)</i> <i>To improve KS4 attainment from 304.8 towards Woking average – 419.9 (average total uncapped GCSE score 2009)</i>		
11. To improve educational attainment by providing co-ordinated and regular family learning/themed events and activities at Broadmere (to include focus on language and literacy assistance for parents)	<p>Broadmere and New Monument jointly to target two groups (one with interpreter) using new Home School Link worker. Plan to offer themed events to back up this work.</p> <p>Targets and timescales to be agreed by group.</p> <p>SCC Family Learning doing some initial work engaging with parents at Broadmere via story telling sessions. Aim: to set up regular programme with increased participation from parents and children. No's engaged by April 2010 7 adults and 7 children. Target to increase numbers to 40 by 2014.</p>	<p>Sheerwater/Maybury Lifelong Learning – Sian Sangarde Brown SCC - Janice Taylor (REMA) and Ellie Neville (Family Learning)</p>	SCC Family Learning
12. To improve educational attainment by developing first language skills of Years 4, 5 and 6	REMA working up specification for a pilot project to develop the first language skills of urdu-speaking	SCC – Janice Taylor (REMA)	SCC funding tbc

	<p>pupils in Years 4, 5 and 6 at Broadmere/New Monument Primary School to develop comprehension and understanding in their first language to assist overall attainment. Will be measured against annual attainment figures for KS2.</p> <p>Specification to be worked up in conjunction with Broadmere and New Monument Schools by May 2010.</p>		
13. Improving outcomes for children aged 0-5 years in Maybury and Sheerwater – particularly focusing on well-being speech and language therapy. Home-school links.	Ideas being developed by NW Childrens Alliance.	Christina Tinsley (NW Alliance for Children Young People and families)	??
<p>14. To enable better sharing of information between schools, colleges and Connexions to help identify appropriate interventions for individuals to reduce the numbers of NEETs</p> <ul style="list-style-type: none"> <li><b>Maybury and Sheerwater currently have highest number of NEETs in Woking and one of highest in Surrey, 33 people Sept 2009</b></li> </ul>	<p>Woking Federation built up register of all children at risk of becoming NEET in Woking.</p> <p>Woking Federation looking for funding to set up project to provide better continuity for students on leaving school and starting college. <i>Proposal being worked up by xxx – DB to update.</i></p>	<p>Dan Brown – Woking Federation for 14-19s</p> <p>Jonathan Olaf - Connexions</p>	
15. To improve engagement in education and raise attainment aspirations for children (14-16 year olds) at risk of becoming NEET	Woking Federation have secured LSE funding to run four courses focusing on improving skills of students at risk of becoming NEET to improve employment prospects and opportunities which could lead onto further education. Courses to run from Jan 2010 – Summer 2010. Success will be measured	Dan Brown – Woking Federation	

	<p>and further funding sought.</p> <p>Woking High School have Focus Centre – short term educational provision for at risk students. Best practice being shared with other schools.</p> <p>Stuart Shepherd putting together working group to focus on initiatives to raise attainment and aspirations.</p> <p>This will be joined up with focus on NEETs and links to work of NW Childrens Alliance who have agreed to prioritise 14-18s.</p>	Stuart Shepherd – BDB Sue Barham - NW Childrens Alliance	
<p><b>Objective F4</b></p> <ul style="list-style-type: none"> <li>There were 22 pupils from Dartmouth/Devonshire Aves who completed KS4 in 2009</li> <li>21 ex BDB Year 11 pupils aged 16-18 were registered as NEET in July 2009, Connexions</li> </ul>	<p><b>To increase numbers of children staying on at school after 16 and entering higher education</b></p> <p><b><i>To decrease numbers not staying on from *56.2 to the Woking average of 21.6 and not entering higher education from 78 to the Woking average of 47.7</i></b></p> <p><b><i>*points score IMD 2007</i></b></p>		
16. To reduce number of young people aged 16-18 who are NEET or at risk of becoming NEET	<p>Connexions looking at re-aligning service to take more account of priority areas in next year's service plan 2010/11. Plan to be confirmed by April 2010.</p> <p>SCC Services for Young People working on a range of targeted interventions at BDB and through Sheerwater Youth Centre. Looking at number of additional initiatives as part of 2010/11 service plans.</p> <p>Stuart Shepherd putting together working group (as above)</p>	<p>Suzie Loose – Connexions</p> <p>SCC Services for Young People – Richard Leary (Youth Justice)</p> <p>Stuart Shepherd – BDB Sue Barham - NW Childrens Alliance</p>	
17. To encourage take up of higher education post 18	Connexions researching info on	Stuart Shepherd –	

(last year no pupils from 004F went on to university)	<p>where pupils go after they leave to help identify which interventions have been successful in the past to share with BDB. (agreed at meeting on 25 November)</p> <p>Aimhigher 'Target 20' to get 20 children from most deprived wards into University by July 2011. Aim Higher progression advisors will be in post from Spring 2010 at BDB and Woking College to build personal development plans and provide advice and options post 16 including info on bursaries available for higher education and courses closer to home. Looking to target postcodes in Dartmouth/Devonshire Aves.</p>	<p>BDB Viv Bennett - Connexions</p> <p>Marilyn Birk - Aimhigher Gillian Smith – Woking College</p>	Aimhigher funding available until 2011.
18. Focus on 14-18 yr olds who are or at risk of becoming disengaged/NEET and prevent youth offending via positive programme of engagement activities	<p>SCC Services for Young People – additional ideas being considered to enhance capacity of existing NEET provision in 2010-11 plan:</p> <ul style="list-style-type: none"> <li>- Early intervention parenting programme for family environments at risk</li> <li>- After school provision for 8 – 11s</li> <li>-Support development of bike repair project/BMX track</li> <li>-NEET 'mentor' to support people attending courses like Nacro to provide opportunities for training into employment</li> </ul> <p>YDS also looking to increase amount of people accessing Nacro Increase Sheerwater youth club opening from 3 to 4 nights a week (dependent on staff willing to man the service and finding replacement for Zee Virani from</p>	<p>SCC – Richard Leary</p> <p>WBC CDW – Bob Morgan</p> <p>SCC – David Blake</p>	SCC mainstream – 2010/11 service plans (tbc)



	April 2010) <i>PREVENT activities</i> <i>WBC to update</i>		
<b>Objective F5</b>	<b>To increase access to and uptake of adult education particularly basic literacy, numeracy and ICT</b> <b>To decrease the number of adults (25-54) with no or low qualifications from 59.2 to the Woking average of 31.</b>		
19. Promote access to training and vocational linked to employment opportunities ( <i>what is available currently, where are the gaps?</i> )	Sheerwater Job Club  Personal Best  Work with partners including Business Link, Personal Best, A4E, Surrey Care Trust, SWT	WBC – Bob Morgan  Sussex Downs College  WCLP – SSB	LSC funded contract holders.
20. Carry out review of services offered at Parkview and tailor to needs of local community – <i>WBC to update – link to adult education?</i>	??	WBC – Sue Barham	
21. Increase provision and take up of ESOL, literacy and numeracy	Work with Childrens Centre and other intermediaries to create new take-up and opportunities.  Literacy/ESOL delivered at Broadmere  SCC Family Learning targets to provide ESOL entry accreditation to Broadmere parents. Target: 20 learners by 2014 achieving entry level qualifications through participating in 30 hour Family Programmes.	WCLP  Woking College  SCC Family Learning – Cheryl Brown	LSC PCDL funding plus use of other contract holders.
22. To increase access to ICT and training opportunities	SCC Family Learning working with BDB to provide learning programmes to support parents/children with the computers they aquire via the Home Access scheme which is	SCC Family Learning – Cheryl Brown	Central government, Becta

	targeting children who are eligible for free school meals and satisfy other benefit criteria. Target:16 adults e.g. 2 groups of 8 parents engaging in Family Learning 6 hours via Home Access computing courses by July 2010.  Intermediate ICT needed at CC	WCLP	??
23. To develop business plan for cultural services for 10/11 which focuses in on key identified issues within Sheerwater and Maybury by 31 March 2010.	Business to be finalised by 31 March 2010 (Leadership Team meeting on 25/3/10)	SCC –Surriya Subrmaniam	SCC - Mainstream funding/Priority community
<b>Objective F7</b>	<b>To reduce income deprivation by increasing take- up of welfare entitlements.</b> <b>To reduce ranking of income deprivation affecting children (currently 5<sup>th</sup> in Surrey)</b> <b>To reduce ranking of income deprivation affecting older people (currently 3<sup>rd</sup> in Surrey)</b>		
24. To increase awareness of specific child poverty issues and encourage benefit take up targeting identified family groups through 'Money Matters for Every Child' Campaign  (WAVS circulated details to priority client groups in June 09)	Completion of the sessions to train trainers, literature now available and circulated among the children's centres and family groups/playgroups.  Credit Union application being submitted to the FSA in April 2010	WAVS – SM	Funding through Voluntary sector campaign
<b>Objective F8</b>	<b>To reduce percentage of working age population claiming unemployment related benefit from 7.6% to Woking average of 2.5% (JSA figures Jan 2010)</b>		
25. Create job opportunities for 18-24 year olds in local authorities	Funding secured to create jobs in local authorities for 18-24 year olds who have been on job seekers allowance for over a year via 'Future Jobs Fund'. 350 places countywide. <b>Woking targets, recruitment from PCs and local contact tbc</b>	Garath Symonds - SCC	DWP funding. 'Future Jobs Fund'.
26. To provide 16-18 year olds with an opportunity to participate in work placements with local employers	Minimum of 14 hours training per week will be provided.	Connexions – Sameena Mehmood	

	Training allowance of £30 per week. 20 places being created for young people countywide . WBC taking eight placements <b><i>WBC to update. Timescales? How will Dartmouth/ Devonshire Ave be targeted?</i></b>	WBC - Sue Barham	
27. To provide apprenticeships for vulnerable young people at SCC	Four placements countywide. Two places for NEETs in Woking working with Connexions team. From April 2010. <b><i>Will Dartmouth/ Devonshire Ave be targeted?</i></b>	SCC HR – Emily Boynton Connexions – Jonathan Olafé/ Viv Bennett	
28. To set up job/skills club at Parkview to help local people secure employment	CDW working with local police and housing officers to set up club to build skills and confidence of participants. Launched 27 Jan. 13 people attended first session. Target of 50 people as members – 1 <sup>st</sup> training session had 6 people on confident communication – much work to do – now 15 on database.	Bob Morgan – CDW, Sheerwater	SCC provided £1,000 start up costs  <i>Long term funding??</i>
29. Positive promotion of local recruitment to local employers  (WBC to contact local business organisations to raise awareness of issues and promote local recruitment)	<i>No of businesses addressed? Schemes introduced? Local people employed?</i>  <i>Decrease in unemployment and benefit uptake</i>	WBC – GW and SB	?
30. To assist those from minority populations to secure employment (Link with Prevent Agenda/community cohesion)	<i>Decrease in unemployment</i>  Fire service positive action day to be held at Woking Football Club on 6 March 10. Targeting 60 young people between the ages of 18 and 35 from the Polish, Italian and Asian communities. Target to recruit 4 people.	WBC – SB and GW  Borough Fire Manager	?  In partnership with Woking Football Club

31. To provide access to Job Centre services via Woking Childrens Centre	Links between Job Centre Plus and Childrens Centre now improved. Childrens Centre to provide crèche facilities for people going for interviews (0-5 years). Job Centre Plus email through all vacancies for Childrens Centre to display.	Sandra Scott – Woking CC WBC – SB	
32. To extend Enterprise Gateway Initiative to local community including schools to ensure that individuals and groups are aware of the initiative	Date ??	Business Link WCLP – SSB	LSC contract holder
<b>Objective F9</b>	<b>To provide more flexible and affordable childcare initiatives to assist people not in employment and support take up of education and training initiatives</b> <b>TARGET</b>		
33. Work with Early Years and Childcare Service (EYCS) to ensure that Sheerwater and Maybury stay priority areas, and particularly keep up to date with: <ul style="list-style-type: none"> <li>a. 2 year old project – provision of free childcare for up to 10 hours a week. Settings taking children receive additional support where needed, including advice, training and information</li> <li>b. Increase the uptake of the free entitlement for 3 and 4 year olds</li> <li>c. Delivery of the 15hrs flexible funding for Early Years Free Entitlement (no less than 2 hours and no more than 10 hours over 3 days) from the Woking Childrens Centre</li> <li>d. Establish whether there is an affordability issue of holiday schemes in target area and see if the promotion of them can be improved.</li> </ul>	<p>From Sept 09 (statutory from Sept 2010)</p> <p>a. Currently four 2 year olds at Woking Childrens Centre being funded on the project. Nursery now full. If vacancies arise could take more referred two year olds. As of 25 Feb there have been 18 referrals from Maybury and Sheerwater (second highest ward in the county for referrals after Old Dean).</p> <p>c. 15 hours flexible funding being offered – liaise with EYCS and childrens centre over pilot and impact. As of 3/12/09 Sheerwater Childrens Centre are offering 26 places on the flexible funding</p> <p>d. Being carried out during</p>	EYCS	EYCS – mainstream funding

	summer/autumn 09. Report due Feb 10.		
34. Refer to 30 above regarding creche facilities for people going to interviews (age 0-5 only)		Woking Childrens Centre	

Action (what)	Target/update/date	Lead Organisation	Resource/funding
<p><b>Priority Area: Maybury</b></p> <p><b>004A Town end of the Walton Road area, Maybury Road, Boundary</b></p> <p><b>Key demographic (census 2001)</b></p> <ul style="list-style-type: none"> <li>• 466 households</li> <li>• Age structure: 0-24: 43%, 25-64: 50%, 65+: 7%</li> <li>• Key ethnic groups – 38% white, 47.5% Pakistani</li> <li>• 58% born in UK</li> <li>• Tenure – 59% owner occupied, 19% social rented</li> </ul>	<p><b>Key issues:</b></p> <p>Early Mortality</p> <p>Low educational attainment by children at Key Stages 2 and 4</p> <p>Number of children not staying at school after 16</p> <p>Income deprivation affecting children</p> <p>Income deprivation affecting older people</p>		
<b>Objective A1</b>	<p><b>To reduce years of potential life lost by addressing key issues affecting early mortality (main causes cancer and circulatory diseases, partly due to lifestyle factors such as obesity, alcohol and smoking) - <i>NHS Surrey updating</i></b></p> <p><b><i>To improve ratio of Years of Potential Life from* 76.2 to Woking average 54 * ID 2007</i></b></p>		
<p>35. Recruit a Health Trainer for Sheerwater and Maybury to provide one to one support to bring about health related lifestyle change to reduce early mortality rates</p> <p>Expected interventions include:</p> <ul style="list-style-type: none"> <li>• Reduce numbers of smokers, especially maternal smokers</li> <li>• Improve fruit and veg consumption</li> <li>• Increase levels of physical activity</li> <li>• Reduce number reporting high stress levels</li> <li>• Promote breast feeding</li> <li>• Promote use of screening services, eg. chylamedia, smoking cessation</li> </ul>	<p>Health Trainers expected to be in post April 2010. 1 Whole Time Equivalent Health Trainer employed (37.5 hours) for Sheerwater &amp; Maybury recruited from local community. Health trainer coordinator now appointed.</p> <p>Target number of clients per quarter – approximately 40</p>	NHS Surrey – Emma Daniells	NHS funding approved for three years from October 2009 to March 2013
<p>36. Improve publicity and signposting of existing health promotion services in Maybury:</p> <p>Smoking cessation</p> <p>Living well</p> <p>Initiatives for S Asian communities</p>	<p>- NHS Surrey to feed back on PCG on services available. Targets to increase uptake of services.</p> <p>-Once Health Trainer in post, this will be another</p>	NHS Surrey – Emma Daniells	NHS mainstream

Alcohol Healthy eating Walking for Health Exercise Referral NHS Credit Crunch Stressline Next Steps Depression Support	signposting/publicity method		
37. Review overall borough provision of sport and leisure facilities and redirect resources towards Maybury	Review of Playing Pitch and Play Strategy priorities has been undertaken taking into account funding availability. Two additional mini soccer pitches provided at New Monument School in Autumn 2009 and agreement reached with school on access to changing/toilet provision. Investigation into feasibility of investment in new build changing/clubroom underway for further consideration in Spring 2010. Work on going in providing women only swimming at Woking Homes- target group includes Asian women.	WBC – GW WBC – BM	WBC to insert <i>Percentage of resources channelled into Walton Road area?</i>
38. Secure more permanent changing facilities for Woking and Maybury Sports Club.	Would provide provision for football pitches and changing facilities adjacent to New Monument School. Working with local councillors to agree way forward by Spring 2010.	WBC – Geoff Ward SCC – Ruth Brown	SCC - £41,294

39. Session for Asian ladies – issues around fat frying and different styles of cooking. Could link in with PCT?	Borough Fire Manager	???	
<b>Objective A2</b> <ul style="list-style-type: none"> <li>A consultation is currently underway to federate Broadmere and New Monument schools on 1 Sept 2010. This will result in a wider range of skills and experience available to both schools in order to further improve educational outcomes and greater opportunities for curriculum development</li> </ul>	<b>To improve education attainment of local school children, particularly for Key Stage 2 and Key Stage 4 (New Monument School being supported by ASIP programme)</b>  <b>2009 attainment figures for KS2:</b> <b>To improve KS2 attainment from 23.3 (Walton Rd town end) towards Woking average – 28 (average points per entry 2009)</b> <b>To improve KS4 attainment from 325.6 towards Woking average – 419.9 (average total uncapped GCSE score 2009)</b>		
40. To organise events and activities at New Monument which will help to raise attainment levels of local children and identify opportunities for joint working	Broadmere and New Monument jointly to target two groups (one with interpreter) using new Home School Link worker. Plan to offer themed events to back up this work.  Targets and timescales to be agreed by group.  SCC Family Learning doing some initial work engaging with parents at Broadmere via story telling sessions. Aim: to set up regular programme with increased participation from parents and children. To engage with 40 families by 2014. (10 parents a year).	Sheerwater/Maybury Lifelong Learning – Sian Sangarde Brown SCC - Janice Taylor (REMA) and Ellie Neville (Family Learning)	SCC Family Learning
41. To improve education attainment at New Monument via WBC Community Cohesion programme of activities	<b>Prevent money to be used to fund home schools liaison worker at New Monument - WBC to update</b>  Autumn 09	WBC - Zafar Iqbal/ Sue Barham?	Community Cohesion funding through Prevent?



42. To work with REMA to develop a project on to develop first language schools at New Monument	JT working up specification for a pilot project to develop the first language skills of urdu-speaking pupils in Years 4, 5 and 6 at Broadmere/New Monument Primary School to develop comprehension and understanding in their first language.	REMA – Janice Taylor	Meeting scheduled on 15 Sept as above
43. Improving outcomes for children aged 0-5 years in Maybury and Sheerwater – particularly focusing on well-being speech and language therapy. Home-school links.	Being developed	Christina Tinsley (NW Alliance for Children Young People and families)	??
<b>Objective A3</b>	<b>To increase numbers of children staying on at school after 16 and entering higher education</b>  <b><i>To decrease numbers not staying on from *46.7 towards the Woking average of 21.6 and not entering higher education from 50.6 towards 47.7</i></b> <b><i>*points score ID 2007</i></b>		
44. To reduce number of young people aged 16-18 who are NEET or at risk of becoming NEET	<p>Connexions looking at re-aligning service to take more account of priority areas in next year's service plan 2010/11. Plan to be confirmed by April 2010.</p> <p>Stuart Shepherd putting together working group to focus on initiatives to raise attainment and aspirations. This will be joined up with focus on NEETs and links to work of NW Childrens Alliance who have agreed to prioritise 14-18s.</p>	<p>Suzie Loose – Connexions</p> <p>Stuart Shepherd – BDB Sue Barham - NW Childrens Alliance</p>	Aim Higher
45. To encourage take up of higher education post 18	Connexions researching info on where pupils go after they leave to help identify which interventions have been successful in the past to share with BDB. (agreed at meeting on	Stuart Shepherd – BDB Viv Bennett - Connexions	

	<p>25 November)</p> <p>Aimhigher 'Target 20' to get 20 children from most deprived wards into University by July 2011.</p> <p>Aim Higher progression advisors will be in post from Spring 2010 at BDB and Woking College to build personal development plans and provide advice and options post 16 including info on bursaries available for higher education and courses closer to home.</p>	<p>Marilyn Birk – Aimhigher Gillian Goldsmith – Woking College</p>	
<p>46. Focus on 14-18 yr olds who are or at risk of becoming disengaged/NEET. Prevent youth offending.</p>	<p>SCC Services for Young People working on a range of targeted interventions at BDB. Numbers attending Walton Road now increasing following collaboration with Woking and Maybury Sports Club.</p> <p>Increase number of nights open from 2 to 3 nights a week from April 2010. (dependent on staff willing to man the service)</p> <p><b><i>PREVENT funding for xxxxx WBC to update</i></b></p>	<p>David Blake Theresa Lee – youth worker, Walton Road</p>	<p>??</p>
<p><b>Objective A4</b></p>	<p><b>To increase access to and uptake of adult education particularly basic literacy, numeracy and ICT</b>  <b><i>To decrease the number of adults (25-54) with no or low qualifications from 43 to the Woking average of 31.</i></b></p>		

47. Promote access to training and vocational linked to employment opportunities ( <i>what is available currently, where are the gaps?</i> )	Work with partners including Business Link, Personal Best, A4E, Surrey Care Trust, SWT	WCLP – SSB	LSC funded contract holders.
48. Increase provision and take up of ESOL, literacy, numeracy courses	<p>Work with intermediaries to create new take-up and opportunities.</p> <p>Literacy/ESOL delivered at New Monument</p> <p>SCC Family Learning to set targets to provide ESOL entry accreditation to New Monument parents via Family Learning programmes. 20 parents achieving ESOL entry qualifications through Family Learning Short Language Courses.</p>	<p>WCLP</p> <p>Woking College</p> <p>SCC Family Learning – Cheryl Brown</p>	<p>SCC Family Learning to set targets to provide ESOL entry accreditation to Broadmere parents via Family Learning programmes. <b>SCC FL to update.</b></p>
49. To increase access to ICT and training opportunities	SCC Family Learning working with BDB to provide learning programmes to support parents/children with the computers they acquire via the		

	Home Access scheme which is targeting children who are eligible for free school meals and satisfy other benefit criteria. Target:16 adults e.g. 2 groups of 8 parents engaging in Family Learning 6 hours via Home Access computing courses by July 2010.		
<b>Objective A5</b>	<b>To reduce income deprivation affecting older people (ranked 1<sup>st</sup> in Surrey) by increasing take-up of welfare entitlements</b>		
50. To increase awareness of specific child poverty issues and encourage benefit take up targeting identified family groups through 'Money Matters for Every Child' Campaign  (WAVS circulated details to priority client groups)	Initial training sessions completed, literature now available, support and advice available through local organisations. Awareness raising sessions delivered through a network of outreaches, money advice, maximising income, financial literacy project. Free phone self referral now available. Minimum of 8 training courses a year for 2 years delivered across the Third Sector, over 288 training places.  June 09	WAVS – SM	Funding through Voluntary sector campaign
<b>Objective A6</b>	<b>To reduce percentage of working age population claiming unemployment related benefit from 4.5% to Woking average of 2.5% (JSA figures Jan 2010)</b>		
51. Positive promotion of local recruitment to local employers  (WBC to contact local business organisations to raise awareness of issues and promote local recruitment)	<i>No of businesses addressed? Schemes introduced? Local people employed?</i>  <i>Decrease in unemployment and benefit uptake</i>	WBC – GW and SB	?
52. To assist those from minority populations to secure employment (Link with Prevent Agenda/community cohesion)	<i>Decrease in unemployment</i>	WBC – SB and GW	?

Objective A7	To provide more flexible and affordable childcare initiatives to assist people not in employment and support take up of education and training initiatives <b>TARGET</b>		
<p>53. Work with EYCS to ensure that Sheerwater and Maybury stay priority areas, and particularly keep up to date with:</p> <ul style="list-style-type: none"> <li>a. 2 year old project – provision of free childcare for up to 10 hours a week</li> <li>b. Increase the uptake of the free entitlement for 3 and 4 year olds</li> <li>c. Delivery of the 15hrs flexible funding for Early Years Free Entitlement (no less than 2 hours and no more than 10 hours over 3 days) from the Woking Childrens Centre</li> <li>d. Affordability and promotion of holiday schemes in target area</li> </ul>	<p>Currently four 2 year olds at Woking Childrens Centre being funded on the project. Nursery now full. If vacancies arise could take more referred two year olds</p> <p>From Sept 09 (statutory from Sept 2010)</p> <p>15 hours flexible funding being offered – liaise with EYC and childrens centre over pilot and impact</p> <p>Being carried out during summer/autumn 09. Report due Feb 2010</p>	EYCS	EYCS – mainstream funding

<p><b>Priority Area:</b></p> <p><b>004D Eastern side of Walton Road, Boundary Road, Maybury Road)</b></p> <p><b>Key demographic (census 2001)</b></p> <ul style="list-style-type: none"> <li>• 500 households</li> <li>• Age structure: 0-24: 38%, 25-64: 52%, 65+: 10%</li> <li>• Key ethnic groups – 56% white, 34% Pakistani</li> <li>• 67% born in UK</li> <li>• Tenure – 57% owner occupied, 23% social rented</li> </ul>	<p><b>Key issues:</b></p> <p>Income deprivation affecting children</p> <p>Income deprivation affecting older people</p> <p>Unemployment</p> <p>Long term illness affecting unemployment</p>		
Action (what)	Target/update/date	Lead Organisation	Resource/funding
<b>Objective D1</b>	<b>To reduce ranking of income deprivation affecting older people (currently 2nd in Surrey) by increasing take-up of welfare entitlements</b>		
<p>54. To increase awareness of specific child poverty issues and encourage benefit take up targeting identified family groups through 'Money Matters for Every Child' Campaign</p> <p>(WAVS circulated details to priority client groups)</p>	<p>Initial training sessions completed, literature now available, support and advice available through local organisations, regarding entitlement to benefits and support available, family information days, a program of workshops to be delivered. One to one advice and full benefit checks. Free phone self referral now available.</p> <p>Minimum of 8 training courses a year for 2 years delivered across the Third Sector, over 288 training places.</p> <p>June 09</p>	WAVS – SM	Funding through Voluntary sector campaign
<b>Objective D2</b>	<b>To reduce percentage of working age population claiming unemployment related benefit from 4.6% to Woking average of 2.5% (JSA figures Jan 2010)To</b>		
<p>55. Positive promotion of local recruitment to local employers</p> <p>(WBC to contact local business organisations to raise awareness</p>	<p><i>No of businesses addressed?</i></p> <p><i>Schemes introduced? Local people employed?</i></p>		?

of issues and promote local recruitment)	<i>Decrease in unemployment and benefit uptake</i>		
56. To assist those from minority populations to secure employment (Link with Prevent Agenda/community cohesion)	<i>Decrease in unemployment</i>	WBC – SB and GW	?
57. Connexions to promote and increase uptake of services for young people	Initial meeting date tbc	Suzie Loose/Viv – Connexions RB - SCC	
<b>Objective D3</b>	<b>To provide more flexible and affordable childcare initiatives to assist people not in employment and support take up of education and training initiatives TARGET</b>		
58. Ensure Creche at Maybury Centre remains open	Feasibility of Creche under review	WBC – Sue Barham SCC – Lesley Hunt	TBC
59. Work with EYCS to ensure that Sheerwater and Maybury stay priority areas, and particularly keep up to date with: <ul style="list-style-type: none"> <li>a. 2 year old project – provision of free childcare for up to 10 hours a week</li> <li>b. Increase the uptake of the free entitlement for 3 and 4 year olds</li> <li>c. Delivery of the 15hrs flexible funding for Early Years Free Entitlement (no less than 2 hours and no more than 10 hours over 3 days) from the Woking Childrens Centre</li> <li>d. Affordability and promotion of holiday schemes in target area</li> </ul>	<p>Currently four 2 year olds at Woking Childrens Centre being funded on the project. Nursery now full. If vacancies arise could take more referred two year olds</p> <p>From Sept 09 (statutory from Sept 2010)</p> <p>15 hours flexible funding being offered – liaise with EYC and childrens centre over pilot and impact. As of 3/12/09 Sheerwater Childrens Centre are offering 26 places on the flexible funding</p> <p>Being carried out during summer/autumn 09. Report due Feb 10</p>	EYCS	EYCS – mainstream funding

Additional actions within priority places outside the key issues identified:

60. To reduce road casualties living in Priority Places	<p>(Recent research has shown higher casualty ratios amongst people living in Maybury and Sheerwater). DS mapping data by super output area and will feed back to JAG.</p> <p>Identify possible options for joint initiatives and relevant contacts to reduce casualties. Operation Quake, Sheerwater – 12 February.</p>	David Sharpington – SCC	SCC mainstream road safety budget
61. For the Fire and Rescue service to engage with youth people across the priority places to reduce anti social behaviour and antisocial driving.	<ul style="list-style-type: none"> <li>• Firefighter for a day and lifecut events to focus on Maybury and Goldsworth Park areas. Target by end of year to engage with X young people (50 young people from 15-18 as of Feb 10)</li> <li>• To work with Woking Football Club to target 100 young people from 10-18 and educate them on fire safety and anti social behaviour reduction using sport and training as a medium (DATE?)</li> </ul>	Chris Webb, SCC	SCC mainstream – Fire and Rescue
62. To reduce accidental fires in the Maybury area	<ul style="list-style-type: none"> <li>• To run a series of workshops for the Asian community with regard to safety methods when cooking with fat fryers and what to do in the event of a fire occurring – target 70 households in Maybury from April 2010</li> <li>• To run an Asian wives initiative in cooking methods – targeting females aged 19-55. (IS THIS THE SAME AS ABOVE? IF</li> </ul>	Chris Webb, SCC (Possible links with health – if interested could the sessions involve someone from health around healthy cooking methods?)	SCC mainstream – Fire and Rescue



	NOT WHEN WILL IT BE HELD< HOW MANY PEOPLE ARE YOU TARGETTING?)		
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<p><b>Priority Area:</b></p> <p><b>005B Lakeview including Sythwood School and Children's Centre</b></p> <p><b>Key demographic (census 2001)</b></p> <ul style="list-style-type: none"> <li>• 611 households</li> <li>• Age structure: 0-24: 44.5%, 25-64: 44.5%, 65+: 11%</li> <li>• Key ethnic groups – 76% white, 16% Pakistani</li> <li>• 87% born in UK</li> <li>• Tenure – 23% owner occupied, 71.5% social rented</li> </ul>	<p><b>Key issues:</b></p> <p>Low educational attainment by children at Key Stages 2 and 4</p> <p>Income deprivation affecting children</p> <p>Income deprivation affecting older people</p> <p>Unemployment</p> <p>Long term illness affecting unemployment</p>		
Action (what)	Target/update/date	Lead Organisation	Resource/funding
Objective B1	<p><b>To improve education attainment of local school children</b></p> <p><b><i>To increase KS2 from 43 to Woking average 47</i></b></p> <p><b><i>To increase KS2 from 48.6 to Woking average 59</i></b></p> <p><b><i>To increase KS4 from 222.7 to Woking average 305</i></b></p> <p><b><i>*points score ID 2007</i></b></p>		
63. Investigate feasibility of running a family learning day in conjunction with Sythwood School in conjunction with Childrens Centre (focus on language and literacy assistance for parents?)	Janice Taylor liaising with REMA co-ordinator at Sythwood School to identify appropriate approach SSB to speak to Andrew Hargreaves	SCC – Janice Taylor SSL - SSB	
Objective B2	<p><b>To increase numbers of children staying on at school after 16 and entering higher education</b></p> <p><b><i>To decrease numbers not staying on from *41.2 to 21.6 and not entering higher education from 77.6 to 47.7</i></b></p> <p><b><i>*points score ID 2007</i></b></p>		
64. Improve take up of higher education through national Aimhigher programme	Meeting scheduled with Aim Higher to discuss priority areas on 25 Nov	John Ambrose, SCC Marilyn Birkes SCC – RB	?
65. Connexions to promote and increase uptake of services for young people	Looking at re-adjusting service to take more account of priority	Suzie Loose/Viv – Connexions	

	areas in next year's plan from April 2010 onwards.	RB - SCC	
<b>Objective B3</b>	<b>To increase access to and uptake of adult education particularly basic literacy, numeracy and ICT</b>  <b><i>To decrease the number of adults (25-54) with no or low qualifications from 59.2 to the Woking average of 31.</i></b>		
66. To provide ESOL at Sythwood Childrens Centre	Running a 30 week beginners English course for 12 adults commencing late September.	Sue Peters – Sythwood Childrens Centre	Woking College
67. Increase uptake of Skills for Life courses <i>Current take up? Targets?</i>	Work with Childrens' Centre and other intermediaries to create new take-up and opportunities	WCLP, SCC ACL  Lakeview Action Group	LSC PCDL funding plus use of other contract holders. Various sources
68. Promote access to training and vocational linked to employment opportunities ( <i>what is available currently, where are the gaps?</i> )	Work with partners including Business Link, Personal Best, A4E, Surrey Care Trust, SWT	WCLP – SSB	LSC funded contract holders.
<b>Objective B4</b>	<b>To reduce income deprivation by increasing take- up of welfare entitlements.</b> <b>To reduce ranking of income deprivation affecting children (currently 15<sup>th</sup> in Surrey)</b> <b>To reduce ranking of income deprivation affecting older people (currently 4<sup>th</sup> in Surrey)</b>		
69. To increase awareness of specific child poverty issues and encourage benefit take up targeting identified family groups through 'Money Matters for Every Child' Campaign	Initial training sessions completed, literature now available, support and advice available through local organisations. Awareness raising sessions delivered through a network of outreaches, money advice, maximising income, financial literacy project. Free phone self referral now available. Minimum of 8 training courses a year for 2 years delivered across the Third Sector, over 288 training places.	WAVS – SM	Funding through Voluntary sector campaign

(WAVS circulated details to priority client groups)	June 09		
70. Raise awareness of support available in recession - SCC Supporting Surrey communications campaign	Next phase of campaign to be agreed mid-Sept	SCC – Abi Bradbeer	SCC
71. To extend Enterprise Gateway Initiative to local community including schools to ensure that individuals and groups are aware of the initiative	Date ??	SLL – SSB	Date??
<b>Objective B5</b>	<b>To increase employment opportunities TARGET</b>		
72. To provide access to Job Centre Plus via Sythwood Childrens Centre	Links tbc with Kathryn Blackburn new head of Sythwood Childrens Centre who starts 2 Nov.	Kathryn Blackburn	
73. Positive promotion of local recruitment to local employers  (WBC to contact local business organisations to raise awareness of issues and promote local recruitment)	<i>No of businesses addressed? Schemes introduced? Local people employed?  Decrease in unemployment and benefit uptake</i>	WBC – GW and SB	?
74. To assist those from minority populations to secure employment (Link with Prevent Agenda/community cohesion)	<i>Decrease in unemployment</i>	WBC – SB and GW	?
<b>Objective B7</b>	<b>To provide more flexible and affordable childcare initiatives to assist people not in employment and support take up of education and training initiatives TARGET</b>		
75. Work with EYCS to ensure that Lakeview stays priority areas, and particularly keep up to date with: a. 2 year old project – provision of free childcare for up to 10 hours a week b. Increase the uptake of the free entitlement for 3 and 4 year olds c. Delivery of the 15hrs flexible funding for Early Years Free Entitlement (no less than 2 hours and no more than 10 hours over 3 days) from the Sythwood Childrens Centre	From Sept 09  From Sept 09  From Sept 09 (statutory from Sept 2010)	EYCS	EYCS – mainstream funding

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Additional actions within priority places outside the key issues identified:

76. Reduce road casualties in priority places	Target an event in April 2010 with Surrey Police and the Safer Smarter Travel Team at 30 18-21 year olds from Lakeview to highlight the dangers of drink driving	SCC Fire and Rescue, Transport for Surrey, Surrey Police	SCC/Police mainstream
77. For the Fire and Rescue service to engage with youth people across the priority places to reduce anti social behaviour and antisocial driving.	<p>Firefighter for a day and lifecut events to focus on Maybury and Goldsworth Park areas. Target by end of year to engage with young people (50 young people from 15-18 as of Feb 10)</p> <p>To work with Woking Football Club to target 100 young people from 10-18 and educate them on fire safety and anti social behaviour reduction using sport and training as a medium (DATE?)</p>	Chris Webb, SCC	SCC mainstream – Fire and Rescue
78. To reduce accidental fires in the Maybury area	<p>To run a series of workshops for the Asian community with regard to safety methods when cooking with fat fryers and what to do in the event of a fire occurring – target 70 households in Maybury from April 2010</p> <p>To run an Asian wives initiative in cooking methods – targeting females aged 19-55. We intend to run 2 events targeting 100 homes</p>	Chris Webb, SCC (Possible links with health – if interested could the sessions involve someone from health around healthy cooking methods?)	SCC mainstream – Fire and Rescue

