

## Winning Winyates (Areas of Highest Need) Action Plan

<b>Redditch Partnership Issue:</b>	Winyates Area of Highest Need Project						
<b>Key Deliverable:</b>	To secure the Winyates Centre residential areas, improve the physical appearance of the area and to enhance community activity.						
<b>Key Issues:</b>	<ul style="list-style-type: none"> <li>According to the 2007 Indices of Deprivation, the area around Winyates Centre is within the most 10% deprived areas in the country. This area is the most deprived area in Redditch, and the sixth most deprived in Worcestershire.</li> <li>Within Winyates Centre, the stairways leading from the commercial public spaces of the centre to the residential flats above are unsecured. As such, there is a high level of anti-social behaviour in and around the residential flats and the Centre in general.</li> <li>Currently, there is very little community activity which takes place in the Winyates area.</li> </ul>						
<b>Key Actions to Tackle Key Issues:</b>	<b>Project</b>	<b>Key Actions</b>	<b>Completion Date</b>	<b>Lead Partner (s)</b>	<b>Resources</b>	<b>Measures of Success</b>	<b>Progress to date</b>
	1. Winyates Healthy Eating Project (A two phase project. Phase one – production of a cookbook.	Phase One: <ul style="list-style-type: none"> <li>Secure funding for the project.</li> <li>Establishing a Steering Group.</li> </ul>	All by March 2011	RBC - Liz Williams / Helen Broughton  Worcestershire PCT - Debbie Baker-Price	To be confirmed	The effective engagement of schools and community groups including intergeneration work between Arrow Vale High School and Ipsley Middle school.  Establishment of infrastructure to facilitate community engagement leading whilst addressing the public health agenda for	Recipes have been tested and cookery book is now in the process of being produced.  A launch event will take place in December. There has been slight slippage with this project and it is envisaged that Phase One will be completed by the end of December 2011.

	<p>2. Phase Two – involves using the cookbook as a tool for community led healthy eating initiatives)</p>	<ul style="list-style-type: none"> <li>Establish links with local schools, community groups and traders.</li> <li>Production of cookbook.</li> <li>Event to launch cookbook.</li> </ul> <p>Phase Two:</p> <ul style="list-style-type: none"> <li>Phase one will inform the key actions for Phase Two.</li> </ul>	<p>March 2012</p>			<p>Disadvantaged communities.</p>	
	<p>2. Active Winyates (formerly know as Urban Tracks)</p>	<ul style="list-style-type: none"> <li>Establish a series of routes (of varying levels of difficulty) for walking and cycling around the Winyates area.</li> <li>Design local maps to show routes and encourage take up. Deliver to all households in local area.</li> </ul>	<p>All by 30<sup>th</sup> April 2011</p> <p>To be confirmed</p>	<p>RBC- Liz Williams / Richard Potter WCC</p>	<p>Health Improvement Fund / additional WCC monies.</p>	<p>Increased numbers of adults taking part in sport / physical exercise</p> <p>Increased number of young people taking part in positive activities</p>	<p>Walking and Cycle routes implemented during May / June 2011.</p> <p>Official Active Winyates launch took place on Saturday 30<sup>th</sup> July 2011.</p>

		<ul style="list-style-type: none"> <li>• Deliver community based launch event for the project.</li> <li>• Design educational /recreational activities and community projects around the routes for local schools and the community to participate in.</li> </ul>					
	3. Winyates Centre Security Project	<ul style="list-style-type: none"> <li>• To install hard wired video entry security systems to the Winyates centre Residential complex, alongside security measures to control entry to the landings.</li> </ul>	31 <sup>st</sup> August 2011	RBC – Pete Hill/Liz Williams	AoHN Fund/RBC Housing Capital	<p>Successful implementation of scheme.</p> <p>Establishment of Residents Group to ensure long term sustainability of scheme.</p>	Project completed on time.
	4. Winyates Centre Traders Project	<ul style="list-style-type: none"> <li>• Establish Group, stabilise membership.</li> </ul>	31 <sup>st</sup> March 2012	Liz Williams	AoHN Project Fund	<p>Establishment of Traders Group. Determine what improvements are needed.</p>	Group has been established.

		<ul style="list-style-type: none"> <li>• Devise list of improvements based on consensus.</li> </ul>				<p>Long term sustainability of the group.</p> <p>Improvements to the commercial elements of the Centre.</p>	<p>Projects implemented by Traders Group so far include:</p> <ul style="list-style-type: none"> <li>• Creation of extra parking spaces at the Centre</li> <li>• Fruit and Veg market stall and haberdashery stall now provided on a Wednesday morning at the Centre</li> <li>• Autumn Festival and Making a Difference Day which took place on 28<sup>th</sup> October.</li> <li>• Future planned events include a carol concert and Christmas Box scheme.</li> </ul>
	5. Investigate the possibility of establishing a work club within the AoHN	<ul style="list-style-type: none"> <li>• Establish viability of the scheme.</li> <li>• Identify partners.</li> </ul>	<p>30<sup>th</sup> September 2011</p> <p>Ongoing</p>	Liz Williams/Job Centre Plus	AoHN funding		A Work Club has now been established and the first intake has been through their six week course. From this group – one person got a job, two people have undertaken volunteering opportunities and one is undertaking a training course.
	6. Establish Local savings Scheme	<ul style="list-style-type: none"> <li>• To provide good savings and loans facilities in the target area.</li> </ul>	<p>30<sup>th</sup> September 2011</p>	Liz Williams/Credit Union/YMCA	To be identified	<p>Establishment of a variety of accessible schemes.</p> <p>Good take up by local residents.</p>	This project had to be cancelled owing to the closure of Black Pear Credit Union in the town.

	7. Development of local community development support activities within the local community centre.	<ul style="list-style-type: none"> <li>To establish support activities for young people provided at local venue on a regular and sustainable basis.</li> </ul>	31 <sup>st</sup> March 2012	Liz Williams/RBC/YMCA	AoHN Funding		An activity programme for local children was provided by the YMCA in the Winyates Barn and various other locations in Winyates over the summer. The scheme is currently being evaluated and future sessions discussed.
	8. Scoping of a project to be delivered in Winyates in partnership with Public Health.	<ul style="list-style-type: none"> <li>Scope a health related project to be delivered with funding received from Public Health funding.</li> </ul>	No timeframes determined yet.		Public Health funds - £50,000		<p>Meetings have taken place between RBC and Public Health to determine a project outline.</p> <p>The main aim of the project will be To develop and implement a progression and integration project aimed at reducing/preventing “risky behaviour” in 4-24 year olds, and improving both and health and well being, especially with reference to alcohol and substance misuse. This will raise aspiration, motivation and enhance the skills base in this population range in the Winyates Target area.</p> <p>Further meetings with partners are taking place to fully scope this project.</p>