



The Salford New Deal for Communities Delivery Plan • 2001-2011





CONTENTS

1.0	INTRODUCTION	4
	Overview	
	The Neighbourhood	
	Developing the Delivery Plan	
	Long Term Vision	
2.0	THE BASELINE	13
	Community Involvement	
	Crime	
	Children and Young People	
	Physical Environment	
	Health	
	Education, Employment and Skills	
3.0	THE STRATEGY	28
	Overview –	
	The Next Ten Years	
	Building Communities	
	Crime and Community Safety	
	Children and Young People	
	Physical Environment	
	Health	
	Education, Employment and Skills	
	The Next Three Years	
	The Next Twelve Months	
4.0	DELIVERY	61
	The Partnership	
	Delivery Team	
	Community Involvement	
	Management Systems	
5.0	THE FORWARD STRATEGY	64

APPENDICES

Tables

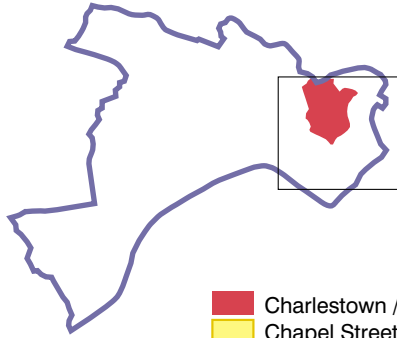
<i>Table A</i> : Core Statistical Baseline	65
<i>Table C</i> : The Ten Year Programme – Approaches and Funding	87
<i>Table D</i> : The Three Year Forward Look – Projects and Funding	103
<i>Table E</i> : The First Year - Projects and Funding	113

Maps

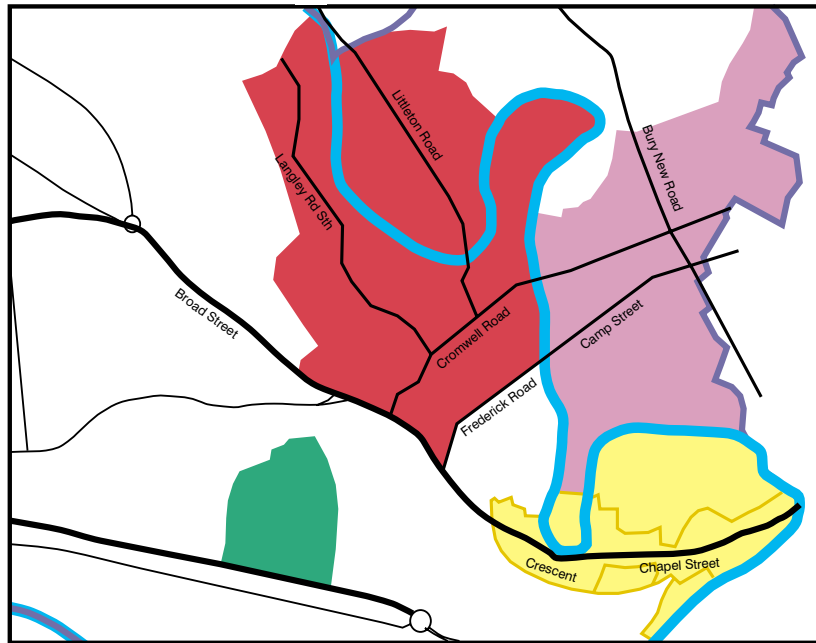
<i>Map 1</i> : Community and Social Facilities	119
<i>Map 2</i> : Housing	120
<i>Map 3</i> : Employment	121



Strategic Context - Charlestown/Lower Kersal



- Charlestown / Lower Kersal
- Chapel Street Regeneration Area
- SRB 5 Area
- SRB 2 Area



Produced from the Ordnance Survey Map with the permission of the Controller of Her Majesty's Stationary Office
Crown Copyright Reserved. Licence No: 076295



1.0 INTRODUCTION

This Delivery Plan sets out a ten year strategic framework for the regeneration of Charlestown/Lower Kersal over the next ten years. It represents the culmination of sixteen months of dedication and enthusiasm by the Charlestown/Lower Kersal Partnership, working with and on behalf of the local community.

OVERVIEW

Charlestown/Lower Kersal was identified as the preferred area for New Deal for Communities by the Salford Partnership, the strategic partnership for the City, which consists of a range of public, private and voluntary bodies. This selection was then subject to scrutiny by the Chairs and Deputies of Salford's Community Committees.

The neighbourhood stands out as an area in Salford which exhibits concentrated problems which have yet to be tackled through any special programmes or a comprehensive regeneration initiative. These problems accord with the priority issues that 'New Deal for Communities' has been established to tackle. Despite the area's decline, Charlestown/Lower Kersal has a well defined community with strong links across the area in terms of family, services, jobs, education and community perceptions.

"The area has a strong sense of community, people are there for each other. We don't want to see the good people moving out, which is what is happening."

THE NEIGHBOURHOOD

Charlestown/Lower Kersal is located in the east of Salford and consists of substantial parts of the Pendleton and Kersal wards. These wards are ranked the 201st and 1,542nd most deprived wards in the DETR's Index of Multiple Deprivation (2000). It is a community defined by natural boundaries: Broad Street (A6) and Frederick Road in the south, the River Irwell in the east, Moor Lane in the north and the Manchester-Bolton railway line in the west.

The area contains 3,432 households, accommodating 9,750 people. The population is predominately white, with 1.8% of an ethnic origin. The area has a mixed tenure, which is split between Council owned (49.3%), privately owned (38.1%), privately rented (7%) and rented from a housing association (4%) (1991 Census). There is particular concern in the area about the increasing number of private landlords in the area and the lack of control they have over the tenancies. The age of the housing stock varies and includes pre - 1919 terraces (across all tenures), traditional council stock (much of which was developed in the 1960s/1970s) and privately owned houses and flats developed in the 1990s. Castle Irwell Student Village (Salford University) contains low rise accommodation for 1,600 students.

Only 3 in 10 people (32%) who live in the neighbourhood are satisfied with the area, with 70% stating that the area is deteriorating.

Crime rates are higher than the City average and overall crime is considered the biggest concern.



Six in ten people (61%) state that they feel less safe in Charlestown/Lower Kersal than they did two years ago.

Unemployment rates in the two wards that serve the area are well above the City average. Despite good results within the four primary schools that are located in the area, the two main secondary schools all perform well below the City average.

Health problems are also evident. More than a third of residents have a limiting long term illness. There is also a noticeable lack of health services in the area. Despite the size of the local population, there are only three doctors in the area, one pharmacy and one dentist. Most people have to travel to either Broughton or Pendleton Precinct to access these services.

There is also a lack of basic neighbourhood services. There is some shopping provision along Littleton Road, Cromwell Road and Seaford Road, but many of these small parades are suffering from vacancies. The nearest major retailers are located at Shopping City, to the south east of the area. The only bank is located on the edge of Charlestown. The lack of facilities, especially play facilities and things for young people, is also a commonly cited problem. This lack of facilities is compounded by the barriers which prevent people accessing services outside the area, including low car ownership (46% of households do not have a car), the poor availability of public transport especially after 6 p.m. and the poor pedestrian links to Salford Shopping City.

Despite these problems, Charlestown/Lower Kersal has a strong community who want to see the area changed for the better. Over two thirds of residents

have lived in Charlestown/Lower Kersal for more than ten years and the main reason why people live in the area is to be near friends and family. Community activity is centred around the five local churches, Lower Kersal Activities Centre, Charlestown Youth Club and CREST.



The area also offers opportunities for improvement and development. It has a major business community with approximately 200 small and medium sized businesses. Many businesses have been trading for a long time (an average of eighteen years). The area also contains substantial open space, in particular playing fields at Littleton Road and adjacent to the Castle Irwell Student Village.

The new 1000 place secondary school 'Albion High' which will be opening in the heart of the area in September 2003 also offers major educational opportunities for the local community and the potential for strong links with Salford College and Salford University, which are on adjacent sites, and the local primary schools.

The area is also one of four 'development sites' identified by the Manchester, Salford and Trafford Health Action Zone and is providing additional resources to tackle health inequalities.

Charlestown/Lower Kersal is strategically well placed close to Central

Salford, the Chapel Street Regeneration area and the Regional Centre.

DEVELOPING THE DELIVERY PLAN

The Charlestown/Lower Kersal Partnership.

The Interim Steering Group for Charlestown/Lower Kersal area was established in September 2000. The Interim Steering Group is chaired by a local resident and comprises:

- 6 community representatives
- 3 City Council (Councillors - 1 Deputy Leader; 1 Kersal; 1 Charlestown)
- 4 statutory organisations (Manchester, Salford and Trafford Health Action Zone; Greater Manchester Police; Manchester Enterprises and Salford University)
- 2 voluntary organisations (Salford Urban Mission; Salford Citizen's Advice Bureau)
- 2 businesses (Merlyn Electronics; Hercules Ltd.).

The Interim Steering Group is the decision making body for the initiative. It has had overall responsibility for producing the Delivery Plan and for the effective delivery and management of the programme. It has met monthly and latterly, fortnightly, to discuss and agree all aspects of the plan.

The Partnership

Anne-Marie Pickup
Local resident and Chair of the Steering Group

A M Pickup

John Merry
Ward Councillor and Deputy Chair of the Steering Group

J. D. Merry

Dorothy Jones
Local Resident

F Doyle

Frank Doyle
Greater Manchester Police

C. A. Cook

Carole Cook
Local Resident

Peter Connor

Peter Connor
Ward Councillor

P. Thomas

Paul Thomas
Manchester Enterprises

J. W. Warmisham

John Warmisham
Ward Councillor

J. Hanstock

Jane Hanstock
University of Salford

B. Moore

Brenda Moore
Local Resident

Bethan Galliers

Bethan Galliers
Salford Urban Mission

Kevin Coakley

Kevin Coakley
Local Resident

Beth Jones

Beth Jones
Manchester, Salford and Trafford Health Action Zone

James Eagle
Merlyn Electronics

J. C. Eagle

J. S. Dunnett

Jean Dunnett
Citizens Advice Bureau

John Naughton

John Naughton
Hercules Ltd

A. Murphy

Anthony Murphy
Local Resident



The multi agency Charlestown/Lower Kersal Working Group has been responsible for co-ordinating the New Deal for Communities programme at an operational level. It has overseen the work of the six thematic focus groups and has ensured that linkages have been made between and within them. It has reported directly to the Steering Group on progress.

Six focus groups have been responsible for developing the main Delivery Plan themes:

- Building Communities
- Crime
- Children and Young People
- Physical Environment
- Health
- Education, Employment and Skills

The Building Communities focus group was set up during the Phase 1 process and has been responsible for ensuring that community involvement has been at the heart of all the work undertaken to date and for putting in place the plans and structures for the future. The other five focus groups have been meeting regularly throughout the Phase 2 period.

These structures have been supported by the following:

Kersal, Pendleton and Charlestown Community Committee: this is one of nine area committees set up under the City Council's Community Strategy. Rather than creating a new forum especially for New Deal for Communities, the Community Committee which covers a larger geographical area than Charlestown/Lower Kersal, is being developed as the community forum for the initiative. New Deal for Communities (NDC) is a

standing item on the agenda, to ensure that lessons and good practice from NDC are rolled out and to maximise community engagement in the process. Community nominations to the Steering Group are also made through this forum.

Charlestown/Lower Kersal Voluntary Sector Forum: this forum has been responsible for co-ordinating voluntary sector involvement in the initiative and ensuring representation on the Steering Group.

Charlestown/Lower Kersal Business Forum: work has been on-going to develop a Business Forum in the area. Two meetings have been held to date with varying levels of success. A specific business event is being planned for April to try and boost the involvement of the business community.

Work across all these structures has been supported by the Participatory Appraisal Team (three community animators recruited from the local area to work directly on seeking community views), together with secondments from the City Council, the Benefits Agency, the voluntary sector and the Health Action Zone.

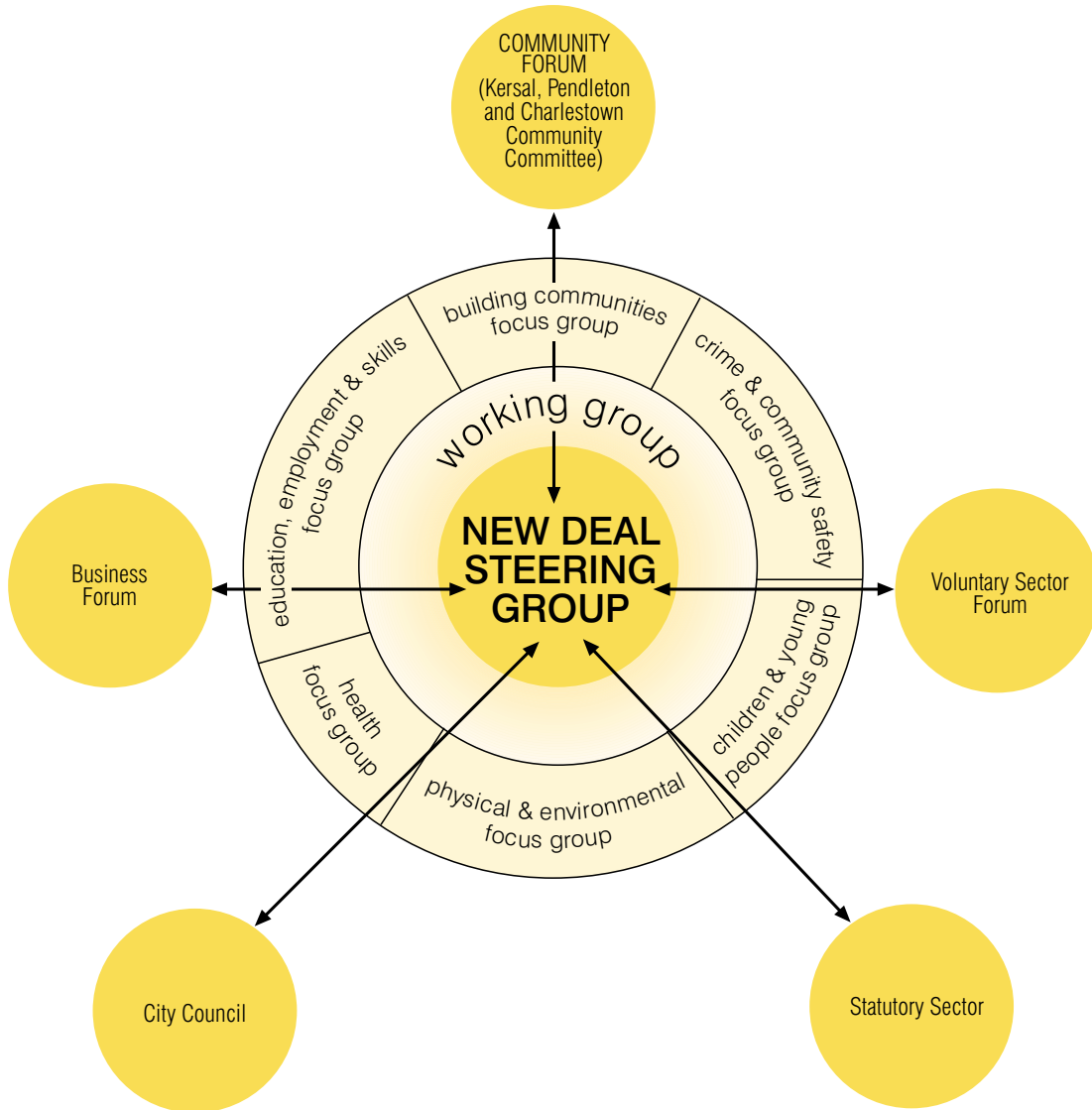
Community Involvement

The Charlestown/Lower Kersal Partnership recognised early on in the New Deal for Communities work that in order to maximise community involvement in the process, it could not rely solely on traditional ways of engagement, such as meetings.

The New Deal for Communities Launch Event in March 2000 during Phase 1, marked the start of local community involvement in the New Deal for Communities (NDC) work.



The Charlestown/Lower Kersal Partnership





This interactive event was attended by over 400 local people and sought people's views on key issues such as crime, health and unemployment.

Building on links locally between Oxfam and St. George's Church and Family Centre, a local voluntary group, the Partnership decided to use Participatory Appraisal as a way of involving local people. Participatory Appraisal (PA) is a community research method through which the views of local people can be heard and by which they can be involved in directly planning projects and defining policy. PA is a tried and tested process in the field of international development, but is still fairly new in the UK. It is an interactive and fun process (accessible to all age groups) which uses a range of tools and techniques appropriate to the situation, such as mapping, likes/dislikes, poverty lines, problems and solutions. Key equipment are flip chart paper, marker pens, brightly coloured post-its, dots and stars. PA is very flexible and information can be disaggregated, for example, by age, gender and ethnicity.

The principle aims of PA in Charlestown/Lower Kersal have been to:

- provide a systematic collection and evaluation of resident's views to underpin the ten year strategy for the area,
- go to where people are (on their own terms and within their own venues) rather than expecting people to come to you,
- keep the local community informed and identify ways in which they can become involved in New Deal for Communities



The Participatory Appraisal project in Charlestown/Lower Kersal has been initially funded for a year by New Deal for Communities and the Manchester, Salford and Trafford Health Action Zone. The PA Team is based at St. George's Church and Family Centre, Charlestown and made up of three community animators, recruited from the NDC area, two voluntary sector representatives and a representative from Salford City Council. Oxfam provided the initial training and on going support for the project. The PA Team have worked with a range of organisations and groups across the NDC area, including local clubs, youth centres, schools, residents and tenants associations and church congregations. The PA team have also undertaken 'dip days' at places which people pass or visit, for example, at local shops, the housing office and pubs. The Team also had a NDC marquee at the Kersal and Charlestown Festival, held in Kersal in September. In November, the PA Team visited all parts of the area using a trailer to display the information collected since July, in order to verify and prioritise local issues and solutions with the community.

The information collected through the Participatory Appraisal process has been supplemented by a household survey of the Charlestown/Lower Kersal area. This involved face to face surveys with 515 residents and a postal survey of all remaining households.

This was followed by a whole systems (information sharing) event for all the people involved in the formal NDC structures. The purpose of this event was fourfold:

- to understand, share and agree the issues affecting the Charlestown/Lower Kersal area;

- discuss a "vision" and agree long term priorities for change;
- explore ideas/projects to address the issues;
- agree the next steps in preparing the Delivery Plan.

A second whole systems (community) event, known as "D-Day" was held on 4th February, 2001. The purpose of the event was for local people to give their views on the draft Delivery Plan. The work of each of the focus groups was centred on six activity zones whereby people could *"have their say about what has been said so far ... and planned so far in the regeneration of Charlestown and Lower Kersal."*

An interactive, informal and fun style was again adopted for this event, which was attended by 600 people, including some 200 children and young people. The event was a positive one and there was overall support for the ideas and activities that were being proposed.

Comments received on the day include:

"All ideas are good, if they come through we'll have a dream city"

"I think the solutions which are being done are fantastic. I hope the plans go ahead it would be wonderful for the community"

"Issues identified are all big problems. Solving these issues is a major part of the area...if we all keep talking we can solve this issue"



LONG TERM VISION

The overall vision for the NDC area is:

“to make Lower Kersal and Charlestown a place where people want to live, by building a community and future that engages everyone.”

This means that in ten years, Charlestown/Lower Kersal will be a vibrant and successful community with:

- an attractive and safe environment;
- quality homes to meet existing and future needs;
- a mix of improved and new housing to buy or rent;
- improved and expanded local facilities;
- low unemployment and a strengthened business community offering new job opportunities;
- opportunities for all, through the development of the area’s unique combination of schools, college and university;
- the river as a central feature, uniting the community, providing recreation opportunities and attracting investment.



2.0 THE BASELINE



The baseline for Charlestown/Lower Kersal has been drawn from a variety of sources:

- The work of the Participatory Appraisal Team who have obtained the views of over 2000 local people
- A household survey of Charlestown/Lower Kersal commenced in October 2000, complemented by a sample survey of the rest of the City
- A business survey of the area undertaken in 1999
- An audit of key service providers (provision and spend). A summary of mainstream provision is detailed at the end of the chapter
- A range of local and national data sets, for example the Census of Population, unemployment claimant count etc.

The key issues and 'gaps' emerging from this work are discussed overleaf. More detailed statistical information is set out in Table A in the appendix.



KEY ISSUES

Community Involvement

Only 22% of residents feel closely involved in the community.

Many community organisations are threatened by inadequate funding, both short term and long term.

Crime

61% of residents state that the area is less safe than it was two years ago.

Criminal damage and juvenile nuisance are the most frequent crimes in the area.

Crime is the biggest single issue that adversely affects the running of local businesses (stated by 88% of companies).

Children and Young People

90% of local residents rate local childcare provision as poor.

Children's play facilities are rated as poor by 91% of residents.

Physical Environment

76% of households believe that the value of their property has fallen in the last five years.

70% of residents state that the area is deteriorating.

Health

Only 3 GPs are located in an area with a population of 9,750.

The standard mortality rate for the area is more than twice the national average, 216 compared to 100.

Education, Employment and Skills

Only a quarter of residents rate the local secondary schools as good.

Less than half of pupils (42.7%) continue in to further education, compared to 76% nationally.

One in ten households (11%) have some one who is registered unemployed, compared to 5% across the City as a whole.

The benefit payments to families within Charlestown/Lower Kersal are over £16 million per year.

A third of local companies have experienced difficulty in recruiting staff in the last twelve months.



■ COMMUNITY INVOLVEMENT

Community Participation

Community activity in the Charlestown/Lower Kersal area is supported by a number of facilities. One of the major strengths of the area is the five faith organisations: St. George's Church and Family Centre; St. Sebastians and St. Thomas's in Charlestown; and St. Aidan's and St. Philip's in Kersal which all make a significant contribution. In addition, Lower Kersal Activities Centre and Charlestown Youth Centre both provide activities for young people. The CREST facility at Douglas Green provides a community resource centre targeted primarily at skills training and employment opportunities for economically inactive men over 25 years old. The schools both within and serving the area all offer services to the wider community, in addition to their statutory educational roles. However, over three quarters of residents (76%) stated that it was important to have additional community facilities in the area.

The role of the voluntary sector has been significant within the early phases of NDC and will be important in the future. However, the voluntary sector within the NDC area is under-resourced and requires capacity building. On the whole, voluntary organisations and community groups seem to be stronger in Charlestown than Lower Kersal and this imbalance will need to be addressed.

The voluntary sector forum, which was set up during Phase 2 of the work, is the first step in providing a 'single voice' for the local voluntary sector.



This is soon to be supported by a part time voluntary sector co-ordinator, funded through the Health Action Zone's "Health Action Project" for a year.

Despite significant strengths in the community, current levels of participation will need to be significantly increased if the community is to take a leading and inclusive role within the NDC area over the next ten years of the programme and beyond. Only 22% of residents actually feel closely involved in the local community. Similarly, there are few community leaders. As one resident stated: *"We need people who have the get up and go to energise local residents, get them involved"*.

The Participatory Appraisal Team have already played a major role in involving the community, including traditionally "hard to reach" groups, and enabling it to put forward its views. However, this will need to be resourced and supported to allow this work to be developed further. The City Council also supports a Community Development Worker and Tenant Participation Officer, whose remit includes the Charlestown/Lower Kersal area. The Social Action Research Project (SARP), who were the community mentor for the Phase 1 work, also employ a Local Action Co-ordinator for the area. The Kersal, Pendleton and Charlestown Community Committee, one of nine across Salford, set up under the City Council's Community Strategy provides a strong "starting point" for a community forum in the area.

Community Capacity

A number of community organisations are active in the area. However, some of these activities are currently threatened by a lack of funding and support, both

short and longer term. Under the City Council's Community Strategy, the Kersal, Pendleton and Charlestown Community Committee have a devolved budget equivalent to £1 per head of population in the area, which is also matched by SRB 5 Social Inclusion monies. Other local funding also exists in the form of the Health Action Zone Development Site Fund and Health Through Action administered by Voluntary Action Manchester. Although all these pots provide funding for community uses, currently they all operate different application and approval procedures. Work has already started to bring these together.

Communication

Another key to community involvement will be effective two-way communication, supported by timely and authoritative information. At the moment the main means of communication regarding New Deal for Communities is through the formal NDC structures, the Participatory Appraisal Team and the local community newsletter "Kersal and Charlestown Matters". Over half of the community within Charlestown/Lower Kersal (53%) are not aware of the New Deal for Communities Partnership making plans to improve the area and much more therefore remains to be done. Nearly two thirds of the population feel articles in newsletters and letters/leaflets would be the best way of letting people know about the NDC plans for the area.



■ CRIME

Crime has emerged as one of the most significant areas of concern for residents in Charlestown/Lower Kersal. General response policing is provided by the Salford East sub-division at Park Lane and Crescent Police Stations (both of which are out side the Charlestown/Lower Kersal area). Charlestown/Lower Kersal is within Sector 1 of the sub-division which has a staff of one sergeant and six constables (three of which have specific responsibility for the area).

More than half of residents (57%) rate the area as unsafe, with 61% of residents stating that the area is less safe than it was two years ago, compared to 41% for the City as a whole. More policing is seen as the top priority (by 69% of residents) for improving the area in general and for making the area safer (by 77% of residents).

The official crime statistics also show the incidence of crime to be higher than the average for the City as a whole. For example, there were 315 crimes per 1,000 residents in Charlestown/Lower Kersal in 1999/00, compared to an average of 277 per 1,000 residents for the City as a whole.

Juvenile Nuisance

Criminal damage and juvenile nuisance are the most frequent crimes in the area. 69% of residents consider vandalism to be a problem in the area and is seen as the "top" problem for the neighbourhood. Littleton Road in Kersal has the highest repeat location for juvenile nuisance calls in the Salford Police Division, as large numbers of youths congregate outside the shops



and intimidate shoppers and passers by. The problem is made worse by youths drinking alcohol outside the shops. This problem also occurs around the Whit Lane area. Some people, particularly the elderly, have taken to shopping very early in the morning to avoid the problem. Some have stopped using the local shops altogether.

Vehicle Crime

Theft of and from vehicles is seen as a major problem in the area. Although the official police statistics show this as a problem similar to the City average, evidence from the recent household survey of the NDC area shows this to be a major problem, particularly theft from and damage to vehicles. Very few properties in the area have garages or in-curtilage parking, so most people either park on the road or in communal parking areas. Cromwell Road, Broad Street, Brindleheath and Littleton Road are all identified as "hotspots" for vehicle crime. Whilst 16% of residents have had a theft from, or damage to, their vehicle in the last three years, a further 11% have suffered twice, and a further 13% have suffered more than three times.



There are also problems with stolen cars being driven at speed through the area and eventually abandoned and burnt out on available open spaces (particularly Littleton Road Playing Fields and the Littleton Road Estate).

Physical Issues

The layout of many of the housing areas are seen as “crime generators” in the area. The rear alleyways of the terraced properties and the footpaths that criss-cross many of the newer local authority estates provide numerous “rat runs” and escape routes for criminals.



Poor lighting and overgrown vegetation serve to worsen the problem in some areas. The number of vacant and boarded up properties also acts as a catalyst for vandalism and damage and serves to make the area feel less safe.

Anti social behaviour and neighbourhood nuisance are also seen as a problem. The lack of vetting procedures of tenants and enforcement by the increasing number of private landlords is seen as a key factor.

Burglary

Burglary in the area is also higher than the average for the City (29.8 incidences of burglary dwelling per 1,000 people, compared to 22.3 incidences per 1,000 people in the wider City – 1999/00). Specific hot spots in the area suffer from twice the average number of burglaries for the city. However, over half of residents (51%) do not have their home contents insured.

Advice and Support

There is an overall perception that crime is under-reported in the area because of a distrust of agencies' ability to take action (including current expectations of police response times) and the fear of identities becoming known and therefore the possibility of reprisals/intimidation. There may also be issues around the level of information available regarding advice and support. For example, the Witness Support Service is available across the City but is rarely accessed by residents of Charlestown/Lower Kersal.

Business Crime

In a recent survey of businesses in Charlestown/Lower Kersal, 78% of companies stated that crime and

security is a problem in the area. This is higher than seen in the Chapel Street area (60%) which lies to the south east, and significantly higher than in similar employer surveys across the former Manchester Training and Enterprise Council (TEC) area and nationally. Crime and security was seen as the biggest issue affecting the running of the businesses. Problems include burglaries to business premises, damage to and theft of vehicles from within business premises, and criminal damage, including vandalism and graffiti.

CHILDREN AND YOUNG PEOPLE

“We may be young people but we don’t all pinch cars, rob houses or take drugs. We have grans and gandads too.”

A quarter of all households have at least one child and these are most likely to be aged under ten. One in ten households are occupied by lone parents.

Families

In nearly half (45%) of all households with children, the adult who is responsible for the child works. The childcare arrangements most commonly used by working parents are friends and relatives, with 84% relying on someone close to them for this type of support. A smaller proportion of residents use nursery facilities (14%), look after the child(ren) themselves (7%) or employ a childminder (1%). The reliance on close friends or relatives for childcare is borne out by the fact that only one in ten parents pay for childcare facilities. In deed there is much criticism of local childcare provision with nine in ten residents rating such facilities as poor.

Leisure and Facilities

The scarcity of informal education, leisure and recreational facilities for young people has been highlighted as a key issue. Children’s play facilities are rated as poor by 91% of residents, closely followed by sport and leisure facilities (80%) and parks and green spaces (67%). The main reasons why children do not use local facilities are the lack of facilities (69%), facilities are unsafe (52%) or dirty (39%) or teenage gangs meet there (38%).

There is an overall feeling that most anti – social behaviour is caused by children and young people, and that the poor local environment is in part responsible, as demonstrated by the following comments:

“Youths are bored - that’s why they commit crimes”

“The place is a no man’s land ...It’s no wonder that kids run wild and want to wreck things”



■ PHYSICAL ENVIRONMENT

The area contains 3,432 households accommodating some 9,750 people (including 1,800 students).

Housing

The City of Salford is a major landowner in the area, owning nearly half of the housing stock. All of the housing is low rise and much of this was developed in the 1960s and 1970s, although the Littleton Road estate (Kersal) was developed in the 1920s and Poets Corner in Charlestown consists of pre 1919 terraces. Fourteen percent of the Council stock is vacant with the Poets Corner, London Street and Gardner Street estates particularly suffering from low demand and high turnover. These areas also suffer from high levels of crime and poor quality environmental maintenance.

Registered social landlords (Housing Associations) account for just 4% of the housing stock. Space and Irwell Valley are the main housing associations in the area, owning 30 and 70 properties respectively.

The privately rented sector in the area has grown from 7% of households in 1991 to 13% in 2000. This is of considerable concern to local residents who believe that private landlords are not selective about tenants, and are letting the area become run down by leaving properties empty and boarded up.

The majority of owner-occupied houses in the area are pre 1919 terraces, although some small pockets of private housing have been developed in the 1990s, for example, the former council owned Brindleheath flats were

demolished and replaced with new private houses in 1997 and the former Frederick Road tram depot site was redeveloped for private houses and flats for rent.

The old terraced properties no longer meet modern requirements, particularly because of a lack of secure parking and gardens. Negative equity is also an issue with more than three quarters of all households (76%) stating that they believe that the value of their property has decreased in the last five years (compared to 24% for the City as a whole).

A third of residents (34%) have plans to move from their present home. This compares with roughly a quarter (23%) in the wider City. Of those who would like to move, only 6% want to move to somewhere else in Lower Kersal and Charlestown. Wanting to move to a better neighbourhood was the main reason for wanting to move. Despite these problems, over two thirds of residents have lived in the area for more than 10 years and state family and friends as the main reason why they stay.

There is also a strong student presence in the area. Castle Irwell Student Village (owned by the University of Salford) provides accommodation for the majority of local students, in low rise flats. However, the University have recently reviewed their estate holdings and it is likely that they will accommodate their student accommodation on their main campus, rendering the Castle Irwell site surplus to requirements.

Neighbourhood Services

There is some shopping provision in the area, particularly along Littleton Road in

Kersal, Cromwell Road and Seaford Road in Charlestown. However, these are only small parades and many of the properties are vacant and boarded up. The closure of the Castle Irwell Student Village is likely to further impact on support for local retailers. The nearest major shopping facilities are located to the south east of the area, at Salford Shopping City. Neighbourhood services are similarly limited. Other than the local schools and church-based activities, the other main provision consists of the Housing Office on Cromwell Road, Charlestown Library, Charlestown Youth Centre, St. George's Day Centre, 3 GPs, the post offices on Gerald Road and Littleton Road and the bank near Pendleton Roundabout.

Access and Transport

Pedestrian links over the River Irwell between Charlestown and Lower Kersal are limited, but pedestrian linkages within both Charlestown and Lower Kersal are generally good, with a wide network of footways and footpaths. However, many are in a poor condition and are poorly lit making them unattractive to pedestrians, particularly after dark. Conflicts are also caused by motorbike riders using the footpaths as "rat runs" through the estates.

Pedestrian links to Salford Shopping City, the nearest major shopping area, are sub-standard. Pedestrians have to negotiate a number of busy junctions within the NDC area, before proceeding through a network of subways and footbridges in order to cross the A6. These routes are poorly lit and are bounded by overgrown vegetation.

Car ownership is low (46% of households do not own a car). Despite this, the major routes through the area, namely Littleton Road and Langley



Road South, carry large volumes of traffic, particularly commuter traffic during peak periods. Langley Road South in particular carries a large volume of heavy goods traffic, associated with the nearby industrial developments. The large volumes of traffic cause problems of pollution, congestion, damage to the roads (for example, Brindleheath Road was closed throughout January 2000 following the collapse of the sewer) and difficulties for pedestrians crossing the area.

Public transport is the main form of travel in the area. The local perception of public transport is poor. The main problems include the infrequency of buses and the lack of buses in the evening.

Although both the Manchester to Bolton and Manchester to Wigan railway lines pass through the area, there are no local railway stations following the closure of Pendleton Station in the 1990s. The nearest railway station is at Salford Crescent, about half a mile to the east of the area.

Riverside and Open Space

There are three significant areas of open space in the area – Castle Irwell, Littleton Road and Agecroft Cemetery. However, there are few formal playing facilities, other than the Bowling Green at Charlestown Park (Douglas Green), a small play area to the rear of Lower Kersal Social Club and the trim trail at Cromwell Corner.

The River Irwell is a strong natural feature of Charlestown/Lower Kersal but is largely 'hidden' as most development turns its back on it and recent flood defence works have, in the short term, made the riverside less accessible. Despite this the riverside offers

opportunity for both recreational use and development.

Environmental Maintenance

The quality of the overall environment also raises a lot of concern. Particular problems include litter, fly tipping, graffiti and general untidiness. The latter is a major problem in Brindleheath and on Whit Lane, where businesses prefer to tip their rubbish rather than pay at the local civic amenity site. There is also an issue with cleaning up and maintaining open space, and bringing cleared sites back into use. Within the area there are also a number of prominent empty buildings, particularly the former Co-operative building and Maypole Public House (both Grade II listed), at one of the main entrances to the area. A community clean-up has been funded through the NDC quick wins budget as an initial response to some of these problems.

HEALTH

Charlestown/Lower Kersal is located within the new Salford Primary Care Trust area and has been selected as one of four 'development sites' within the Manchester, Salford and Trafford Health Action Zone in recognition of the area's health problems and inequalities. The area is also covered by the Salford Social Action Research Project (SARP). The project, funded through the Health Development Agency, aims to tackle health inequalities through increasing community capacity.

Health Services

There is a noticeable lack of health facilities in the Charlestown/Lower Kersal area. Although 18 GPs serve the local population, only 3 GPs are actually





located within the area. There is no female GP in the area to address women's health. GPs find it difficult to recruit staff into practices and the problem will worsen as GP retirements take place over the next ten years. The quality and accessibility of health care is rated as good by less than a third (29%) of residents. There are no health centres and people either have to travel to Higher Broughton Health Centre or Lance Burn Health Centre in Pendleton Precinct. Accessing these services can take either two buses or a taxi which is especially problematic for those in need of such services such as older people or those with children. Children need to take a whole day off school to attend some routine checks.

The area has one part time dentist and one pharmacy. Some 41% of the population are not even registered with a dentist. Crime in the area hinders pharmacy provision and there are also nationally recognised significant shortages of pharmacists that will impact on recruitment and retention in the future.

There is also evidence that the Accident and Emergency Department at Hope Hospital is used inappropriately for services that could be accessed via the GP or Health Centre. The closure of the children's hospital in Salford may also impact on the demand for health services locally.

Health Inequalities

Health problems are also evident in the area. The standard mortality rate (SMR) for residents, particularly in the Pendleton ward, is well above the City and national averages. For example the overall SMR for the Pendleton Ward is 216, compared to the City average of 135 and the national average of 100.



Over a third of households (36%) have members with a limiting long term illness, health problem or disability which limits daily activities, compared to 31.9% for the city as a whole. The health complaints most commonly cited are heart problems, back problems and asthma. 16% of households have one or more members aged 16+ who are permanently sick, compared to 12% for the City.

Around a fifth of households (16%) contain at least one member who is registered disabled. A tenth of households have a member who is being treated for depression (15%), stress (10%) or anxiety (10%).

■ EDUCATION, EMPLOYMENT AND SKILLS

Education and Skills

Charlestown/Lower Kersal has four primary schools: St. George's CE, St. Sebastian's RC, Charlestown and Lower Kersal. The area is also served by two secondary schools: Albion High (consisting of the former Kersal High School, which is located within the area, and Lowry High) and All Hallows RC. Despite being slightly below the average for the City, attainment at primary school level (Key Stages 1 and 2) has been increasingly steadily over recent years. Indeed, St. George's CE Primary has recently been recognised by the Department of Education and Employment (DfEE) for their work in raising standards by being awarded Beacon School status and has received a specific mention in OFSTED's annual report.

Local people are generally positive about the quality of primary schools (6 in 10 people rate them as good), but are much more critical of the secondary

schools. Only a quarter (26%) of residents rate the secondary schools as good.

Results at secondary school decline significantly at Key Stage 3 and GCSE level. For example, in 2000, 22% of pupils achieved 5 or more A*-C GCSEs, compared to 34.1% for the City and 47.9% nationally.

The proposed new secondary school in the heart of the area will, however, offer major educational opportunities for the local community and the potential for strong links with Salford College and Salford University which are located on adjacent sites, and the local primary schools. The DfEE have approved £8.9m for the new 1,000 place school which will replace Kersal High and Lowry High, from September 2003.

There is also concern that pupils leaving secondary school do not go on to employment or further education. Less than half of pupils (42.7%) go on to further education, compared to 54.8% for the City and 70.6% nationally. Nearly a quarter of pupils (22.3%) become unemployed or take part time work, which is approaching twice the average for the City (12.3%).

Attendance at both primary and secondary levels are also below the City and national averages.

Over a third (38%) of households in Charlestown/Lower Kersal contain one or more residents with no qualifications, compared to 23% for the City as a whole.

Employment

Just over half of residents (55%) aged 16 or over in Charlestown/Lower Kersal are economically active, which is slightly



below the city and national averages.

Four in ten households (39%) in the area accommodate at least one person in full time employment, and a further 15% accommodate some one employed for between 16 and 30 hours. One in ten households (11%) have someone who is registered unemployed, compared with 5% across the city as a whole. The nearest job centre is located on Trafford Road, Ordsall and the nearest Job Shop is located in Pendleton.

Whilst nearly a tenth of households (7%) accommodate some one who is unemployed and looking for work, over a quarter of households (28%) report that their main wage earner has experienced periods of unemployment over the last two years. Only a small proportion of those residents who are actively seeking work (17%) have taken steps over the past year to gain the skills, qualifications or experience necessary in order to get a job.

Below is listed some of the main reasons stated for being unable to find work:

- Sickness
- No childcare available
- Too ill to work
- Waiting for the right job
- Looking after family
- Can't leave the house
- Have a criminal record
- Pregnant
- Studying
- Helping a disabled person
- Full time mother

There is also anecdotal evidence that the 'benefits trap' prevents residents from accessing employment. Particular reasons are stated as low pay and the delay in signing on again if a job doesn't

work out as planned.

Transport problems have again been raised as an issue, for example, the infrequency of public transport in the early morning and after 6pm acting as a barrier to employment opportunities outside Charlestown/Lower Kersal.

Residents in the area are more likely than the rest of the city to be either skilled, partly skilled or unskilled. This is borne out by those that are currently looking for work, with the majority of jobs being sought in the non – professional sector. Jobs being sought include:

- Construction worker
- Machine operator
- Forklift truck driver
- Industrial cleaner
- Painter and decorator
- Warehouse worker
- Television work
- Communication technician
- Community work
- Shop assistant
- Lorry driver

Six in ten households (62%) receive benefits, compared to 51% in the wider city. The percentage of people in the area receiving income support is twice the average for the city (22.4% compared to 11.3%).

Income levels in the area are also well below the rate for the city. A quarter of households (25%) receive a net weekly income of less than £100. Four in ten households (37%) receive between £101 and £200, and a similar proportion (38%) receive £201 or more.

Businesses

Charlestown/Lower Kersal contains some 200 businesses, employing



approximately 3,500 people. These can be divided into two groups:

- Retailers – small shopping parades on Littleton Road, Cromwell Road and Seaford Road, which employ an average of 4 people, with over 50% of their staff coming from the local area.
- Brindleheath Industrial area – which comprises a mixed business community (wholesale, retail, motor repair, manufacturing and services). Businesses are typically small (78% employ less than 20 people) interspersed with few larger companies, including Hercules Limited, Brand Packaging and Pilkington. This part of Charlestown was a former Industrial and Commercial Improvement Area.

Many companies in the Brindleheath area have been trading there for a long time (an average of eighteen years) and have stated proximity to their customers as being the main benefit of locating in Charlestown, followed by good transport links. However the main problem of being located in the area is the issue of crime and security, as previously mentioned. The image of the area held by businesses is also poor, with 90% rating it as quite poor or very poor.

Business issues are predominantly local. Crime is again the biggest single issue (88%) which adversely affects the running of their businesses, followed by business rates (62%). A quarter of businesses would like general help in running their businesses, but the majority suggest specific means of helping them to deal with these issues. These are again security issues and include policing initiatives, improved

street lighting and security camera installation.

An average of 16 people are employed per company with full time work accounting for 92% of all employment. Staff turnover is relatively low overall, with the manufacturing sector most affected (46% of firms had a turnover of between 11 and 50 % in the last year). Almost half of all businesses employ local people and 40% of companies are planning to recruit over the next year.

More than a third (36%) of companies had experienced difficulty recruiting staff in the last twelve months, with the manufacturing sector suffering the most. The single biggest skills difficulty experienced was a lack of applicants with specific technical/vocational skills (42%). Applicants with poor motivation or attitude was the main recruitment difficulty (52%).

A third of all companies have a training plan, especially the larger companies. Nearly half of those with a plan have an annual training budget. Some companies have sought help or support with training but little use is made of local educational establishments.

A fifth of all companies have business development needs. Marketing and promotion is identified as the biggest single issue, followed by legal issues and raising finance. Of the businesses planning to expand over the next year, finance is listed as the main barrier to expansion, followed by location and premises.

CHARLESTOWN/LOWER KERSAL: MAINSTREAM SPEND (2000/01)

Community Provision	£204,865	Includes Charlestown Library, Salford Urban Mission, Social Action Research Project, Church-based community facilities
Police/Safer Salford	£119,270	Salford Division expenditure by % of population. Safer Salford includes Witness Support Scheme and Community Watch which operate City-wide
Housing	£489,806	City Council – proportion of the Pendleton area management and repairs budget. Housing Associations – Irwell Valley and SPACE
Development Services	£602,000	City Council (Highway Maintenance, Development Control/Building Control, Traffic and Transportation, Regeneration, Property, Engineers, Highway Maintenance)
Environmental Services	£529,500	City Council – Public Protection (public health, commercial services, pollution control, trading standards, consumer advice), contract services (dog warden, city landscapes, refuse collection, street cleansing) and bereavement services. Salford and Trafford Groundwork Trust – proportion of activity being undertaken in the Community Committee area
Leisure	£329,204	Leisure expenditure by % of population
Health	£7,338,407	Salford East Primary Care Group by % of population
Social Services	£1,584,000	City Council (Children's Care Facilities, Elderly Day Care Centre, Social Work, Housing for People with Learning Difficulties, Care in the Community)
Education	£7,724,617	City Council and Denominational Schools, Early Years, Play and Childcare Service, Salford College
Employment and Training	£667,199	Proportion of City-wide expenditure by the Salford Partnership. Includes the following organisations involved in economic activity: Salford City Council, Manchester Enterprises, Salford Hundred Venture, Salford Community Venture, Employment Service, University of Salford
Benefits	£16,622,769	Benefits Agency – all benefits
TOTAL	£36,211,637	



3.0 THE STRATEGY

OVERVIEW – THE NEXT TEN YEARS

The work undertaken to date through the Participatory Appraisal Team, the six Focus Groups, the baseline study and key community events has shown that Charlestown/Lower Kersal has a range of problems that can only be tackled by a comprehensive, long term strategy. From the baseline study it can be seen that a range of activities will be required not only to bridge the ‘gap’ between it and the City and the rest of the country, but also to make it an area where people “want to live”.

Key gaps are in the following areas:

Community –

non participation and too few facilities

Crime –

the numbers of recorded crimes, particularly criminal damage and juvenile nuisance

Children and Young People –

limited child care provision and play facilities

Physical Environment –

stock turnover, empty properties, not enough sport and leisure facilities, poor public transport

Health –

inadequate, locally accessible health services, high death rates

Education, Employment and Skills –

low secondary school results, low staying on rates, high unemployment, low skill levels

The long term outcomes of the strategy are set out in Table B.

In developing the strategy and programme for the area, the Partnership has sought a balance between risk and realism. For example in tackling crime, it has been recognised that by supporting the community to report crime and become witnesses, that in the short term this will increase the gap between the levels of reported crime in the area and the rest of the City. However as the range of community and diversionary initiatives begins to make an impact in the medium to long term, this trend will be reversed.

The Partnership has also sought a balance between the different elements of the programme to ensure that the outcomes will be achieved. As one local resident at the ‘D – Day’ event stated:

“All ideas are good, if they come through we’ll have a dream city.”

The six themes of the strategy and their respective budgets are:

Theme	NDC Funding (millions)
Building Communities	£8.490
Crime and Community Safety	£8.020
Children and Young People	£4.820
Physical Environment	£26.370
Health	£2.720
Education, Employment and Skills	£4.520
TOTAL (including £5m Management and Administration)	£59.940

The ten year programme is summarised in Table C (in the Appendix).

1. KEY THEME: BUILDING COMMUNITIES

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>The Participatory Appraisal Team have involved more than 2000 people in the New Deal for Communities process between July 2000 and February 2001.</p> <p>Half (53%) of residents are aware of New Deal for Communities and plans to improve Charlestown/Lower Kersal.</p> <p>More than eight in ten residents (84%) would like more information on the plans for improving the area.</p>	<p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p>	<p>Build on the strengths of the Participatory Appraisal Team and ensure the creation and implementation of the Charlestown/Lower Kersal Participation and Communications Strategies within the first twelve months of the programme</p> <p>Increase awareness of the New Deal for Communities programme to 70% of all residents by year 3, to 80% by year 6 and sustain this to the end of the programme.</p>
<p>Less than a quarter of residents (22%) feel closely involved in the local community.</p> <p>76% of residents consider having additional community facilities in the area as important.</p>	<p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p>	<p>Increase the proportion of residents feeling involved in the community to 30% in year 3, 40% in year 6 and 50% in year 10.</p> <p>Undertake an audit of community activities and facilities within the first twelve months of the programme (establish the milestones in year 1 following this assessment).</p>

Table B: Outcomes and Milestones



Table B: Outcomes and Milestones

2. KEY THEME: CRIME AND COMMUNITY SAFETY

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>More than half of residents (57%) rate the area as unsafe (compared to 37% for the city)</p> <p>61% of residents state that the area is less safe than it was two years ago, compared to 41% for the City as a whole</p> <p>Over three quarters of residents (77%) state that more police will help to make residents feel more safe in and around the local area</p>	<p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p>	<p>Reduce the proportion of residents feeling unsafe in the area within twelve percentage points of the city average by year 3, to within seven percentage points in year 6 and to the city average by the end of the programme.</p> <p>Additional police time targeted on specific crime 'hotspots' in year 1.</p>
<p>Crime rates are higher in Charlestown/Lower Kersal than the City as a whole (315 crimes per 1,000 population compared to 277 crimes per 1,000 population respectively).</p> <p>Overall there were 2,500 reported crimes in the area in 1999/00 (a 4% increase on the previous year).</p>	<p>(C2) Number of recorded crimes reduced to the city average.</p>	<p>An initial increase in the number of recorded crimes (by 15%) by year 3 as residents feel more confident/supported in reporting crimes, followed by a reduction to the current level in Charlestown/Lower Kersal by year 6 and the city average by the end of the programme,</p>

Table B: Outcomes and Milestones

2. KEY THEME: CRIME AND COMMUNITY SAFETY

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>Criminal damage and juvenile nuisance are the most frequent crimes in the area (59.7 crimes per 1,000 population and 56.4 crimes per 1,000 population respectively, compared to 51.2 per 1000 and 45.5 per 1000 for the city)</p>	<p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average.</p>	<p>An initial increase in the number of recorded crimes of criminal damage and juvenile nuisance (by 15%) by year 3 as residents feel more confident/ supported in reporting crimes, followed by a reduction to the current level in Charlestown/Lower Kersal by year 6 and, to the city average by the end of the programme,</p>
<p>There were 29.8 incidences (per 1000 population) of domestic burglary in the area. Over half of residents (51%) do not have household contents insurance</p>	<p>(C4) Reduce the number of recorded incidences of domestic burglary by 15%.</p>	<p>An initial increase in the number of recorded crimes of domestic burglary (by 15%) by year 3 as residents feel more confident/supported in reporting crimes, followed by a reduction to the current level in Charlestown/Lower Kersal by year 6 (following a programme of target hardening and the introduction of affordable house contents insurance). A reduction to 25.4 per 1000 population by the end of the programme.</p>
<p>Crime and security is seen as the biggest issue facing the business community in Charlestown/Lower Kersal, as stated by 88% of businesses</p>	<p>(C5) Decrease the proportion of businesses stating crime and security as the biggest issue facing the business community by 50%.</p>	<p>Reduce the proportion of businesses stating crime and security as their biggest business issue to 66% by year 3, 55% by year 6 and 44% by year 10</p>



Table B: Outcomes and Milestones

3. KEY THEME: CHILDREN AND YOUNG PEOPLE

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>84% of working parents rely on friends or relatives to provide childcare.</p> <p>90% of residents rate local childcare facilities as poor.</p>	<p>(CY1) Improve the provision of affordable, locally available childcare.</p>	<p>Reduce the proportion of residents rating local childcare facilities as poor to 80% by year 3, 70% by year 6 and 50% by year 10.</p>
<p>Children's play facilities are rated as good by 3% of residents. More and better play facilities are in the top three priorities for improving the area.</p>	<p>(CY2) Improve the quality and provision of children's play facilities within the area.</p>	<p>Improve the proportion of residents who rate play facilities as good to 15% by year 3, 30% by year 6 and 50% by the end of the programme.</p> <p>Detailed youth engagement/consultation to be undertaken in year 1 (the milestones for youth involvement to be set in year 1 following this work)</p>



Table B: Outcomes and Milestones

4. KEY THEME: PHYSICAL ENVIRONMENT

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>49.3% of households live in local authority housing, compared to 35.2% for the City as a whole.</p> <p>38.1% of households are owner-occupiers compared to 52.7% for the City as a whole</p> <p>34% of residents are considering moving from their present home (compared to 23% for the wider city) and only 6% want to move to somewhere else in Lower Kersal/Charlestown</p>	<p>A balanced housing stock, with good demand, providing quality housing opportunities for all:</p> <p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city.</p>	<p>Reduce the proportion of residents who want to move from their current home to within six percentage points of the city average in year 3, to three percentage points in year 6 and to the average for the city by year 10.</p>
<p>Turnover within the local authority estates is currently 12.4% (9.2% for the city)</p>	<p>(PE2) Reduce turnover within the local authority stock to the average for the city.</p>	<p>Reduce the turnover within local authority stock to within two percentage points of the city average in year 3, to two percentage points in year 6 and to the average for the city by year 10.</p>
<p>3 in 10 residents (32%) are satisfied with the neighbourhood</p>	<p>(PE3) Improve the appearance and image of the area.</p>	<p>Increase the proportion of residents who are satisfied with their neighbourhood to 40% by year 3, to 50 % by year 6 and 60% by year 10.</p>
<p>25% of residents rate the quality of public transport as good</p>	<p>(PE4) Improve access throughout the area to all sectors of the community.</p>	<p>Increase the proportion of residents who rate the quality of public transport as good to 30% by year 3, 35% by year 6 and 40% by the end of the programme.</p>



Table B: Outcomes and Milestones

4. KEY THEME: PHYSICAL ENVIRONMENT

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
8% of residents rate sport and leisure facilities as good.	(PE5) Improve and provide a range of sport and leisure facilities in the area.	Increase the proportion of residents rating sport and leisure facilities as good to 15% by year 3, to 30% by year 6 and to 50% by the end of the programme.
14% rate parks and green spaces as good.	(PE6) Enhance existing amenity open spaces in to safe and functional areas.	Increase the proportion of residents rating parks and green spaces as good to 20% by year 3, to 35% by year 6 and to 50% by the end of the programme.
70% of residents feel the area is deteriorating. Tackling empty properties and removing rubbish are in the top three activities that residents state would improve the neighbourhood (by 54% and 53% of residents respectively)	(PE7) Fully engage all sectors of the community in creating a sustainable environment.	Reduce the proportion of residents who feel the area is deteriorating to 60% by year 3, to 50% by year 6 and 40% by year 10.

5. KEY THEME: HEALTH

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>The area has three GPs (two full time and one part time), a dentist and chemist, but no health centres. The quality and accessibility of health care is rated as good by less than a third (29%) of residents</p>	<p>(H1) Provide a comprehensive and consistent approach to health care facilities, advice and services in the area.</p>	<p>Provide a broad range of health services and facilities in the area and increase satisfaction with local health care to 40% in year 3, 50% by year 6 and 60% by the end of the programme.</p>
	<p>(H2) Increase community involvement in planned health provision in the area</p>	<p>Brief for Health Action Centre produced in year 1 and at least one Centre fully operational by year 2.</p> <p>Community Health Partnership Board fully established in year 1 addressing issues of community satisfaction and ensuring best value in the provision of local health services.</p>
<p>More than a third (36%) of households have a household member with a limiting long term illness, health problem or disability, which limits their daily activities, compared to 31.9% for the City as a whole. The most commonly cited health problems are heart problems, back problems and asthma.</p>	<p>Improve the health and social welfare of the community by:</p> <p>(H3) Reducing the proportion of households with a limiting long term illness to the average for the city.</p>	<p>Reduce the proportion of households who have a household member with a limiting long term illness to within three percentage points of the city average by year 3, to the city average by year 6 and sustain this to the end of the programme.</p>

Table B: Outcomes and Milestones



Table B: Outcomes and Milestones

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>5% of households have a member being treated for depression, and 10% have a member being treated for stress.</p>	<p>(H4) Reduce the proportion of households that have a member suffering from depression by a fifth and a member being treated for stress by a fifth by the end of the programme, in line with national targets for improving mental health.</p>	<p>Reduce the proportion of households that have a member suffering from depression to 14% by year 3, to 13% by 6 and to 12% by the end of the programme. Reduce the proportion of households that have a member suffering from depression to 14% by year 3, to 13% by 6 and sustain this to the end of the programme.</p>
<p>The wider Pendleton Ward has a standard mortality rate (SMR) of 216 compared to 135 for the city as a whole.</p> <p>Cancer: Malignant Neoplasms – 246 (Pendleton), 132 (city) Breast Cancer 155 (Pendleton), 97 (city) Prostate Cancer 215 (Pendleton), 104 (city)</p>	<p>(H5) Reduce the standard mortality rate by 20% by the end of the programme, in line with national targets, and set in place the framework for continuing to narrow the gap to the city average beyond the life of the programme.</p> <p>(H6) Establish a holistic prevention, detection and treatment programme suitable for local implementation</p>	<p>Reduce the standard mortality rate by 10% by 6 and by a total of 20% by the end of the programme.</p> <p>Establish a holistic prevention, detection and treatment programme suitable for local implementation by year 3.</p>

Table B: Outcomes and Milestones

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>5. KEY THEME: HEALTH</p> <p>Circulatory System Disease: Diseases of the circulatory system – 196 (Pendleton), 135 (city) Ischaemic Heart Disease – 198 (Pendleton), 137 (city) Respiratory Disease: 237 (Pendleton), 153 (city)</p>	<p>(H7) Increase support for lone parents by putting in place an integrated package of services</p>	<p>Provide more support to parents via a range of facilities and activities linking education (child care/parenting) health (stress clinics, relaxation, complimentary therapies) and social support (via groups) and activities e.g. Home Start by year 3.</p>
<p>6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS</p> <p>In 2000, key stage 2 results (level 4 or above) were below the city and national averages: English – 66% (NDC), 74% (city), 75% (nat.) Maths - 63% (NDC), 72% (city), 72% (nat.) Science - 76% (NDC), 83% (city), 85% (nat.)</p>	<p>Increase overall performance within the schools, in particular: (EE1) Increase the percentage of pupils achieving level 4 or above at key stage 2 English, Maths and Science to the national average</p>	<p>Increase the proportion of pupils achieving level 4 or above at key stage 2 to within six percentage points of the city average by year 3, six percentage points by year 6 and to the national average by year 10.</p>



Table B: Outcomes and Milestones

6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
In 2000, 22% of pupils achieved 5 or more A* - Cs, compared to 34.1% for the city and 47.9% nationally.	(EE2) Increase GCSE rates to the average for the city.	Increase the percentage of pupils achieving 5 or more GCSEs at grades A* - C to within eight percentage points of the City average by year 3, four percentage points by year 6 and to the city average by year 10.
Only a quarter of residents (26%) rate the secondary schools as good.	(EE3) Increase the percentage of residents rating secondary schools as good to 60% by year 10	Opening of the new Albion High school in year 3 (September 2003) Increase the percentage of residents rating secondary schools as good to 30% in year 3, 50% by year 6 and 60% by year 10.
Less than half (42.7%) of pupils go on to further education compared to 54.8% for the city and 70.6% nationally.	(EE4) Increase the proportion of pupils going on to further education to the average for the city.	Increase the percentage of pupils going on to further education to within eight percentage points of the City average by year 3, four percentage points by year 6 and to the city average by year 10.



6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
<p>One in ten households have someone who is registered unemployed, compared with 5% across the city.</p>	<p>(EE5) Reduce the proportion of households that have someone who is registered unemployed to the city average.</p>	<p>Reduce the proportion of households that have someone who is registered unemployed to within four percentage points of the city average by year 3, two percentage points by year 6 and to the city average by year 10.</p>
<p>The percentage of people receiving income support is twice the average for the city (22.4% compared to 11.3%)</p> <p>A quarter of households receive a weekly net income less than £100.</p>	<p>(EE6) Reduce the proportion of households receiving income support to the average for the city.</p>	<p>Reduce the proportion of households receiving income support to within nine percentage points of the city average by year 3, five percentage points by year 6, and to the average for the city by the end of programme.</p>
<p>Only a small proportion of those who are actively seeking work (17%) have taken steps over the last year to gain the skills, qualifications or experience necessary in order to get a job.</p> <p>A third (38%) of households contain one or more residents with no qualifications, compared to 23% for the City.</p>	<p>(EE7) Create a skilled and productive workforce, by supporting people to gain the necessary skills, qualifications or experience necessary in order to access employment opportunities.</p> <p>(EE8) Reduce the proportion of households containing one or more residents with no qualifications to the average for the city by year 10.</p>	<p>Increase the proportion of residents taking steps to gain the necessary skills, qualifications or experience to access employment to 25% by year 3, 35% by year 6 and 45% by the end of the programme.</p> <p>Undertake a detailed skills audit in the area within the first 12 months of the programme (detailed milestones for skills levels to be established in year 1)</p>

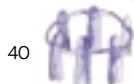
Table B: Outcomes and Milestones



Table B: Outcomes and Milestones

6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS

RELEVANT BASELINE DATA	CHOSEN OUTCOMES	MILESTONES
More than a third (36%) of local companies have experienced difficulties recruiting staff over the last year.	(EE9) Reduce the proportion of local companies experiencing difficulties recruiting staff to no more than 20% by year 10.	Reduce the proportion of local companies experiencing difficulties recruiting staff to no more than 30% by year 3, 25% by year 6 and 20% by year 10
The image of the area held by local businesses is poor, with 90% rating it as quite poor or very poor.	(EE10) Reduce the proportion of local businesses who believe the local image is poor to no more than 25% by year 10.	Reduce the proportion of local businesses who believe the local image is poor to no more than 65% by year 3, no more than 50% by year 6 and no more than 25% by year 10.
There are approximately 200 businesses trading in the local area. A growing and successful local business community is crucial for economic growth and local employment	(EE11) At least 20 new businesses trading in the area by year 10 (EE12) At least 15% of existing businesses supported to recruit additional local people by year 10	Increase the number of businesses trading in the area by 5 in year 3, by 10 in year 6 and by 20 overall in Year 10. At least 5% of existing businesses supported to recruit additional local people by year 3, 10% supported by year 6, and 15% supported by year 10.



BUILDING COMMUNITIES

“ The area still has a good community spirit, we can see it at this meeting – if we stick together we can make it thrive”

Key Projects

Continuation and expansion of the Participatory Appraisal team

Provision and enhancement of community facilities, services and activities

Rewarding Participation

Training for those who want to be involved in the community

Community Distribution Company

Key Link Projects

Neighbourhood Wardens

Community Health Partnership Board

Basic skills training in community based organisations, such as CREST

Intermediate Labour Market

Housing Estate Remodelling

Environmental Hit Squad

Provision of new play and leisure facilities

There are some significant strengths within the local community which will need to be developed and supported, to ensure that everyone is able to maximise the opportunities and benefits that New Deal for Communities will present.

Encouraging and Developing Community Participation

There are many people within Charlestown/Lower Kersal who are not involved within community life, however current levels of participation will need to be significantly increased if people are to take a leading role within the NDC area over the next ten years of the programme and beyond. The starting point for this will be to ensure that the Participatory Appraisal Team, who have played such a vital role to date, is supported and developed. The existing team will be retained and extended to include a worker specifically to work with ‘hard to reach groups’ across the area. As the programme develops the team may be extended further. They will be an integral part of the New Deal for Communities Delivery Team and initially based at the Lower Kersal Activities Centre. The centre will act as the main ‘community access point’ for the initiative, providing a range of support services, computer facilities and information for the community.

The range of community facilities, services and activities in the area will also be supported and enhanced throughout the life of the programme. An initial assessment of existing provision has already been undertaken, but a more detailed audit is required to inform this picture. This will:





- establish the baseline for measuring and increasing community activity
- establish the basis for allocating resources for community activity in the following years of the programme
- lay the foundations for a more detailed community participation plan for Charlestown/Lower Kersal
- lay the groundwork for future capacity building

Linking it to the Physical Design Strategy for the area, a Participation Officer will work with tenants and residents in Charlestown/Lower Kersal to build awareness of housing issues, maximise opportunities for participation and help establish the foundations for a community led model of housing management for social housing.

Work will also be undertaken to investigate options for a community based delivery mechanism for the area. This is discussed in more detail in Chapter 4 – Delivery.

A 'rewarding participation' scheme will be introduced. This will centre initially on paying out of pocket expenses, but may be extended to other types of rewards. The Partnership recognises that this is a potentially difficult area of work and any scheme will therefore need to be piloted and fully evaluated before being widely implemented.

Community training will also be an important element of the programme. The details of this will be worked up as part of the community participation plan but will include ensuring that people have the necessary skills to play their part in the programme, for example, tailored training for those involved in the partnership arrangements for NDC on running meetings, project appraisal and commissioning services. It will also

mean visiting other successful regeneration areas and schemes to learn from what works elsewhere.

Celebrating Diversity

An equal opportunities plan will be produced in the first year, as part of the participation strategy. A member of the Participatory Appraisal team will also have specific responsibility for engaging with 'hard to reach' groups across the area. In the future oversees community volunteers will also be encouraged to work in the area, bringing with them a different cultural and ethnic origin into Charlestown/Lower Kersal. This type of work has already been piloted through Salford Urban Mission.

Helping Local Community Activities in the Area Prosper and Develop

A community fund will be created to support and empower local existing and new community groups. This will have two strands to it. Part of the fund will be used to enhance the existing community grants available through the City Council's Community Committee Devolved Budget. This community chest will be available to support small scale bids. The second part of the fund will be available to provide larger amounts (and longer term funding) for community organisations.

A voluntary sector development worker will work with the voluntary sector to develop both the role of the voluntary sector forum and the individual voluntary sector organisations. This work will also dovetail into the preparation of the Community Participation Strategy for the area, previously mentioned.

Ensuring Effective Communication at all Levels.

A communications strategy will be developed which will provide the framework for effective communication at all levels. It is clear that locally a favoured method of receiving information is through leaflets and newsletters. The local community produced newsletter 'Kersal and Charlestown Matters' will be resourced, developed and supported as a major provider of information for the community. However for this to be successful, it is vital that it is supported by a robust distribution network to ensure that no one within the area is excluded from receiving information. Rather than bring in an external company to undertake this role, CREST as a local voluntary sector organisation, will be supported in forming a local distribution company and will employ local people on a part time basis to distribute the newsletter and other material.

Other key elements of the communications strategy will include a range of interactive community events, supporting and developing local champions for the programme, a free phone and free post address, and the use of hoardings and signage in the area so that people know that things are happening as result of New Deal for Communities.



■ CRIME AND COMMUNITY SAFETY

“Some children and older residents had a meeting and all wanted the same for their future – a safe area”

Key Projects

Additional police time targeted on specific crime ‘hotspots’ in the area

Neighbourhood Wardens

Youth programme

Range of physical security measures, for example, CCTV, alleygating, improved street lighting, and lighting to rear alleys.

Extension of the Burglary Reduction Initiative using the ‘Home Safe’ model

Business Watch, including a rapid response mobile patrol

Key Link Projects

Detached Youth Work

Communities that Care

Provision of new play and leisure facilities

Housing Estate Remodelling

Landlord Accreditation

Environmental Hit Squad

Community Newsletter, as part of a wider communications strategy

Crime and community safety has been identified as the community’s key concern. The effects of crime impact upon all aspects of community life. A range of initiatives have therefore been identified to tackle the problem, set within the strategic framework of the city wide Crime and Disorder Strategy.

Community Safety

A Community Safety co-ordinator for the area will work at a local level, supporting and advising all groups within the Charlestown/Lower Kersal Partnership with regard to the crime and disorder implications of future strategies and activities in the area. The Co-ordinator will also ensure greater co-ordination between existing service providers in tackling crime and disorder issues.

More policing is seen as the top priority for improving the area and making it safer. In response two options have been considered. The first one is centred on funding additional police officers and the second on funding additional police time to target specific crime ‘hotspots’ in the area. The second option of additional policing at targeted areas is considered the most effective and immediate way of providing an additional high profile police presence. The possibility of using neighbourhood wardens in the area will also be investigated building on the experience of schemes being implemented elsewhere in Salford and across the country.

Tackling Juvenile Nuisance

Children and young people are perceived as the main cause of crime and vandalism in the area. The official police figures support this in relation to the high number of juvenile nuisance



incidents in the area. However it is only a small core of young people who are responsible for this picture.

A range of support and intervention measures will be put in place to tackle this issue. This will include reparation by young offenders to victims of crime and to the community. Reparation is one of the new principles of the youth justice reforms. This work is already being undertaken city wide but will be enhanced within Charlestown/Lower Kersal. More details on the range of other activities to be undertaken are contained in the strategy for children and young people.

Physical Issues

A range of physical security measures will be put in place, including CCTV, alleygating, and remodelling to existing housing areas to provide secure, off street parking, improved street lighting and lighting to rear alleys. Detailed consultation will be undertaken to ascertain specific community requirements. In the longer term all future development will be in line with 'secured by design' principles.

Burglary Reduction

The Burglary Reduction Initiative will be extended to include the whole of Charlestown/Lower Kersal (at the moment only a few beats in the area are included within the current Home Office initiative). Target hardening measures will be based on the 'Home Safe Model' that has gained early successes in decreasing burglary rates in other parts of the city. The security package includes burglar alarms, window and door locks and bolts, door chains and viewers and lighting for the rear of properties. Work will also be undertaken

to ensure the availability of low cost household insurance (currently over half of households do not have household insurance)

Advice and Support

As part of the overall communications strategy for the area, a range of initiatives will be put in place to promote information and support to enable the community to use services and understand the role and responsibilities of various agencies involved in the criminal justice system. Its overall aim will be to strengthen relationships between the community and the police and encourage people to report crime and anti-social behaviour to the Police and other agencies. It will include an area wide publicity campaign to encourage the reporting of crime, utilising the 'Kersal and Charlestown Matters' newsletter. Prominent sites such as hoardings and bus stops will also be used to publicise the crimestoppers number and the rewards available.

Tackling Business Crime

The starting point for tackling crime in the business community will be the establishment of a business forum. A range of physical measures will be put in place, including CCTV and a Business Watch scheme which will include target hardening measures, for example gating, perimeter fencing and a rapid response unit building on the successful 'Quaywatch' model elsewhere in Salford.



CHILDREN AND YOUNG PEOPLE

“More things for the children to do, and help for them to do it”

Key Projects

‘Sure Start’ type activities, including outreach and home visiting

New childcare provision

Detached Youth Workers

Communities that Care

Provision of new play and leisure facilities

Key Link Projects

Child health programme

Multi – skilled team working across traditional health and social care boundaries

Youth Programme

Support for primary schools, for example, IT facilities, mentoring

Maximising the potential of the new Albion High School

Opportunities for experiencing higher education, for example, Summer University

Safe Routes to School

The success of the New Deal for Communities programme will depend on building a future for the children and young people of Charlestown/Lower Kersal.

Families

A range of ‘Sure Start’ type activities are planned for parents and young children up to the age of four, building on the lessons of the other two Sure Start initiatives in Salford. These will include:

Outreach and home visiting – building on the existing role of midwives and health visitors to provide the most appropriate package of multi- agency assistance

Day to day support for families who need or request it – for example a befriending service for families to help them through their day to day problems, parenting information/skills courses, provision of creche facilities to allow parents to access sure start services

Support for good quality play, learning and childcare in partnership with the Early Years Development and Childcare Partnership – the activities proposed include the development of playgroups, parent and toddler groups, the setting up of toy libraries, and encouraging the registration of new and existing childminders.

Young People

A team of part time detached youth workers will make contact with young people in the area, building on a pilot scheme which is currently being funded through the City Council’s Community Committee Budget. They will work with those who generally congregate on the streets to explore the possibility of creating a youth forum in the area so

that they can express their ideas, views and opinions on what they would like to see happen in the area in the future. Early work has shown the need for youth shelters. They will also be encouraged to take part in existing activities for young people.

The Communities that Care model will also be used in working with young people in the area. It has been endorsed as a model of good practice by the Social Exclusion Unit and is being used effectively within the Seedley and Langworthy area of Salford. It adopts a partnership approach (involving key leaders, the community and front line agencies) to preventative work with young people, by examining the risk factors in young people's lives that increase their chances of developing health and behavioural problems as they grow older, in order that a plan of action can be jointly agreed and implemented.

Salford has been designated as a pilot area for the development of a programme to prevent social exclusion in children aged 5-13 under the Children's Fund. A mapping of service provision and risks is currently being undertaken. Children's Fund resources will be targeted at those areas of highest risk/need which will be identified by the mapping exercise. If the NDC area is identified as a target area, funds will be available to build on initiatives identified through New Deal for Communities.

Leisure and Facilities

The need for new and enhanced provision of activities and facilities for young people has been cited as a major priority by the community. A pilot multi-agency 'summer fun' scheme was held in the summer of 2000 in Charlestown/

Lower Kersal and was very successful. Since then detailed planning has been taking place for a bigger and better scheme, incorporating sport, play, outdoor pursuits, arts and crafts, which will provide activities for all young people and will be replicated at other holiday times.

Throughout the life of the programme both new and enhanced play and leisure facilities will be provided. The location and design of such facilities will be subject to detailed consultation at the local level.



PHYSICAL ENVIRONMENT

“It’s sad to see the area deteriorate and houses devalue”

Key Projects

Housing Estate Remodelling

Treatment of the private housing stock

Site assembly to attract private sector investment

Landlord Accreditation

Improvements to key gateways in to the area

A Transport Action Group to work with local bus operators to improve the frequency and quality of bus provision in the area

Enhancement of existing open space, such as Littleton Road Playing Fields

Environmental Hit Squad

Key Link Projects

Continuation and expansion of the Participatory Appraisal Team

Resident Participation Officer

Provision of new play and leisure facilities

Range of physical security measures, for example, CCTV, alleygating, improved street lighting and lighting to rear alleyways

Provision of Community Health Action Centre (s)

Additional police time targeted on specific crime ‘hotspots’ in the area

Neighbourhood Wardens

Intermediate Labour Market

Development of new Business Innovation Park

If the Partnership is to achieve its vision of ‘making Charlestown/Lower Kersal a place where people want to live’, then the physical conditions of the area must be addressed. Over the next ten years work will be required to tackle a range of physical issues affecting the area.

Housing

Three quarters of all households think the value of their house has decreased in the last 5 years (compared to 24% for the City as a whole). Negative equity is a real problem in the area. Over a third of people (34%), are actively considering moving from their present house. In the area nearly two thirds (59.3%) of the housing stock is terraced, compared to the city figure of 35.2% and 29% nationally.

Despite these problems and threats, Charlestown / Lower Kersal is a relatively stable area, when compared with the immediately adjoining neighbourhoods of Broughton (SRB2), and Seedley / Langworthy (SRB5). In these areas, the housing market has, in effect, collapsed with little or no demand for traditional terraced housing.

The Partnership has the opportunity, through New Deal for Communities, to tackle the underlying issues in a comprehensive manner, to stabilise and



expand the community in Charlestown / Lower Kersal.

The key issues for the community in Charlestown/Lower Kersal (both residential and commercial), are crime and environment. A key strand of the strategy is to address crime and environmental issues in residential areas through a series of cross tenure programmes, including:

- Housing Estate Remodelling
- Housing Improvements
- Site Assembly/New Build Programme
- Housing Management

Housing Estate Remodelling : much of the housing in the area is over 75 years old, being built in an era before the car. Even though car ownership is low, it is rising and it must be planned for if people are to be encouraged to choose to live in this area. Car crime (theft of, from and damage to cars are all problems). Estate remodelling will allow, wherever possible, for houses to have private gardens with in curtilage parking; with secure parking in other cases. All remodelling work will be to 'Secured by Design' principles, with traffic calming incorporated. This work may well require selective demolition. The remodelling programme will also take in underused and untidy pieces of ground in the residential areas, which are ill maintained and suffer from fly-tipping and which contribute significantly to the poor environmental quality which the community wants to see addressed.

Housing Improvements : the older terraced housing has a declining market in this area, in common with much of North West England. Wholesale clearance is not seen as a desirable or realistic option at present. To extend the

life and attractiveness of such housing, of all tenures, it is essential to invest in the stock. This work could involve group / block improvement to ensure properties are physically sound, whilst providing (where appropriate):-

- PVCu double glazed windows, with security locks.
- High quality external doors with good quality locks and security features.
- rewiring
- new kitchen
- new bathroom
- replacement of lead plumbing
- gas central heating

This range of improvement is considered important if the area is to both retain and attract people to live in it.

Site Assembly/New Build Programme : in order to simply maintain the population of the area at its present level, more houses (occupied) will be needed in 10 years time, due to falling household size. However, to ensure improved facilities and services within the community, more people will need to be encouraged into the area. This will require the assembly of sites for new development. Priority will be given to the reuse of vacant and underused sites and buildings, for example, the vacant former industrial site adjacent to the River Irwell at Douglas Green. It will also include areas of existing housing where there is no evidence of market demand, with selective acquisition for redevelopment being undertaken. In such new development, an increase in the choice and range of housing types in the area will be encouraged. New provision over the last five years has tended to be limited to low cost home ownership and rental.



Housing Management : there is a longstanding private rented sector in the area. In recent years this has increased, with new landlords buying up properties that have failed to sell to owner occupiers. However, local people express concern at the poor standards of management and maintenance in this newer sector. Elsewhere in the City new strategies, such as landlord accreditation, are being developed to tackle similar problems. Best practice will be adopted to address these issues in Charlestown/Lower Kersal.

Almost half (49.3%) of housing in the area is Local Authority owned, compared to 35.2% across the City and 21.1% nationally. Tenure diversification, through a variety of means, will be explored with the tenants.

It is hoped that over the 10 year life of the programme, all the older terraced areas will be tackled, for improvement and remodelling. Also, some of the newer Radburn layout Council estates are experiencing similar problems and will be remodelled.

In each area, the specific schemes will be developed with the local community to ensure sustainability. Planning for real and similar tools will be used, with an expanded Participatory Appraisal Team playing a key role in this process.

The programmes outlined above are not without risk. In private areas, negative equity may limit the ability of owner occupiers to access funding to contribute to grant aided improvement. The level of intervention / grant rate will be difficult to set, and may need to be at a relatively high level to ensure good take-up. Clearly, high take up is essential if the future of the area is to be secured, avoiding the collapse of the

private housing market, as seen in adjoining neighbourhoods.

Image of the Area

A physical design strategy will be put in place which will provide a consistent and quality framework for all improvements and new development in the area. A range of feasibility studies will also be undertaken at the beginning of the programme, which will shape the rest of the physical programme. These will include the opportunities for site assembly, bringing vacant sites in to use and specific site briefs.

Gateway improvements will be undertaken as part of the programme to improve the image of the area, particularly along the entrance to the area from the A6, which has number of landmark buildings such as the former Co-operative and Maypole Hotel, but offers little sense of entrance. Improvements will include gateway signs, landscaping, improvements to key public buildings and access improvements, particularly for pedestrians.

A programme of grant aid will also be put in place to help improve commercial buildings in the area, including local retailers. Emphasis will be placed on both improving currently viable properties and seeking to bring redundant and empty buildings back into use.

Access and Transportation

A range of projects will be developed to address pedestrian safety and improve access in the area. A detailed study of pedestrian movements in the area will be undertaken to inform the range and location of these measures. Elements



will include street lighting improvements, the removal of shrubbery and the improved maintenance of shrubs and planting near walkways, crossing facilities, and railings. A Safe Route to Schools initiative is also planned to existing schools and the new Albion High school.

A range of traffic controls will also be introduced across the area, particularly along Littleton Road, Cromwell Road and Langley Road South, which are used heavily by commuter traffic at peak periods and heavy goods vehicles. New infrastructure may also be required.

Public transport is the main form of travel in the area. The improvement of public transport in the area, particularly buses, is therefore vital for the local community. A Transport Action Group will be formed which will work with the local bus operators to improve the frequency and quality of buses in the area. Elements will include high quality buses, shelters, additional bus stops, bus priority measures and better information. Community transport will also be explored.

Riverside and Open Space

The area requires a range of leisure, play and sporting activities that are accessible, safe, clean and affordable. It is therefore proposed to seek the provision of new changing facilities at the Littleton Road Playing Fields, together with appropriate car parking and improved lighting. This may be stand alone or considered as part of a wider scheme to provide a new sports hall and multi sports pitches in the area.

This provision will be complemented by the construction of a number of equipped children's play facilities across Charlestown/Lower Kersal to meet differing age ranges.

As well as providing activities for people, especially young people, the provision of leisure and sports facilities in the area will be one of the keys to improving health and encouraging healthy lifestyles in the area.

The allotments on Littleton Road are some of the best in the City, but suffer from crime and vandalism. Improved security fencing and other improvements will be undertaken to secure their long term use and associated health benefits.

The strategy for the area will also focus on capitalising on and improving the natural assets of the area, particularly the riverside and the large tracts of open space in the area, at Littleton Road and the northern end of the Castle Irwell Student Village, for informal recreational use.



Environmental Management

In order to address people's concerns about the quality of the local environment, a range of measures are proposed. Normal refuse collection and street cleansing services will be enhanced through the provision of an environmental hit squad. This will provide an increased level of service in the area and the ability to respond quickly to incidences of graffiti, rubbish, and fly tipping. The scheme will be complemented by 'Project Eyesore', which will train local people to carry out cleanliness audits of their areas. Together these will provide a framework for long term sustainable environmental care in the area.

A gardening project will also be undertaken, which will allow people to loan gardening equipment and tools to improve their own gardens, or work as part of a wider community garden/tidy up scheme.



HEALTH

Community Health Action System

Key Projects

Multi – skilled team working across traditional health and social care boundaries

Provision of a Community Health Action Centre(s)

Support for the Community Health Partnership Board

Child Health programme

A range of sensitive services to tackle the problems of depression and stress

Key Link Projects

Provision of new play and leisure facilities

Enhancement of existing open space, such as Littleton Road Playing Fields

Community training for those who want to be involved in the community

Housing Estate Remodelling

Treatment of private housing stock

A Transport Action Group to work with local bus operators to improve the frequency and quality of bus provision in the area

Removing Barriers to Work

Additional police time targeted on specific crime 'hotspots' in the area

Neighbourhood Wardens

The Health Strategy for Charlestown/Lower Kersal builds on the work of the Manchester, Salford and Trafford Health Action Zone through its 'development' site activity and is set within the context of the Health Improvement Plan for Salford.

The strategy for improving health and tackling health inequalities in Charlestown/Lower Kersal is centred on the provision of a 'community health action system', facilitated by a multi – disciplinary health team. The new service will be tied in closely with out of hours primary care services, Accident and Emergency services, pharmacy services and NHS Direct, so that local people can benefit from a consistent and comprehensive approach to health care and advice.

The Community Health Action System will comprise the following:

- a multi-skilled team - this will initially provide outreach services from different facilities in the local area, for example local schools and churches, providing the community with accessible health care services, until a permanent base is established
- the establishment of a Community Health Action Centre (or centres) - this will provide a base for the Health Team and an additional meeting place for the local community.
- a broad range of health and social care services

Community Health Action Centre

The Community Health Action Centre will be a hybrid of a Healthy Living Centre and a NHS Walk in Centre and will:



- promote good health in the widest sense
- target the most disadvantaged sectors of the community
- improve health
- reduce health inequalities
- improve access to health services
- involve partnership working

The Centre will provide health information and advice, concentrating particularly on promoting healthy life styles. It will offer rapid access to a range of services, including consultations, treatment of minor injuries and illnesses, health information and advice on self treatment. The centre will work closely with other statutory agencies, including NHS Direct, Hope Hospital Accident and Emergency Department and local primary care teams. It will also provide easy access to information on a wide range of health topics and sign posting to other services.

The Centre will be initially staffed by a Nurse Practitioner, working in partnership with a Community Pharmacist, both with extended roles, to supply a range of statutory health care services. The nursing staff will be employed by Salford Primary Care Trust or will be seconded from their existing employer. They will work under the supervision of the local GPS. This integrated team will work across traditional boundaries, providing multi-disciplinary evidence based care. The Centre will operate on a walk in basis.

The centre will integrate primary and secondary acute care service provision. To ensure that the Centre's focus is on improving health, not just treating illness, community activities and services, including support services, will also be established.

The Centre will be managed by the Charlestown/Lower Kersal Community Health Partnership Board, which has already been established. A Clinical Supervisory Group will be responsible for agreeing protocols, monitoring and storage of drugs, record keeping and professional supervision. Patients will remain on their own lists and details of any treatment will be sent to the practice, via electronic links.

Other Services

The services provided in Charlestown/Lower Kersal will be developed over time, and will operate on a needs led basis, taking into account the priorities of the local community. However, initial assessment has shown there to be a need for the following:

Coronary Heart Disease (CHD) – a CHD support group, physio-therapists located in the area, a CHD Register for the area, a range of therapies and counselling to help promote significant life style changes

Respiratory Disease and Asthma – research with the University of Salford to identify the relationship between local levels of pollution and respiratory disease.

Limiting Long Term illness – carers support group

Child health - establishment of an ante natal care programme to reduce the number of low weight births, smoking cessation programme for pregnant women and parents with young children, tackling dental decay, encouraging safety in the home, and speech and language therapy services

Drugs – establishment of a needle exchange programme

Depression/Stress – a range of sensitive services including counselling, complimentary therapies, self help groups, art groups and activities

■ EDUCATION, EMPLOYMENT AND SKILLS

Key Projects

Support for primary schools, for example, improved IT facilities, mentoring

Maximising the potential of the new Albion High school

Opportunities for experiencing higher education, for example, Summer University

Basic skills training in community based organisations, such as CREST

Removing Barriers to Work

Intermediate Labour Market

Development of a new Business Innovation Park

Community Businesses

Key Link Projects

Community Training for those who want to be involved in the community

Community Distribution Company

Youth Programme

Communities that Care

Detached Youth Workers

A range of childcare provision

A Transport Action Group to work with local bus operators to improve the frequency and quality of bus provision in the area

Business watch, including a rapid response mobile patrol

Site assembly to attract private sector investment

The strategy for raising the economic prosperity of individuals, the community and local businesses, is focused on three main themes:

Education – Improving the educational attainment of young people, increasing their opportunities in life

Employability & Skills Support – Raising aspirations and achievements and enhancing the employability and skills of local residents, particularly those experiencing barriers to work or training, with the intention to raise economic prosperity.

Supporting Business Development – Meeting the needs of businesses in Charlestown and Lower Kersal, improving competitiveness and efficiency, promoting the growth of existing companies and encouraging the creation of new firms to provide quality employment opportunities for local people.

It is based on a realistic assessment of what is required to tackle the issues effectively over ten years. Whilst some project ideas have been suggested and referred to here, many of the detailed areas of work will be developed at a later stage.



Education

Raising skill levels of both school pupils and adults is critical in ensuring that local people have the opportunities to have successful and rewarding lives, with good employment prospects.

It is clear that attainment levels decline significantly once children have left primary school. The success of the local primary schools needs to be replicated within the secondary school sector, to ensure that young people are leaving with the skills needed for them to succeed.

The DfEE have recently announced £8.9m of funding for a new 1,000 place school site to bring the Albion High School onto one site. This funding will provide a major injection for local education.

Through the New Deal for Communities programme, a range of initiatives are proposed to provide additional support to that already provided in order to raise attainment levels and increase participation in education beyond 16. Areas of support are likely to include:

- Improved support for parents of young people to support childrens learning
- Improved IT facilities within schools, for example, Interactive Whiteboards
- Support to facilitate links with the local business community for educational activity, for example, 'Days in Industry', work experience
- Mentoring projects
- Opportunities for experiencing Higher Education, for example, Summer University
- Support for developing the local Connexions Strategy

The Strategy supports the Education Development Plan for the City and the work of the Lifelong Learning Partnership for the area, and adds value to the additional support being provided through the Standards Fund and Excellence in Cities.

Skills Development & Employability

Developing skills and learning among the adult population is critical, both for their own employability and for helping to enhance aspirations of the younger population. It will be crucial to gain more information about the skills of the local population, identifying what their aspirations and current skill levels are.

It is therefore proposed to undertake an economic assessment of the local area, which will both address the skills needs of the local population and of the local business community. This information will help to develop a more detailed strategy for tackling issues such as low qualification levels. It will also provide a base against which to monitor progress of the programme in meeting outcomes.

In line with the principles of the University for Industry, the NDC programme will look to provide local basic skills training in community based organisations such as CREST, including:

- IT Skills (access to local IT and training provision)
- Basic Literacy and numeracy support
- Pre-recruitment vocational training (targeted to the needs of the local business community)
- Skills needed by the local community for example, minor repairs, distribution

A package of employability support will be put in place, combined with skills



support, aimed at maximising the potential of local people. It will offer opportunities to people who are out of work and facing barriers, and also assisting people in low paid employment, the chance to develop themselves within the workforce.

In addition to providing training opportunities, the NDC programme will be supporting a number of initiatives which provide people with the confidence, aspirations and ability to access employment and training, overcoming barriers such as travel and childcare costs.

The major areas of activity to improve employability, in addition to skills development will be in the areas of guidance and advice and Intermediate Labour Market opportunities.

The opportunity exists to provide a local employment guidance and advice facility which will be used by local people and is easy to access. Such a facility would be able to run training courses as well as advertise jobs and help with writing CVs and Job Search. Agencies such as the Benefits Agency and the Employment Service will be able to provide outreach support from such a facility.

Intermediate Labour Markets (ILMs) provide unemployed individuals with an excellent opportunity to get back into the labour market and earn a waged salary up to 12 months, working to provide the community with services it needs e.g environmental maintenance, I.T access, minor repairs service, gardening, neighbourhood wardens – all projects which would contribute to the regeneration of Charlestown and Kersal. At the same time the individuals employed on the ILMs are receiving training and guidance which will help

them back into the mainstream labour market.

The ILM can also provide a basis from which to build the capacity of local organisations looking to develop as community businesses, for example, the CHANCE project. This will seek to employ local people to deliver local services, for example, environmental maintenance. During the first year the CHANCE project will be looking to undertake capacity building, set up and be ready to take on ILM workers in year two.

Business Support

There are approximately 200 businesses in the NDC area, the vast majority of which are small, 78% of businesses employing less than 20 people. There are also larger employers in the area providing many employment opportunities. Assisting local businesses to stay, grow and prosper in the area will be critical for the programme, helping to stimulate the local economy and provide job opportunities for local people.

The main issues to address to support the local business community include tackling security issues, improving the local environment, providing good quality accommodation, tackling the perceived skills gap locally in order to employ local people, and providing support for business growth plans.

Whilst there are currently about 200 businesses in the area, the proposed development of the Innovation Park will increase the number of business units in the area, and hence provide new opportunities for inward investment into the local economy. The Innovation Park will be a focal point for the interface between business, training and



education, creating the opportunity for local economic prosperity.

The main areas of activity to support the business community will be business security, business growth, community business support and business environment.

Overcoming the problems of crime is critical if businesses are to remain and be attracted to the area. Through the Crime and Community Safety programme, a range of initiatives are planned, including business security grants (for shutters, CCTV, fencing etc). A Business Watch with a mobile patrol is also an option in order to increase the confidence of the local business community. Retailers in particular will receive enhanced support, which includes funding towards shop front improvements, combined with security measures.

A package of support to the 200 businesses based in the area is suggested, which would provide a range of support including capital investment for growth or diversification (including costs of plant and machinery), improvements to buildings, innovation, training programmes, investment in I.T. In all cases investment must show links to increasing job opportunities for local people, or job retention where it may not otherwise happen. Opportunities to bring land and buildings back into economic use would also be an option for support.

A Business Support Officer dedicated to the area will also be considered, in order to maximise take up and awareness of support provided by different organisations, and existing projects such as Salford Employment Charter, encouraging the recruitment of

local people. The development of local Business Networking and supplier networks will also be built in to this programme.

Community Businesses have an important role to play in both supporting local employment, and providing low cost services to the community. The use of the ILM model explained earlier will be important in providing employees for Community Businesses. The local area has unexploited resources that could support the regeneration of the area. The NDC programme should seek to support the setting up and initial support for local community businesses that don't compete with existing suppliers.

Sustainable business environments are important both in improving local environmental conditions, and also identifying cost savings for local businesses. The work of the PA Team has identified that the local community wish to see improvements to the local business environment, as do the business community themselves. A range of site and infrastructure improvements are planned.



THE NEXT THREE YEARS

Many of the activities already proposed within the ten year strategy will have started to come to fruition in the medium term. During the first three years of the New Deal for Communities programme, the Charlestown/Lower Kersal Partnership will focus on:

- Raising aspirations in the community and enabling people to take a greater role in both the community and decision making
- Tackling crime and the causes of crime through targeted policing, the introduction of a range of target hardening measures and supporting the community to feel more confident in reporting crime
- Improving the quality of the local environment and starting to make substantial improvements to the housing stock
- New and improved health provision and the promotion of healthy lifestyles
- Support for children and young people and the provision of improved and new activities and facilities
- Maximising the opportunities provided by the new Albion High School which will open in September 2003, targeted skills training so that people can maximise opportunities both within and outside the area, as well as support for the existing business community

The three year programme is detailed in Table D (in the Appendix)

THE NEXT TWELVE MONTHS

The Charlestown/Lower Kersal Partnership has taken a realistic approach to the proposed activity over the next twelve months. The first year of the programme seeks a balance between responding to the community's immediate priorities for improvement by demonstrating on the ground that "things are happening" and laying the foundations for future work over the life of the programme, across a range of issues.





EARLY WINS

Specific early actions include:

Crime - targeted policing at specific crime 'hotspots' and work to tackle anti-social behaviour

Cleaning up the area – a range of environmental initiatives such as graffiti cleaning, additional litter bins and community clean ups building on the successes of the current quick win project

Facilities and activities for children and young people – a 'holiday fun' scheme catering for a range of age groups across the area and the provision of a new children's play area

LAYING THE FOUNDATIONS

A range of activities will be undertaken which will set the foundation for future work in the area:

Building Communities – using the Participatory Appraisal Team as the catalyst for greater community involvement and ensuring that existing community and voluntary organisations are supported

Physical Environment – the production of a detailed physical design strategy for the area and a range of feasibility studies

Health – early work around the reconfiguration of health services and the establishment of a Community Health Action Centre.

Education, Employment and Skills – a detailed economic assessment to see how the community and businesses can be supported in the future.

Delivery – the setting up of the staff team to co-ordinate the overall programme

The activities to be undertaken in Year 1 are detailed in Table E (in the Appendix)



4.0 DELIVERY

THE PARTNERSHIP

The Interim Steering Group, which has been responsible for directing the production of the Delivery Plan, will continue to oversee the early stages of the delivery phase in the short term. The Steering group is the only mechanism within the existing partnership arrangements that is truly representative of all the partners involved. It is important that the Steering Group lead the development process and that decisions taken by it are disseminated to all concerned. This will allow the Steering Group and its partner organisations to consider the full implications of a more formal partnership structure. It will also provide continuity to drive the process forward and ensure that a Delivery Team is put in place. The existing structure may need to remain in place for the next 1-2 years, to allow time for projects to start having an impact, and for monitoring and appraisal processes to be set up.

The six focus Groups and the Working Group will be retained in the interim, in order to continue developing programmes of delivery in the areas of: Building Communities, Crime and Community Safety, Children and Young People, Physical Environment, Health, and Education, Employment and Skills. However these groups will all be reviewed to ensure that they are able to fulfil this role.

In the interim stages, Salford City Council will continue the role of accountable body. The City Council will be responsible for receiving grant and establishing the appropriate project appraisal, finance and monitoring systems. The City Council has a financial track record in such



programmes, given its role as the accountable body for SRB 1 and SRB 5, and European monies elsewhere in Salford.

In the longer term the formation of a new partnership organisation, such as a development trust, may be the most appropriate way forward for the Charlestown/Lower Kersal Partnership. The Steering Group, supported by the delivery team (once established) and the Building Communities Focus Group, will be responsible for developing this work. A range of options will be identified and considered, learning from what has worked elsewhere. Professional legal advice on this matter will be sought during the first year of the programme. Potential timescales could be:

Years 1-2	Maintain existing arrangements
Years 3-6	Partnership as a formal independent organisation, with Salford City Council as accountable body
Years 7-10	Partnership organisation considers taking on the role as accountable body for the future.



DELIVERY TEAM

The establishment of a dedicated delivery team will be essential to the overall co-ordination and management of the programme. The earlier this is done the more effective the delivery process will be.

The Delivery Team will be recruited by the Steering Group, which will seek to appoint those with the appropriate skills and experience. Maximising opportunities for local employment will be a key aim. The exact staffing requirements are still being finalised but could comprise the following:

- NDC Manager
- Programme Theme Co-ordinators
- Administration and Finance Manager
- Community Development Staff
- Communications Officer (currently jointly funded with SRB 5 and Sure Start, elsewhere in Salford)
- Support Staff

Work undertaken to date has shown the value of multi disciplinary working and secondees from the appropriate agencies will again be sought, particularly those with specific skills around the issue of the re-configuration of statutory agency services.

The Steering Group will also need to consider how it intends to tie in with the local delivery of the City Council's Community Strategy, and the associated Neighbourhood Management process. There will clearly be a role here for locally based staff of statutory agencies to link into the delivery of New Deal for Communities.

It is envisaged that in the short term staff will be employed by Salford City Council re. contracts, personnel issues

etc. but will report directly to the Steering Group who will guide their programme of work. Once the Partnership becomes a legal entity though, that organisation could take on all duties and responsibilities as the employer also.

The Delivery Team will operate initially from a two centre base, namely Pendleton House and Lower Kersal Activities Centre. Pendleton House is located at the main gateway to Charlestown and will accommodate the main offices. Lower Kersal Activities Centre in Kersal will operate as the New Deal for Communities Community Access Centre and the main base for the Participatory Appraisal team. In the longer term a more permanent base is proposed.

COMMUNITY INVOLVEMENT

The Participatory Appraisal Team will be included within the Delivery Team as an on-going integral part of the New Deal for Communities process. As previously mentioned, they will have a critical role on the ground to ensure that projects are being implemented and are delivering what the community needs and wants.

The Steering Group has adopted the Kersal, Pendleton and Charlestown Community Committee as the Community Forum for the NDC Partnership and this will be supported and developed in the future. Both the voluntary sector and business forums will be similarly supported.

More details on how the community will be involved in the programme are contained in the Building Communities strategy (chapter 3).



MANAGEMENT SYSTEMS

It is important to develop robust management systems and to learn from existing good practice, such as the NDC Pathfinders and SRB Partnerships. The following will therefore be developed:

- operating protocols for the Interim Steering group – these will be based on those developed for the SRB 5 Partnership in Salford.
- project appraisal systems – project appraisal training will be provided to everyone in the process. All projects will be subject to an Appraisal Panel, which will consist of both community representatives and officers, before recommendations are made to the Steering Group.
- project monitoring systems – financial progress, outputs, milestones and outcomes will all be monitored on a quarterly basis in accordance with DETR guidance.
- financial arrangements – sound, financial arrangements will be put in place and the annual accounts will be subject to external audit.
- an evaluation framework for the programme – independent evaluation will be commissioned by the Steering Group for the lifetime of the programme, including a full review of achievement against the original baseline position at years three, six and ten. An evaluation framework is currently being put in place by external consultants.

An audit of community facilities, services and activities (Building Communities) and an economic assessment (Education, Employment and Skills) will also be undertaken in the first year to supplement the baseline.



5.0 THE FORWARD STRATEGY

The overall vision for the NDC area – *“to make Charlestown/Lower Kersal a place where people want to live, by building a community and a future that engages everyone”* embraces the Partnership’s expectations for both the next ten years and beyond.

By 2011, the programmes, activities and projects outlined in this strategy will have brought about substantial changes in crime, health, education, employment and skills, and the physical environment, across all sections of the community. In many cases this will bring Charlestown/Lower Kersal in line with the wider picture for the City. These changes will have been supported by new ways of working between the community, public, voluntary and business sectors, which will be sustained in to the future.

It is expected that during the life of the strategy an independent organisation will have been established which will be a sustainable body capable of delivering local services on behalf of agencies, as well as maintaining the involvement of the community. The Building Communities programme and the Kersal, Pendleton and Charlestown Community Committee will be key to ensuring that local people have the capacity and confidence to continue the momentum of change and improvement beyond the life of the NDC programme.

The strategy also has built in to it plans for continuous evaluation of the programme, to ensure that the Partnership learns from what works and doesn’t work, in order to shape activities both during and beyond the NDC initiative.

All projects and activities funded through the programme, will also have to include an exit strategy, prior to approval by the Partnership. A full review of progress towards achieving the Charlestown/Lower Kersal Partnership’s long term outcomes will be undertaken, particularly at years three, six and ten.

The NDC programme both complements and adds value to existing mainstream activity and will influence the way in which mainstream programmes are delivered in the future. Over the last sixteen months close links have been developed locally between partners such as the City Council, Police, Health and others, building on the strengths of the citywide Salford Partnership.



Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
1. Demographic					
Resident Population:	7,950*	225,900	6,890,800	57,547,900	*New Deal Area statistic has been calculated using the 1991 Census Enumeration District population figures. Ward based mid-year 1998 estimates were used to calculate the population change and the factor applied to the Enumeration Districts All other data refers to mid 1998 estimates and is taken from the Office for National Statistics
Age Structure (1998) - Percentage aged :					
Children and infants 0 to 15	19.0*	21.1	20.8	20.2	
Adults of working age (males 16-64 and females 16-59)	64.7*	60.4	61.0	61.6	
Adults of retirement age (males 65+ and females 60+)	16.2*	18.5	18.2	18.2	
Full-time Students (2001)	1,800				University of Salford. The figure incorporates the number of students recorded in the NDC postcodes plus an estimate for those students living in post code M6 who do not know their full post code
Ethnic Composition 1991					Census of Population 1991 Table 6 Data Excludes Persons Born in Ireland
Percentage of the usually resident population	1.8	2.2	3.9	5.5	
White	98.2	97.8	96.1	94.5	
Black	0.7	0.5	0.8	1.6	
Indian, Pakistani or Bangladeshi	0.4	0.8	2.4	2.7	
Chinese	0.3	0.3	0.3	0.3	
Other Asian	0.1	0.1	0.1	0.4	
Other	0.3	0.5	0.4	0.5	
Ethnic Composition 2000					Household Survey 2000 New Deal Area derived from face to face/postal interviews
Percentage of the usually resident population	6.6				
White	93.4				
Black	1.4				
Indian, Pakistani or Bangladeshi	0.8				
Chinese	1.8				
Other	2.4				
Percentage of lone parent households	7.3	5.4	4.6	3.7	Census of Population 1991 Table 40





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage of households with 3 or more children	6.0	5.5	5.7	5.2	<i>Census of Population 1991 Table 46</i>
Percentage of single person households ,1991	30.4	31.4	27.1	26.6	<i>Census of Population 1991 Table 27</i>
Number of single person households, 2000	1,630	38,520	-	-	<i>2000 Council Tax Information. Based on best fit post codes. Council Tax data refers to claims for single persons allowance and may overestimate the number of single person households</i>
% of single person households, 2000	45.1	38.9	-	-	
Percentage households with no non-dependants 1991	15.2	14.2	10.9	8.8	<i>Census of Population 1991 Table 30</i>
Electoral turnout: Percentage voting of those eligible					<i>City of Salford. Corporate Services. District Election Results. New Deal Area based upon polling district results for polling districts falling wholly or partially within the NDA.</i>
2000	16.1	21.0			
Socio-economic group – 1991 <i>Percentage aged 16 or over who are:</i>					<i>Census of Population 1991 Table 82</i>
Employers/managers	8.8	12.3	14.4	15.4	
Professional workers	1.4	3.5	4.5	4.9	
Intermediate non-manual	8.4	12.8	13.7	13.6	
Junior non-manual	16.2	22.4	21.3	21.1	
Manual workers (skilled)	24.3	22.2	22.1	21.2	
Personal service	30.0	18.5	16.6	15.4	
Unskilled manual	10.1	6.9	5.5	5.4	
Farmers and agriculture	0.0	0.2	0.9	1.6	
Armed forces etc	1.0	1.0	1.1	1.8	
Socio-economic group – 2000 <i>Percentage aged 16 or over who are:</i>					<i>Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey</i>
Managerial/technical	21.3	29.7			
Skilled/non-manual	22.6	22.4			
Partly skilled	27.0	23.9			
Unskilled	29.0	24.1			

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
2. Economic Activity					
Percentage residents 16+ who are economically active 1991	55.4	57.2	59.5	61.0	<i>Census of Population 1991 Table 8</i>
Percentage economically inactive 1991	44.6	42.8	40.5	39.0	<i>Census of Population 1991 Table 8</i>
Males	32.0	30.9	28.6	26.7	
Females	56.0	53.5	51.2	50.1	
<i>Of those economically inactive, 2000:</i>					<i>Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey</i>
Percentage not registered unemployed	10.7	10.6			
Percentage retired early	27.3	28.9			
Percentage in full-time education	13.7	16.9			
Percentage looking after home	13.7	7.6			
Percentage permanently sick-disabled	27.1	27.9			
Percentage other	7.5	8.0			
<i>Of those Economically Active, 1991:</i>					<i>Census of Population 1991 Table 8</i>
Percentage employees in employment	73.7	77.3	77.3	77.9	
Percentage unemployed	18.8	13.4	10.9	9.3	
Percentage self employed	6.2	8.1	10.3	11.5	
Percentage on a government scheme	1.3	1.1	1.5	1.3	
<i>Of those Economically Active, 2000:</i>					<i>Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey</i>
Percentage employees in employment	79.4	75.5			
Percentage unemployed	7.2	8.6			
Percentage self employed	13.3	15.9			
<i>Socio-economic status of those aged 16+ :</i>					<i>Census of Population 1991 Table 8</i>
Percentage students 1991	2.5	3.6	3.1	3.1	
Percentage of working age	59.7	59.3	60.5	61.2	<i>Census of Population 1991</i>
Percentage retired 1991	21.8	21.9	19.0	19.0	





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE	
3. Business and Employment						
1991 Employment by broad sector: residence based					<i>Census of Population 1991 Table 76</i>	
Percentage employed in:					<i>Figures may not sum exactly due to rounding</i>	
Agriculture, energy, water and mining	7.1	5.6	6.6	6.2		
Manufacturing	20.9	17.7	17.8	20.2		
Construction	6.1	7.7	7.4	6.8		
Distribution and catering	19.3	22.5	20.5	21.2		
Transport	7.8	6.7	6.4	6.2		
Banking and finance	8.8	11.2	12.0	10.1		
Other services	29.4	27.7	28.4	28.1		
1991 Employment – employer based	PEND	KERS				<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1991) New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
Percentage of employees in employment that are:					<i>Figures may not sum exactly due to rounding</i>	
male full time	46.0	30.1	47.3	47.2	47.2	
male part time	3.6	5.9	4.0	4.2	4.5	
female full time	24.9	28.2	26.4	26.3	26.7	
female part time	25.5	35.9	22.3	22.3	21.5	
1998 Employment – employer based	PEND	KERS				<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998) New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
Percentage of employees in employment that are:					<i>Figures may not sum exactly due to rounding</i>	
male full time	47.9	31.0	44.4	45.1	45.4	
male part time	5.1	5.5	4.7	5.5	5.9	
female full time	26.4	31.9	29.5	27.6	27.4	
female part time	20.6	31.5	21.3	21.8	21.2	
1991 Employment by broad sector: employer based	PEND	KERS				<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1991) New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
Percentage employed in:					<i>Figures may not sum exactly due to rounding</i>	
Energy and Water	2.1	0.0	1.5	1.1	1.7	
Manufacturing	21.4	0.3	19.3	22.2	19.3	
Construction	6.3	0.9	6.4	4.8	4.7	
Distribution, hotels and catering	31.4	8.9	21.3	22.5	21.9	
Transport and communications	2.2	2.0	3.8	5.8	6.3	
Banking and finance	18.9	11.4	14.4	13.5	15.6	
Public services	13.4	71.9	29.9	25.1	25.1	
Other services	4.2	4.5	3.3	4.0	4.1	

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE	
1998 Employment by broad sector: employer based	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998)</i> <i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i> <i>Figures may not sum exactly due to rounding</i>	
Percentage employed in:						
Energy and Water	0.0	0.0	0.1	0.7		0.9
Manufacturing	19.0	1.5	15.2	20.2		17.5
Construction	7.5	1.3	5.0	4.7		4.6
Distribution, hotels and catering	34.8	13.1	18.0	23.8		22.8
Transport and communications	2.0	0.7	4.3	5.7		5.8
Banking and finance	10.0	16.3	20.1	15.3		18.6
Public services	18.0	60.1	33.5	24.6		23.9
Other services	8.6	6.9	3.3	4.1		4.5
1991-1998 Employment change: employer based	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998)</i> <i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i> <i>*Data withheld due to small sample</i> <i>Figures may not sum exactly due to rounding</i>	
Percentage change:						
Energy and Water	-100.0	*	-88.1	-41.2		-41.7
Manufacturing	-25.1	*	-4.6	-6.9		-1.9
Construction	+0.5	*	-3.8	0.0		+6.7
Distribution, hotels and catering	-6.7	+78.9	+2.3	+8.4		+12.9
Transport and communications	-22.7	*	+37.4	+0.6		+0.4
Banking and finance	-55.2	+74.3	+69.0	+15.7		+29.0
Public services	+13.1	+2.0	+35.9	+0.7		+3.1
Other services	+72.5	+87.3	+23.0	+5.7		+19.2
Total	-15.7	+22.1	+21.4	+2.4	+8.2	
4. Unemployment and Social Exclusion						
Claimant count unemployment:	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i> <i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i> <i>1991 economic activity rates used to calculate the indicator for ward based rates 1998/99 relate to annualised average</i> <i>*2000 - January to October average</i> <i>Figures may not sum exactly due to rounding</i>	
1998	8.7	5.2	4.2	5.3		4.6
1999	7.8	4.5	3.8	4.9		4.3
2000*	6.8	4.0	3.4	4.5		3.8





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Claimant count unemployment:	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i>
1998	344	236	5,069	166,212	<i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
1999	309	201	4,653	155,971	<i>1998/99 relate to annualised average</i>
2000*	269	179	4,221	141,697	<i>*2000 - January to October average</i>
					<i>Figures may not sum exactly due to rounding</i>
Percentage of Unemployed who are aged 16 – 24 years:	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i>
1998	28.0	33.8	30.4	29.4	<i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
1999	22.1	22.0	20.6	25.1	<i>1998/99 relate to annualised average</i>
2000*	28.1	34.5	30.0	27.8	<i>*2000 - January to October average</i>
					<i>Figures may not sum exactly due to rounding</i>
Youth (16 to 24) unemployment count:	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i>
1998	95	79	1,526	48,526	<i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
1999	75	51	1,034	41,520	<i>1998/99 relate to annualised average</i>
2000*	86	69	1,388	42,974	<i>*2000 - January to October average</i>
					<i>Figures may not sum exactly due to rounding</i>
Percentage claimants who are Long Term Unemployed (12 months or more):	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i>
1998	21.7	16.7	19.4	22.0	<i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
1999	26.0	37.4	30.1	28.3	<i>1998/99 relate to annualised average</i>
2000*	22.6	15.8	17.9	20.2	<i>*2000 - January to October average</i>
					<i>Figures may not sum exactly due to rounding</i>
Long Term Unemployment Count:	PEND	KERS			<i>National On-Line Manpower Information System (NOMIS) Annual Employment Survey (1998-2000)</i>
1998	67	33	897	34,026	<i>New Deal Figures Given at a Ward Level (Pendelton and Kersal)</i>
1999	70	67	1,262	39,910	<i>1998/99 relate to annualised average</i>
2000*	61	28	753	28,390	<i>*2000 - January to October average</i>
					<i>Figures may not sum exactly due to rounding</i>

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE	
	PEND KERS					
Number of 16+ population receiving income support 1998 % of population 16+ receiving income support 1998	1,674 20.6	1,098 11.4	24,162 13.3		3,895,355* 8.3	Benefits Agency (DSS) 1998 Statistical Enquiry New Deal Figures Given at a Ward Level (Pendelton and Kersal) *Figures refer to UK
Number of 16+ population receiving income support January 2001	1441	20,520*				New Deal Figures supplied using Postcode Analysis by DSS
Percentage of 16+ population receiving income support January 2001	22.4	11.3				Population figures based on 1998 MYE *Data refers to Income Support claimants from the Salford DSS Office in November 2000
Percentage of income support claimants who are lone parents 1998	PEND KERS 19.2 18.4	23.9			24.8*	Department of Social Security 1998 * UK figure
Percentage of households without a car : 1991 2000	62.1 46.0	48.2 29.0	37.9	33.4		Census of Population 1991 Table 21 Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of children households with no earners as a percentage of total dependent children: 1991	38.1	26.7	21.3	17.4		Census of Population 1991 Table 36
Percentage of respondents where adult responsible for children in the household is working: 2000	45					Household Survey 2000 New Deal Area derived from face to face interviews
Number of children on the child protection register 2000 Percentage of children on the child protection register as a proportion of Salford as a whole	17 10.8	157 100				City of Salford Social Services Child Protection Register: 2000 Local Authority Records Data refers to Those Residing Within the New Deal Boundary
Number of households receiving Housing Benefit (All households), 2000 % of total households receiving Housing Benefit 2000	340 34.9	7,814 28.1	19*	18*		2000 Council Tax Information. NDC Area Based on Best Fit Postcodes * North West and Great Britain comparisons are for 1998/99, Regional Trends, 2000





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Number of households receiving Council Tax Benefit % of total households receiving Council Tax Benefit 2000	217 6.0	8,065 8.2			2000 Council Tax Information. NDC Area Based on Best Fit Postcodes
Number of Local Authority properties in receipt of rent rebate % of Local Authorities Properties in receipt of rent rebate 2000	923 55.8	19,984 63.5			2000 Council Tax Information NDC area based on best fit postcodes
Percentage of households with no earners, 1991	47.5	44.2	38.6	35.6	Census of Population 1991 Table 36
Percentage of households with no household members who go out to work, 2000	47.0	44.0			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of households whose main income earner experienced periods of unemployment in the last 2 years	28				Household Survey 2000 New Deal Area derived from face to face interviews
Rank on the Index of Multiple Deprivation (IMD)	PEND 201 st KERS 1,542 nd				Index of Multiple Deprivation (IMD) 2000 (England only) DETR New Deal Figures Given at Ward Level (Pendleton and Kersal)
Deprivation Percentile (England)	PEND 2.4 KERS 18.3				Index of Multiple Deprivation (IMD) 2000 DETR Calculated as the rank as a proportion of all wards in England (8414) That is, Pendleton is within the top 2.4% of the most deprived wards in England. Kersal, the top 18.3%

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Deprivation Percentile – Enumeration District (England)					<i>Index of Multiple Deprivation (IMD) 2000 DETR</i>
ED Reference	Ward				
BRFH01	Kersal	42.9			<i>This shows that BRFN08 is the most deprived ED in the NDC area, and is within the top 0.004% of the most deprived EDs in England. NDC data refers to the Enumeration Districts which fall within each ward</i>
BRFH02	Kersal	34.2			
BRFH03	Kersal	66.1			
BRFH09	Kersal	23.8			
BRFH10	Kersal	10.3			
BRFH11	Kersal	15.2			
BRFH12	Kersal	4.2			
BRFH13	Kersal	11.8			
BRFM28	Pendlebury	50.4			
BRFN01	Pendleton	0.6			
BRFN02	Pendleton	7.7			
BRFN03	Pendleton	12.6			
BRFN04	Pendleton	24.1			
BRFN05	Pendleton	21.1			
BRFN06	Pendleton	33.9			
BRFN07	Pendleton	12.5			
BRFN08	Pendleton	0.004			
BRFN09	Pendleton	6.9			
BRFN10	Pendleton	10.8			
BRFN11	Pendleton	32.3			
BRFN12	Pendleton	5.7			
BRFN18	Pendleton	4.0			
BRFN19	Pendleton	2.7			
BRFN20	Pendleton	11.5			
5. Education					
Key Stage 1 attainment 1999					<i>Salford Local Education Authority</i>
<i>Percentage achieving Level 2 or above:</i>					<i>Weighted average for Charlestown, Lower Kersal, St George's and St Sebastian's</i>
Reading	76.0	84.0		82.0*	<i>Department for Education and Employment *National figures refer to England</i>
Writing	79.0	85.0		83.0*	
Maths	82.0	90.0		87.0*	
Key Stage 1 attainment 2000					
<i>Percentage achieving Level 2 or above:</i>					
Reading	81.0	84.0		83.0*	
Writing	85.0	85.0		84.0*	
Maths	82.0	90.0		90.0*	





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Key Stage 2 attainment 1999 <i>Percentage achieving Level 4 or above:</i>					
English	64.0	70.0		70.0*	<i>Salford Local Education Authority Weighted average for Charlestown, Lower Kersal, St George's and St Sebastian's Department for Education and Employment *National figures refer to England</i>
Maths	58.0	70.0		69.0*	
Science	66.0	77.0		78.0*	
Key Stage 2 attainment 2000 <i>Percentage achieving Level 4 or above:</i>					
English	66.0	74.0		75.0*	
Maths	63.0	72.0		72.0*	
Science	76.0	83.0		85.0*	
Key Stage 3 attainment 1999 <i>Percentage achieving Level 5 or above:</i>					
English	41.0	56.0		63.0*	<i>Salford Local Education Authority Data for the New Deal Area is comprised of a weighted average of Kersal High School, Lowry High School and All Hallows School Department for Education and Employment *National figures refer to England</i>
Maths	38.0	53.0		62.0*	
Science	26.0	43.0		55.0*	
Key Stage 3 attainment 2000 <i>Percentage achieving Level 5 or above:</i>					
English	40.9	51.5		63.0*	
Maths	44.3	56.2		65.0*	
Science	39.0	49.1		59.0*	
GCSE attainment 1999 <i>Percentage achieving:</i>					
5+ A*-C GCSEs	22	34.1		47.9*	<i>Salford Local Education Authority Data for the New Deal Area is comprised of a weighted average of Kersal High School, Lowry High School and All Hallows School Department for Education and Employment *National Figures refer to England</i>
5+ A*-G GCSEs	85	86.9		88.5*	
No passes	3			6.0*	
Average point score	26.9	31.4		38.1*	
GCSE attainment 2000					
5+ A*-C GCSEs	24.0	36.0		49.0*	
5+ A*-G GCSEs	88.0	90.0		89.0*	
No passes	4	4		6*	
Average point score	26.0	32.0		39.0*	

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage of pupils eligible for Free School Meals (FSM) : Jan 2000, Primary Jan 2000, Secondary 2000 (inc Special), Total	52.4 51.5 51.9	30.8 26.4 29.4	- - 22.8	- - 18.7	Salford Local Education Authority Data based on a weighted average of the following schools: <i>Primary: Charlestown, Lower Kersal, St. George's, and St. Sebastian's.</i> <i>Secondary: Lowry, Kersal and All Hallows</i> <i>Special: Irwell Park, and Salford Special</i>
Special Educational Needs Pupils (Primary) Jan 2000: Percentage with statements Percentage without statements	2.6 28.3	1.3 19.4			Salford Local Education Authority Data based on a weighted average of the following schools: <i>Primary: Charlestown, Lower Kersal, St. George's, and St. Sebastian's.</i>
Special Educational Needs Pupils (Secondary) 2000: Percentage with statements Percentage without statements	2.7 27.5	1.7 21.8			Salford Local Education Authority Data based on a weighted average of the following schools: <i>Secondary: Lowry, Kersal and All Hallows</i>
Special Educational Needs Pupils (total Primary and Secondary) 2000: Percentage with statements Percentage without statements	4.1 27.5	2.6 20.2	3.3 17.1	3.4* 19.3*	Salford Local Education Authority Data based on a weighted average of the following schools: <i>Primary: Charlestown, Lower Kersal, St. George's, and St. Sebastian's.</i> <i>Secondary: Lowry, Kersal and All Hallows</i> *National figure refers to England
Exclusions (Primary) 1999/00 <i>No. permanent:</i> Exclusions (Secondary) 1999/00 <i>No. permanent:</i>	0 10	7 69			Salford Local Education Authority Actual number of exclusions from <i>Primary: Charlestown, Lower Kersal, St. George's, and St. Sebastian's.</i> <i>Secondary: Lowry, Kersal and All Hallows</i>





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Attendance (Primary) (Percentage)					<i>Salford Local Education Authority</i>
1998/99	91.9	93.1		94.1	<i>Data based on a weighted average of the following schools:</i>
1999/00	92.7	93.4		94.3	<i>Primary: Charlestown, Lower Kersal, St. George's, and St. Sebastian's.</i>
Absence (Percentage)					<i>All absence/attendance data has been supplied by Salford LEA and is calculated according to DfEE guidelines from September to May half-term</i>
1998/99	8.1	6.9		5.9	
1999/00	7.3	6.6		5.7	
<i>Of which...</i>					
<i>Percentage authorised:</i>					<i>% are based on half days missed</i>
1998/99	5.9	6.0		5.4	
1999/00	6.3	6.0		5.2	
<i>Percentage unauthorised:</i>					
1998/99	2.2	0.8		0.5	
1999/00	1.0	0.6		0.5	
Attendance (Secondary) (Percentage)					<i>Salford Local Education Authority</i>
1998/99	85.1	88.6		91.1	<i>Data based on a weighted average for the following schools:</i>
1999/00	87.3	89.3		91.6	<i>Secondary: Lowry, Kersal and All Hallows</i>
Absences Percentage					<i>All absence/attendance data has been supplied by Salford LEA and is calculated according to DfEE guidelines from September to May half-term</i>
1998/99	14.9	11.4		8.9	
1999/00	12.7	10.7		8.4	
<i>Of which....</i>					
<i>Percentage authorised:</i>					
1998/99	13.3	10.0		7.8	
1999/00	11.2	9.4		7.4	
<i>Percentage unauthorised:</i>					
1998/99	1.6	1.4		1.1	
1999/00	1.5	1.3		1.0	
Year 11 destinations 1999:					<i>Careers Partnership</i>
Further Education	42.7	54.8		70.6*	<i>NDA/Careers Service Activity Survey - England</i>
Work-based training	10.0	9.9		8.4*	<i>Data Refers to a weighted average of the Number of Students Leaving Kersal, Lowry and All Hallows High Schools</i>
Full-time employment	18.7	17.5		8.6*	
Not settled (part-time/unemployed)	22.3	12.3		7.3*	
Moved out of contact	0.7	1.0		2.2*	
No response to follow up	5.7	4.5		2.8*	<i>*Data refers to England</i>

Table A: Core Statistical Baseline



INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage dwellings which are (2000):					<i>Household Survey 2000</i>
detached	2.0	9.0			<i>New Deal Area derived from face to face/postal interviews</i>
semi-detached	24.0	40.0			<i>City derived from postal survey</i>
terraced	60.0	28.0			
flat (purpose built)	13.0	19.0			
Other	1.0	4.0			
Number of properties wholly occupied by students , 2000	209	1,437			<i>2000 Council Tax Information</i>
Percentage of properties wholly occupied by students as a % of all properties	5.8	1.6			
Percentage residents who have lived in the area for less than 12 months:					<i>Census of Population 1991</i>
1991	8.5	9.2	8.5	9.9	<i>Table 15E</i>
2000	7.0	4.0	-	-	<i>Household Survey 2000</i>
					<i>New Deal Area derived from face to face/postal interviews</i>
					<i>City derived from postal survey</i>
Number of Local Authority dwellings that are void 2001	92	1,057			<i>City of Salford Housing Services</i>
Percentage of Local Authority dwellings that are void	5.6	3.4			<i>Void at 15/11/00 based on all Local Authority housing</i>
Local Authority Stock Percentage Turnover	12.4	9.12			<i>City of Salford Housing Services</i>
					<i>New Deal figures: based on turnover in Lower Kersal and Whit Lane Estates</i>
Number of private dwellings that are void , 2000	104	1762			<i>2000 Council Tax Information</i>
					<i>NDC area based on best fit postcodes</i>
Number of Private Housing Improvement Grants 1999/2000	19 grants totalling £121,973 (average £6,420 of non council properties)	391 grants totalling £1.85m (average £4,728 of non council properties)			<i>Kersal and Charlestown</i>
					<i>City of Salford Housing Services</i>
					<i>Actual grants awarded within New Deal boundary</i>
Percentage housing lacking central heating	18.1	13.5	24.4	18.9	<i>Census of Population 1991</i>
					<i>Table 42</i>

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage stock overcrowded Over 1 person per room	3.2	2.0	2.0	2.2	Census of Population 1991 Table 42E
Percentage dwellings that are houses	79.5	75.7	85.0	78.6	Census of Population 1991 Table 58E
Percentage of respondents who rate the internal condition of their home as poor	7	4			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents who rate the external condition of their home as poor	13	5			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents who are either satisfied or very satisfied with their homes	69	81			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents who are considering moving from their present home	34	23			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Of those wishing to move, percentage of respondents wishing to move to a better neighbourhood	14				Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents that are either satisfied or very satisfied with their neighbourhood	32	57			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents who feel that dumping rubbish/litter is a problem in their neighbourhood	54	31			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage of owner occupiers who think the value of their property has decreased in the last five years	76	24			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
7. Health					
Percentage of households with a household member with limiting long term illness, health problems or disabilities which limit daily activities:1991	36.0	31.9	28.2	24.6	Census of Population 1991 Table 14
Percentage of population with a limiting long-term illness , 1998		17.3		12.8*	Salford and Trafford Health Authority: Public Health Common Data Set (PHCDS) 1998. Based on best fit postcodes *National figure relates to England
Percentage of population with a limiting long-term illness , 2000	36.0	35.0			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Prevalence of longstanding illness standardised rate per 100 1996		42.42*		39.64	Health Survey for England 1994-96 *Salford and Trafford
Percentage rating their health fair, poor or bad		25.80*		22.59	Health Survey for England 1994-96 *Salford and Trafford
Hospitalisation for asthma Admissions 1996/7	24	341			Salford and Trafford Health Authority: PHCDS Extracts 1996/7 Based on best fit postcodes
Percentage of total Salford asthma admissions	7.0	100			
Percentage of residents permanently sick (aged 16+) 1991	9.8	7.0	5.7	4.1	Census of Population 1991 Table 14
Percentage of HH with one or more members aged 16+ permanently sick, 2000	16.0	12.0	-	-	Household Survey 2000 New Deal Area derived from face to face interviews City derived from postal survey

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA		CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Percentage of low birth weight babies 1994-98 Birthweight < 2500g	PEND 9.9	KERS 5.9	8.6	8.0		Salford and Trafford Health Authority PHCDS 1998, Birth Tape Extracts 1998. Based on best fit postcodes
Number of teenage conceptions 1995-97 aged below 18 years	PEND 37	KERS 19	322**	-	-	Salford and Trafford Health Authority PHCDS, Birth Tape Extracts, 1998. Data refers to Pendleton and Kersal wards
Teenage conception rate per 1000 1995-97 aged 13-15 years	-	-	11.1	9.1	8.9*	*Refers to England **Refers to Salford East
Teenage conception rate per 1000 1995-97 aged 15-17 years	-	-	60.9	-	-	
Death Rate 1998 Population aged under 75 years (per 1,000 persons)	PEND 10.6	KERS 3.7	5.6	11.4	10.5*	Salford and Trafford Health Authority: PHCDS 1998 Death Tape Extracts 1998 Based on best fit postcodes NW and GB figures are sourced from Regional Trends 2000 and accounts for all deaths *Refers to England
1998 Rate of Infant Mortality (aged under 1 year)			7.3		5.6*	Salford and Trafford Health Authority PHCDS 1998 Birth Tape Extracts *National figure relates to England
1997-1999 Standard Mortality Rate – 0-74 years	PEND	KERS				Salford and Trafford Health Authority: PHCDS. 1997-99 Death Tape Extracts
All causes	216	102	135	116	100	
Malignant Neoplasms	246	95	132	112	100	Data Refers to Pendleton and Kersal Wards
Diseases of the circulatory system	196	110	135	119	100	National Figures refer to England and Wales
Isotonic Heart Disease	198	93	137	121	100	
Cerebrovascular disease	239	48	152	124	100	
Respiratory disease	237	95	153	126	100	
Malignant Neoplasm of the female breast	155	47	97	-	-	
Malignant Neoplasm of the prostate	214	115	104	-	-	





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	NORTH WEST	GREAT BRITAIN	SOURCE
Number of drug users reported (1997 – 99 total)	25**	593	9151*		<i>Data from City of Salford and North West - Data from University of Manchester Drug Misuse Research Unit.</i>
Percentage using drug:					
Heroin	48	45	72*		
Methadone	16	17	43*		
Benzodiazepines	8	1.3	5*		<i>Data aggregated for Pendlebury, Charlestown, Pendleton, and Lower Kersal residents</i>
Amphetamines	8	3.0	25*		
Cocaine	4	12.0	14*		<i>*Data available for 1998 only</i>
Cannabis	4	2.4	17*		
Ecstasy	4	6.7	20*		<i>** Percentage based on user using a main drug</i>
Other Opiates	4	0.2	2*		
Other Drugs	4	0.5	6*		
Percentage of households with a member being treated for depression	15				<i>Household Survey 2000 New Deal Area derived from face to face interviews</i>
Percentage of households with a member being treated for stress	10				<i>Household Survey 2000 New Deal Area derived from face to face interviews</i>
Percentage of households with a member being treated for anxiety	10				<i>Household Survey 2000 New Deal Area derived from face to face interviews</i>
Percentage of households with one or more registered disabled person(s)	16				<i>Household Survey 2000 New Deal Area derived from face to face interviews</i>
Percentage of households where member provides unpaid help to friend/family with health problem	10				<i>Household Survey 2000 New Deal Area derived from face to face interviews</i>
Childhood immunisation 1999					<i>Salford and Trafford Health Authority: Salford Community Healthcare Data collated by GPs</i>
Percentage uptake for:					
Diphtheria		96.5			
Pertussis		95.5			
Tetanus		96.5			
H.I.B.		96.2			
MMR		91.5			

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA		CITY OF SALFORD		SALFORD POLICE DIVISION		ENGLAND AND WALES		SOURCE	
8. Crime										
Notifiable offences April '98 – March '99	Per	Per	Per	Per	Per	Per	Per	Per	Per	<i>Salford Crime Reduction Unit Greater Manchester Police Authority</i>
Number of offences per 100,000	1000	100,000	1000	100,000	1000	100,000	1000	100,000	100,000	
Juvenile Nuisance	51.3	5132.1	49.9	4987.1	41.0	4096.1	-	-	-	<i>Data Run Using the Crime Pattern Analysis Computer Based on a Map of the New Deal Area</i>
Domestic Disputes	33.3	3333.3	25.3	2530.5	23.6	2361.7	-	-	-	
Robbery	7.2	717.0	4.8	476.5	3.0	295.7	1.3	127.5	-	<i>- indicates that national statistics are not directly comparable to Salford, F1 and NDC figures</i>
Burglary Dwelling	26.2	2616.4	24.5	2592.9	17.6	1762.7	9.0	902.9	-	
Burglary Other	23.0	2301.4	25.4	2542.8	24.5	2446.7	9.2	915.2	-	<i>England and Wales figures taken from Home Office Statistics</i>
Theft from person	4.4	440.3	3.6	359.4	2.0	196.1	1.2	120.4	-	
Theft of motor vehicle	33.1	3308.2	34.7	3474.5	24.7	2468.4	7.3	728.1	-	
Theft from motor vehicle	32.1	3207.5	36.4	3636.9	23.5	2351.5	13.1	1308.1	-	
Criminal Damage	57.2	5723.3	49.3	4931.7	35.5	3551.6	16.8	1677.7	-	
Serious wounding	1.1	113.2	1.4	142.8	1.1	107.1	-	-	-	
Less serious wounding	20.9	2088.1	12.0	1201.2	9.0	902.6	-	-	-	
Arson	5.8	578.6	3.6	359.4	1.9	191.7	0.9	90.2	-	
Miscellaneous Theft	5.2	515.7	12.9	1086.3	10.9	1293.5	-	-	-	
Indecent assault of female	0.6	62.9	0.6	59.1	0.5	45.2	0.4	37.2	-	
Murder	0.0	0.0	0.0	2.5	0.0	0.9	0.0	1.4	-	
Total number of offences										<i>Salford Crime Reduction Unit Greater Manchester Police Authority</i>
1998/99	2,400	23,116	49,390	5,301,185						
Number of offences	Per	Per	Per	Per	Per	Per	Per	Per	Per	<i>Data Run Using the Crime Pattern Analysis Computer Based on a Map of the New Deal Area</i>
1998/99	1000	100,000	1000	100,000	1000	100,000	1000	100,000	100,000	
	301.4	30138.4	284.5	28450.0	218.7	21864.1	97.5	9744.9		





INDICATOR	NEW DEAL AREA		CITY OF SALFORD		SALFORD POLICE DIVISION		ENGLAND AND WALES		SOURCE
Notifiable offences April '99 – March '00 Number of offences per 100,000	Per 1000	Per 100,000	Per 1000	Per 100,000	Per 1000	Per 100,000	Per 1000	Per 100,000	Salford Crime Reduction Unit Greater Manchester Police Authority
Juvenile Nuisance	56.4	5635.2	45.5	4550.2	37.1	3710.5	-	-	Data Run Using the Crime Pattern Analysis Computer Based on a Map of the New Deal Area
Domestic Disputes	33.6	3358.5	22.8	2276.9	26.1	2609.6	-	-	
Robbery	5.9	591.2	6.7	672.0	3.9	394.0	1.6	159.9	
Burglary Dwelling	29.8	2981.1	22.3	2230.2	19.2	1918.5	8.4	840.0	- indicates that national statistics are not directly comparable to Salford, F1 and NDC figures
Burglary Other	21.3	2125.8	22.9	2286.8	20.4	2040.7	8.8	880.4	
Theft from person	2.0	201.3	3.2	315.1	1.7	174.9	1.4	144.7	
Theft of motor vehicle	35.2	3522.0	35.0	3495.4	23.1	2310.3	6.9	691.3	England and Wales figures taken from Home Office Statistics
Theft from motor vehicle	28.3	2830.2	37.6	3756.3	21.9	2187.7	12.7	1270.1	
Criminal Damage	59.7	5974.8	51.2	5120.0	35.6	3563.1	17.9	1794.8	
Serious wounding	1.8	176.1	1.6	156.3	1.2	120.0	-	-	
Less serious wounding	19.4	1937.1	12.0	1198.8	9.0	901.7	-	-	
Arson	8.9	893.1	5.2	518.2	2.8	277.6	1.0	102.1	
Miscellaneous Theft	12.8	1283.0	11.1	1107.7	8.9	1107.7	-	-	
Indecent assault of female	0.0	0.0	0.4	41.8	0.4	35.4	0.4	39.2	
Murder	0.0	0.0	0.0	2.5	0.0	1.3	0.0	1.5	
Total number of offences 1999/00	2,500		22,529		47,740		5,301,185		Salford Crime Reduction Unit Greater Manchester Police Authority
Number of offences per 1999/00	Per 1000	Per 100,000	Per 1000	Per 100,000	Per 1000	Per 100,000	Per 1000	Per 100,000	Salford Crime Reduction Unit Greater Manchester Police Authority
	315.1	31509.4	277.3	26935.4	211.3	20420.1	100.6	10061.1	Data Run Using the Crime Pattern Analysis Computer Based on a Map of the New Deal Area
Percentage of residents who feel their neighbourhood has become less safe over last two years	61		41						Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of residents who feel very or fairly safe in and around the area	43		64						Household Survey 2000 New Deal Area derived from face to face/postal interviews

Table A: Core Statistical Baseline

Table A: Core Statistical Baseline

INDICATOR	NEW DEAL AREA	CITY OF SALFORD	SALFORD POLICE DIVISION	ENGLAND AND WALES	SOURCE
Percentage of respondents suffered theft from/damage to vehicle in the past 3 years	40	43			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of respondents who have suffered vandalism to property in the last 3 years	27	24			Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey
Percentage of residents with home contents insurance	49				Household Survey 2000 New Deal Area derived from face to face interviews
9. Other Indicators					
Accessibility					
<i>Percentage of respondents who feel it is either very or fairly difficult to access the following:</i>					
Train Station	43				Household Survey 2000 New Deal Area derived from face to face interviews
Local Shops	12				
Medium/large supermarket	27				
GP/health specialist	18				
Bank	31				
Youth Club	27				
Sports/Leisure	42				
Parks	32				
Improving the area					
<i>Percentage of respondents who rate aspects of the area as good:</i>					
Shops	18				
Public Transport	21				
Park and Green areas	13				
Support from Police	6				
Sport and leisure facilities	7				
Children's play facilities	2				





INDICATOR	NEW DEAL AREA	CITY OF SALFORD	SALFORD POLICE DIVISION	ENGLAND AND WALES	SOURCE
Percentage of respondents saying that they or others in their household are closely involved in the local community	22	29			<i>Household Survey 2000 New Deal Area derived from face to face interviews City derived from postal survey</i>
Percentage of respondents who identified major problems in the neighbourhood as:					<i>Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey</i>
Lack of play areas	54	23			
Lack of police presence	66	46			
Vandalism	69	45			
Litter	65	57			
Car crime	67	47			
Three aspects which would most improve the area (% of respondents):					<i>Household Survey 2000 New Deal Area derived from face to face interviews City derived from postal survey</i>
More policing	69	56			
Tackling empty homes	54	21			
Remove rubbish	53	38			
Percentage of respondents where average household weekly net income is:					<i>Household Survey 2000 New Deal Area derived from face to face/postal interviews City derived from postal survey Includes take home pay, pensions, benefits but excludes housing benefit</i>
£0-100	25	17			
£101-250	47	40			
£251 +	28	44			
Percentage of respondents which have difficulty (fairly/very) in affording monthly household spending	37				<i>Household Survey 2000 New Deal Area derived from face to face interviews City derived from postal survey</i>

Table A: Core Statistical Baseline

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
1. KEY THEME: BUILDING COMMUNITIES				
Encouraging and Developing Community Participation	<p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p> <p>(H2) Increase community involvement in planned health provision in the area</p>	By creating a team of people whose sole remit is to engage the local community in the NDC process and rewarding individuals involvement, the success of the NDC programme will be ensured. This will involve an audit of existing activity and the empowerment of local people, community and voluntary groups through training and provision of additional resources	NDC rev. Other Public	2,820 200
Celebrating Diversity	<p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p>	Support for minority and hard to reach groups will be an essential part of the NDC process to ensure they have greater involvement in the wider community beyond the life of the NDC	NDC rev. Other Public	400 50





Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source		Cost £000s
Helping Local Community Activities in the Area Prosper and Develop	<p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment</p>	The provision of financial support to existing and new community activity and the improvement of the co-ordination of activity within the area will maximise the participation of local people and build community capacity.	NDC rev. NDC cap. Other Public	4,210 500 722	
Ensuring Effective Communication at all Levels	<p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p>	The development of a local newsletter by local people, for local people will encourage greater participation of the community in the NDC process. This will be further enhanced by the delivery of information by local people to the wider community and a variety of community events	NDC rev	560	
TOTAL BUILDING COMMUNITIES			NDC rev. NDC cap. Other Public TOTAL	7,990 500 972 9,462	

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
2. KEY THEME: CRIME AND COMMUNITY SAFETY				
Community Safety	<p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p> <p>(C2) Number of recorded crimes reduced to the city average.</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p> <p>(C4) Reduce the number of recorded incidences of domestic burglary by 15%.</p> <p>(C5) Decrease the proportion of businesses stating crime and security as the biggest issue facing the business community by 50%.</p> <p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city</p> <p>(PE3) Improve the appearance and image of the area</p> <p>(H4) Reduce the proportion of households that have a member suffering from depression by a fifth and a member being treated for stress by a fifth by the end of the programme, in line with national targets for improving mental health.</p>	<p>A Community Safety Officer will be responsible for overseeing the development and implementation of the crime and community safety elements of the programme. Community safety will be enhanced through targeted policing of the area and the implementation of a range of crime prevention projects, including the introduction of neighbourhood wardens</p>	NDC rev.	1,225





Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Tackling Juvenile Nuisance	<p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p> <p>(C2) Number of recorded crimes reduced to the city average.</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p>	Tackling the causes of anti-social behaviour, including drugs and alcohol, and working with young people to divert them from criminal and anti-social behaviour will reduce crime (particularly car crime, criminal damage and juvenile nuisance) and the fear of crime.	NDC rev. NDC cap.	669 350
Physical Issues	<p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p> <p>(C2) Number of recorded crimes reduced to the city average.</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p> <p>(C4) Reduce the number of recorded incidences of domestic burglary by 15%.</p> <p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city</p> <p>(PE2) Reduce turnover within the local authority stock to the average for the city</p>	Target hardening, including CCTV and secured by design, will ensure that the local crime rates against property are reduced by discouraging criminal activity within the area and thus reducing the fear of crime.	NDC cap. Other Public Private	4,941 2,675 2,500
Advice and Support	<p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p> <p>(C2) Number of recorded crimes reduced to the city average.</p> <p>(C4) Reduce the number of recorded incidences of domestic burglary by 15%.</p>	The provision of information to both local people and the business community will improve local awareness of crime and community safety issues.	NDC rev. NDC cap.	180 30

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Tackling Business Crime	(C2) Number of recorded crimes reduced to the city average.	By providing business security grants and improving the patrolling of business premises criminal activity will be discouraged.	NDC rev.	225
	(C5) Decrease the proportion of businesses stating crime and security as the biggest issue facing the business community by 50%.		NDC cap.	400
	(EE10) Reduce the proportion of local businesses who believe the local image is poor to no more than 25% by year 10		Private	625
TOTAL CRIME AND COMMUNITY SAFETY			NDC rev. NDC cap. Other Public Private TOTAL	2,299 5,721 2,675 3,125 13,770

3. KEY THEME: CHILDREN AND YOUNG PEOPLE				
Families	(CY1) Improve the provision of affordable, locally available childcare. (H7) Increase support for lone parents by putting in place an integrated package of services	Work with families as well as children to provide assistance in parenting and childcare and the development of quality play and early years provision will improve the life chances of children in the area to ensure they do not become socially excluded.	NDC rev. Other Public	1,680 292



Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Young People	<p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p> <p>(PE5) Improve and provide a range of sport and leisure facilities in the area</p> <p>(EE4) Increase the proportion of pupils going on to further education to the average for the city</p>	<p>The development of activities for young people and the involvement of the whole community in a Communities that Care type model will engage young people in a positive way. They will become involved in their community. Youth work and the provision of relevant information and advice will be key ingredients in the pursuance of these outcomes.</p>	<p>NDC rev. Other Public</p>	<p>910 150</p>
Leisure and Facilities	<p>(CY3) Improve the quality and provision of children's play facilities within the area.</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p> <p>(PE5) Improve and provide a range of sport and leisure facilities in the area</p> <p>(PE6) Enhance existing amenity open spaces in to safe and functional areas</p> <p>(H5) Reduce the standard mortality rate by 20% by the end of the programme, in line with national targets, and set in place the framework for continuing to narrow the gap to the city average beyond the life of the programme</p>	<p>The provision of new and enhanced play, sports and recreational facilities in the area will provide positive activities for children and young people, improve their health and well being and divert them from anti-social activities and crime.</p>	<p>NDC rev. NDC cap. Other Public</p>	<p>320 1,910 2,100</p>
TOTAL CHILDREN AND YOUNG PEOPLE			<p>NDC rev. NDC cap Other Public TOTAL</p>	<p>2,910 1,910 2,542 7,362</p>



Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
4. KEY THEME: PHYSICAL ENVIRONMENT				
Housing				
Housing Initiatives	<p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city.</p> <p>(PE2) Reduce turnover within the local authority stock to the average for the city.</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment.</p> <p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city</p>	Improvements to the fabric of Local Authority housing stock which makes up 49.3% of housing in the area will be a key element in encouraging people to stay in the area.	NDC cap. Other Public	7,000 9,000
Environmental Improvements	<p>(PE3) Improve the appearance and image of the area.</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment.</p> <p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city</p>	Improving the environment in housing areas will enhance the appearance and image of the whole NDC area.	NDC cap. Other Public Private	1,000 1,250 1,250





Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Private Housing Treatments	<p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city.</p> <p>(PE3) Improve the appearance and image of the area.</p> <p>(BC1) Secure the success of the New Deal for Communities programme by ensuring that as many local people as possible are aware of and empowered to participate fully in the programme, supported by an effective communications network</p> <p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city</p>	Tackling areas of private sector housing with a variety of appropriate treatments will enhance the image and encourage people to stay and move in to the area, thus reversing the current decline.	NDC cap. Other Public Private	9,520 13,000 21,000
Image of the Area	<p>(PE1) Reduce the proportion of residents who want to move from their current home to the average for the city.</p> <p>(PE3) Improve the appearance and image of the area.</p> <p>(PE4) Improve access throughout the area to all sectors of the community.</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment</p> <p>(EE10) Reduce the proportion of local businesses who believe the local image is poor to no more than 25% by year 10</p>	The Physical Design Strategy will provide the framework for improving the image of the area. Reclamation of derelict land, site assembly for new build, environmental improvements and remodelling of the gateways to the area will be essential elements in turning the image of the area around.	NDC rev NDC cap. European NWDA Private	100 4,650 1,000 7,000 3,000

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Access and Transportation	<p>(PE4) Improve access throughout the area to all sectors of the community.</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment.</p> <p>(C1) Decrease the proportion of residents feeling unsafe to the average for the city.</p> <p>(H2) Increase community involvement in planned health provision in the area</p>	Addressing these issues through improvements in public transport and transport infrastructure added to be traffic calming in residential areas will improve access throughout the area.	NDC rev. NDC cap. Other Public Private	270 1,260 225 100
Riverside and Open Space	<p>(PE3) Improve the appearance and image of the area.</p> <p>(PE4) Improve access throughout the area to all sectors of the community</p> <p>(PE6) Enhance existing amenity open spaces in to safe and functional areas.</p> <p>(H3) Reduce the proportion of households with a limiting long term illness to the average for the city</p>	Open space improvements and maximising the river frontage will have a major impact on the image and appearance of the area. Public amenity open space will be made safer and improvements will encourage greater usage by local people.	NDC cap. Other Public Private	500 400 100
Environmental Management	<p>(PE3) Improve the appearance and image of the area.</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment.</p> <p>(EE10) Reduce the proportion of local businesses who believe the local image is poor to no more than 25% by year 10</p>	Local people will be involved in the maintenance of the environment, which will ensure sustainability of this element beyond the life of NDC. By enhancing the level of environmental maintenance throughout the life of the NDC, people will be encouraged to remain and move in to the area.	NDC rev. NDC cap. Other Public	1,930 140 80
TOTAL PHYSICAL ENVIRONMENT			NDC rev. NDC cap. European NWDA Other Public Private TOTAL	2,300 24,070 1,000 7,000 23,955 25,450 83,775





Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
5. KEY THEME: HEALTH				
Multi-skilled Health Team	<p>(H1) Provide a comprehensive and consistent approach to health care facilities, advice and services in the area.</p> <p>(H2) Increase community involvement in planned health provision to the area.</p> <p>(H3) Reduce the proportion of households with a limiting long term illness to the average for the city.</p> <p>(H4) Reduce the proportion of households that have a member suffering from depression and a member being treated for stress by a fifth by the end of the programme, in line with national targets for improving mental health.</p> <p>(H5) Reduce the standard mortality rate by 20% by the end of the programme, in line with national targets and set in place the framework for continuing to narrow the gap to the city average beyond the life of the programme.</p> <p>(H6) Establish a holistic prevention, detection and treatment programme suitable for local implementation</p> <p>(H7) Increase support for lone parents by putting in place an integrated package of services</p>	The introduction of a multi-skilled health team and comprehensive skills training for existing health workers in the area will provide an improved level of health care in the area, targeted at the areas specific needs.	NDC rev. Health	300 450

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
<p>Community Health Action Centre(s)</p>	<p>(H1) Provide a comprehensive and consistent approach to health care facilities, advice and services in the area.</p> <p>(H2)) Increase community involvement in planned health provision to the area.</p> <p>(H3) Reduce the proportion of households with a limiting long term illness to the average for the city.</p> <p>(H4) Reduce the proportion of households that have a member suffering from depression and a member being treated for stress by a fifth by the end of the programme, in line with national targets for improving mental health</p> <p>(H5) Reduce the standard mortality rate by 20% by the end of the programme, in line with national targets and set in place the framework for continuing to narrow the gap to the city average beyond the life of the programme.</p> <p>(H6) Establish a holistic prevention, detection and treatment programme suitable for local implementation</p> <p>(H7) Increase support for lone parents by putting in place an integrated package of services</p> <p>(PE6) Enhance existing amenity open spaces in to safe and functional areas</p>	<p>The provision of new community health action centres, which will bring new health care services to the area, will provide easier access to health care for local people and help to reduce the poor health indicators for the area</p>	<p>NDC rev. NDC cap. Health</p>	<p>620 950 2,600</p>





Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Service Provision	<p>(H1) Provide a comprehensive and consistent approach to health care facilities, advice and services in the area.</p> <p>(H2)) Increase community involvement in planned health provision to the area.</p> <p>(H3) Reduce the proportion of households with a limiting long term illness to the average for the city.</p> <p>(H4) Reduce the proportion of households that have a member suffering from depression and a member being treated for stress by a fifth by the end of the programme, in line with national targets for improving mental health</p> <p>(H5) Reduce the standard mortality rate by 20% by the end of the programme, in line with national targets and set in place the framework for continuing to narrow the gap to the city average beyond the life of the programme.</p> <p>(H6) Establish a holistic prevention, detection and treatment programme suitable for local implementation</p> <p>(H7) Increase support for lone parents by putting in place an integrated package of services</p> <p>(CY1) Improve the provision of affordable, locally available childcare</p> <p>(PE4) Improve access throughout the area to all sectors of the community</p>	Improved service provision and better access to provision will include outreach work within the community, support for those with long term limiting illness and improved child health provision to provide a comprehensive approach to health care within the area.	NDC rev. NDC cap. Health	800 50 720
TOTAL HEALTH			NDC rev. NDC cap. Health TOTAL	1,720 1,000 3,770 6,490

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS				
Education	<p>(EE1) Increase the percentage of pupils achieving level 4 or above at key stage 2 English, Maths and Science to the national average.</p> <p>(EE2) Increase GCSE rates to the average for the city.</p> <p>(EE3) Increase the percentage of residents rating secondary schools as good to 60% by year 10</p> <p>(EE4) Increase the proportion of pupils going on to further education to the average for the city.</p> <p>(BC2) Maximise the role of the community (including all hard to reach groups) within the NDC area, by increasing the level of community support, activities, services and facilities available</p> <p>(C3) Number of recorded incidences of criminal damage and juvenile nuisance reduced to the city average</p>	<p>Providing the two local high schools and four primary schools with new technology and developing a series of projects in partnership with the schools, educational attainment, parental involvement and levels of participation will be improved. Maximising the potential of the new Albion High School by ensuring links with Salford College and Salford University</p>	<p>NDC rev. NDC cap. European DfEE Other Public</p>	<p>1,020 350 200 8,400 910</p>



Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Skills Development and Employability	<i>(EE5)</i> Reduce the proportion of households that have someone who is registered unemployed to the city average.	An economic audit will provide an enhanced assessment of need in the area. Projects involving a range of partners will provide basic skills development, employment advice and guidance, benefits advice and a variety of assistance to get into employment. These measures will ensure a skilled workforce within the area and reduce the levels of unemployment.	NDC rev. European Other Public	1,535
	<i>(EE6)</i> Reduce the proportion of households receiving income support to the average for the city			2,489
	<i>(EE7)</i> Create a skilled and productive workforce, by supporting people to gain the necessary skills, qualifications or experience necessary in order to access employment opportunities.			2,316
	<i>(EE8)</i> Reduce the proportion of households containing one or more residents with no qualifications to the average for the city by year 10.			
	<i>(EE9)</i> Reduce the proportion of local companies experiencing difficulties recruiting staff to no more than 20% by year 10.			

Table C: The Ten Year Programme - Approaches and Funding

Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
Business Support	<p>(EE5) Reduce the proportion of households that have someone who is registered unemployed to the city average.</p> <p>(EE8) Reduce the proportion of households containing one or more residents with no qualifications to the average for the city by year 10.</p> <p>(EE9) Reduce the proportion of local companies experiencing difficulties recruiting staff to no more than 20% by year 10.</p> <p>(EE10) Reduce the proportion of local businesses who have believe the local image is poor to no more than 25% by year 10</p> <p>(EE11) At least 20 new businesses trading in the area over ten years</p> <p>(EE12) At least 15% of existing businesses supported to recruit additional local people by Year 10</p> <p>(PE7) Fully engage all sectors of the community in creating a sustainable environment</p>	Encouraging growth in existing businesses and assisting new business will be a key element in achieving these outcomes. Local community business will be supported in setting up to encourage local involvement in the local economy. The development of a new Green Business Park within the area will also strengthen the local economy.	<p>NDC rev. 165</p> <p>NDC cap. 1,450</p> <p>European 300</p> <p>Private 4,250</p>	
TOTAL EDUCATION, EMPLOYMENT AND SKILLS			<p>NDC rev. 2,720</p> <p>NDC cap. 1,800</p> <p>European 2,989</p> <p>DfEE 8,400</p> <p>Other Public 3,226</p> <p>Private 4,250</p> <p>TOTAL 23,385</p>	
Management and Administration			NDC rev.	5,000



Table C: The Ten Year Programme - Approaches and Funding

Key Projects you expect to undertake	Outcomes	Contribution to the chosen outcome	Funding Source	Cost £000s
TOTALS			NDC rev.	24,939
			NDC cap.	35,001
			European	3,989
			Health	3,770
			NWDA	7,000
			DfEE	8,400
			Other Public	33,370
			Private	32,825
			TOTAL	149,294



Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
1. KEY THEME: BUILDING COMMUNITIES					
Encouraging & Developing Community Participation					
- Participatory Appraisal Team	BC1, BC2, C1, C3, PE1, PE2, PE7, H1, H2	NDC rev	75	100	100
- Audit of Existing Community Facilities and Activities	BC1, BC2, CY1, CY2, H1	NDC rev	25	-	-
- Resident Participation Officer	BC1, BC2, C1, C4, PE1, PE2, PE7, H1	NDC rev	17	23	23
- Rewarding Participation	BC1, BC2, PE7	NDC rev	40	40	40
- Community Training	BC1, BC2, EE7, H2	NDC rev	20	20	-
- Community Based Delivery Model	BC1, BC2, PE1, PE2, H4	NDC rev	10	-	-
- Support for Community/Voluntary Sector	BC1, BC2, CY1, CY2, H1	NDC rev	-	217	237
Celebrating Diversity					
- PA Worker – Hard to Reach Groups	BC1, BC2, PE7, H1	NDC rev	25	25	25
- Minority Community Projects	BC2, PE7	NDC rev	-	25	25
Helping Local Community Activities in the Area Prosper and Develop					
- Community Chest	BC2, CY1, CY2, PE5, PE6, PE7, H1, EE7	NDC rev	150	100	100
- Community Activities Fund	BC2, CY1, CY2, PE5, PE6, PE7, EE7, H1	Other Public	50	130	130
		NDC rev	-	460	460
- Voluntary Sector Development Worker	BC1, BC2, PE7, H1, H2	NDC rev	7	20	20
		Other Public	11	20	20





Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
Ensuring Effective Communication at all Levels					
- Lower Kersal and Charlestown Matters Newsletter	BC1, C1, C2, PE3, PE7, H1	NDC rev	25	25	25
- CREST Local Delivery Team	BC1, BC2, PE7	NDC rev	10	10	10
- Communication Projects	BC1, C1, C2, PE3, H1, H2	NDC rev	-	20	20
2. KEY THEME: CRIME AND COMMUNITY SAFETY					
Community Safety					
- Community Safety Officer	C1, C2, C3, C4, C5, PE3, H5	NDC rev	16	37	37
- Policing Initiative	C1, C2, C3, C4, C5, PE1, PE2, PE3, PE4, H1, H4, H5	NDC rev	34	40	40
- Crime Prevention Projects	C1, C2, C3, C4, C5, PE1, PE2, PE3, H4, H5	NDC rev	30	50	50
Tackling Juvenile Nuisance					
- Anti-Social Behaviour Enforcement Activity	C1, C2, C3, C4, C5, PE1, PE2, PE3, EE1, EE2, EE4	NDC rev	16	37	37
- Drug and Alcohol Projects	C1, C2, C3, C4, C5, PE1, PE2, PE3, H1, EE2, EE4	NDC rev	-	30	60
- Work with Young People	C1, C2, C3, C4, C5, CY1, CY2, PE1, PE2, PE3, H1, EE2, EE4	NDC rev	-	-	20
- Vehicle Crime Project	C1, C2, C3, C5, CY1, PE1, PE2, PE3	NDC rev	-	25	50

Table D: The Three Year Forward Look - Projects and Funding

Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
Physical Issues					
- CCTV Feasibility Study	C1, C2, C3, C4, C5, PE1, PE2, PE3	NDC rev	10	15	-
- Feasibility Study – Secure By Design and Traffic Management	C1, C2, C3, C5, PE1, PE2, PE3	NDC rev	10	-	-
- Physical Improvements	C1, C2, C3, C4, C5, PE1, PE2, PE3	NDC cap	-	25	25
- Street Lighting	C1, C2, C3, C4, C5, PE1, PE2, PE3, PE4	NDC cap	20	50	50
Burglary reduction					
- Burglary Reduction	C1, C2, C4, PE1, PE2, PE3, H4	Other Public	50	-	-
- Property Marking	C2, C4, C5	NDC rev	10	5	5
Advice and Support					
- Community Safety Information	C1, C2, C3, C4, C5, BC1, H4	NDC rev	-	5	5
Tackling Business Crime					
- Business Security Grants	C5, PE3	NDC cap	-	50	50
- Business Watch	C5, PE3	NDC rev	-	25	25
		Private	-	25	25



Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
3. KEY THEME: CHILDREN AND YOUNG PEOPLE					
Families					
- Working with Families and Children	CY1, C1, C2, C3, CY1, PE1, PE2, H1, H3, H4, EE1, EE2	NDC rev Other Public	24 49	50 62	100 62
Young People					
- Working with Young People	C1, C2, C3, PE1, PE2, H1, H3, PE3, PE4, PE5, EE2, EE4,	NDC rev Other Public	- -	50 10	100 10
- Engaging Children and Young People	CY2, C3, BC1, BC2, H1, H2, EE1, EE2	NDC rev	15	18	18
- Connecting Youth	C1, C2, C3, PE1, PE2, PE3, PE4, PE5, H1, EE1, EE2, EE4	NDC rev	-	25	45
- Telephone Advice Line	CY1, H1, H3, H4, EE2	NDC rev Other Public	- -	80 25	80 25
Leisure and Facilities					
- Play Facilities	CY2, C3, PE5, PE6	NDC cap	40	40	40
- Sports Provision	CY2, C3, PE5, PE6, H5	NDC cap Other Public	- -	46 -	312 312
- Additional Facilities	CY1, CY2, C3, PE5, PE6, BC2, H5	NDC cap	-	50	150

Table D: The Three Year Forward Look - Projects and Funding

Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
4. KEY THEME: PHYSICAL ENVIRONMENT					
Housing					
- Housing Fabric Treatments	PE1, PE2, PE3, PE7, C1, C2, C4, H2, H4	NDC cap Other Public	- -	155 155	625 1,875
- Housing Environments	PE1, PE2, PE3, PE7, C1, C2, C4, H2, H4, H5	NDC cap Other Public	- -	115 115	250 750
- Private Housing Treatments	PE1, PE3, PE7, C1, C2, C4, H2, H4	NDC cap Other Public Private	- - -	115 90 25	750 1,000 250
Image of the area					
- Physical Design Strategy	PE1, PE2, PE3, PE7, C1, C2	NDC rev	25	25	-
- Reclamation of Derelict Land	PE3, PE7	NDC cap NWDA	5 -	5 5	50 50
- Site Assembly Feasibility Study	PE3, PE7	NDC rev	-	10	20
- Gateway Remodelling Strategy	PE3, PE4, PE7, C5	NDC cap	20	30	-
- Environmental Improvements	PE1, PE2, PE3, PE7, C2, C5, H2, H4	NDC cap Other Public	3 - -	13 8 -	13 8 -
- Recycling Projects	PE5, PE7	NDC cap	5	15	50



Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
Access and Transportation					
- Transport Study	PE4, H2, H4	NDC rev	20	20	-
- Traffic Calming	PE4, C1	NDC cap	20	5	20
		Other Public	5	-	5
- Transport Action Group	PE4, PE7, H2	NDC rev	1	1	1
- Public Transport Measures	PE4, H1, EE5	NDC cap	-	50	50
		Other Public	-	50	50
Riverside and Open Space					
- Riverside Improvements	PE3, PE6, C1, CY2, CY3, H2, H4, H5	NDC cap	5	30	70
		Other Public	-	10	30
Environmental Management					
- Environmental Maintenance	PE3, PE7, H2, H4	NDC rev	28	145	133
		NDC cap	5	-	-



Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
5. KEY THEME: HEALTH					
Multi-Skilled Team					
- Multi-skilled Health Care Task Force	H1, H2, H3, H4, H5, H6, H7, EE7	NDC rev Health	-	40	40
- Comprehensive Skills Training for Clinical Staff	H1, H2, H3, H4, H5, H6, H7, EE7	NDC rev Health	-	40	40
			-	60	60
			-	60	60
Community Health Action Centre(s)					
- Local Health Facilities	H1, H2, H3, H4, H5, H6, H7, CY1, PE3, PE4, PE7	NDC cap Health	150	300	200
			75	300	250
- Additional Health Provision	H1, H2, H3, H4, H5, H6, H7, CY1, CY2, PE5, PE6	NDC rev Health	-	50	125
			-	50	125
Service Provision					
- Support for People with Chronic Health Problems	H1, H3, H5, H6, PE6	NDC rev	-	50	50
- Outreach Work	H1, H3, H4, H5, H6, H7	NDC rev Health	-	10	20
			-	10	20
- Health Bus	H1, H2, H7, PE4	NDC cap	-	-	50



Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
6. KEY THEME: EDUCATION, EMPLOYMENT AND SKILLS					
Education					
- Support for Schools	EE1, EE2, EE3, EE4, EE7, C3, CY2, PE1, PE2, PE3, PE4, PE5, BC2, H1	NDC cap	50	300	-
- Albion High School	EE2, EE3, EE4, EE7, C3, CY2, PE1, PE2, PE3, PE4, PE5, BC2, H1	NDC rev	-	100	100
		DfEE	3,000	5,100	300
		Other	300	250	300
		Public			
Skills Development and Employability					
- Economic Audit	EE5, EE6, EE7, EE8	NDC rev	35	-	-
- Basic Skills Development	EE5, EE6, EE7, EE8, C2, C3, C5	NDC rev	-	75	75
		European	-	38	38
		Other	-	37	37
		Public			
- Employment Advice and Guidance Centre	EE5, EE6, EE7, EE8, C2, C3, C5, BC2	NDC rev	-	75	75
- Intermediate Labour Market	EE5, EE6, EE7, EE8, C2, C3, C5, BC2, PE3, PE7	European	-	25	25
		NDC rev	20	30	30
		Other	240	240	240
		Public			
- Benefits Advice	EE6, EE7, C2, C3, C5, BC2	Other	50	50	50
		Public			
- CHANCE Project	EE7, C2, C3, C5, BC2, PE3, PE7	NDC rev	10	-	-

Table D: The Three Year Forward Look - Projects and Funding

Table D: The Three Year Forward Look - Projects and Funding

Project	Outcome or outcomes it will help deliver	Funding Source	Spend in Year 1 £'000	Spend in Year 2 £'000	Spend in Year 3 £'000
Business Support					
- Community Business Support	EE5, EE7, EE8, C2	NDC rev	-	50	50
- Business Growth	EE5, EE7, EE8, EE9, EE10, EE11, EE12, C5	NDC cap	-	80	80
		European	-	10	10
		Private	-	90	90
- Green Business Initiative	PE7, EE10	NDC cap	-	80	150
MANAGEMENT AND ADMINISTRATION					
Management and Administration		NDC rev	250	525	525
TOTALS					
		NDC rev	958	2,843	3,061
		NDC cap	323	1,554	2,985
		Health	75	460	495
		Europe		73	73
		NWDA		5	50
		DfEE	3,000	5,100	300
		Other	755	1,252	4,904
		Public			
		Private		140	365
		TOTAL	5,111	11,427	12,233





Table E: The First Year - Projects and Funding

Project	NDC Grant Regime/type*	Forecast spend in £'000				Key events and outputs over the year
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
1. KEY THEME: BUILDING COMMUNITIES						
Encouraging & Developing Community Participation						
- Participatory Appraisal Team	NDC rev	-	25	25	25	Continue employment of 3 existing PA workers from July 2001 Appoint agency September 2001 Establish basis for allocating resources in future years by March 2002 Worker appointed July 2001 Pilot delivery mechanism in place by October 2001. Training programme to commence September 2001 Model developed by March 2002
- Audit of existing community facilities and activities	NDC rev	-	-	12	13	
- Resident Participation Worker	NDC rev	-	5	6	6	
- Rewarding Participation	NDC rev	-	-	20	20	
- Community Training	NDC rev	-	-	10	10	
- Develop Community based Delivery Model	NDC rev	-	-	5	5	
Celebrating Diversity						
- PA Worker – Hard to Reach Groups	NDC rev	-	9	8	8	Appoint worker July 2001
Helping Local Community Activities in the Area Prosper and Develop						
- Community Chest	NDC rev	-	50	50	50	First grants awarded September 2001 Worker appointed April 2001
- Voluntary Sector Development Worker	NDC rev	-	2	3	2	
Ensuring Effective Communication at all Levels						
- Lower Kersal and Charlestown Matters Newsletter	NDC rev	-	7	8	10	Newsletter produced bi-monthly
- CREST local delivery team	NDC rev	-	3	3	4	Delivery team in place July 2001
TOTAL BUILDING COMMUNITIES	NDC rev	0	101	150	153	



Project	NDC Grant Regime/type*	Forecast spend in £'000				Key events and outputs over the year
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
2. KEY THEME: CRIME AND COMMUNITY SAFETY						
Community Safety						
- Community Safety Officer	NDC rev	-	-	7	9	Worker appointed October 2001
- Policing Initiative	NDC rev	-	-	17	17	Targeted policing commences October 2001
- Crime Prevention Projects	NDC rev	-	10	10	10	Project identified June 2001, project delivery commences September 2001
Tackling Juvenile Nuisance						
- Anti-social Behaviour Enforcement	NDC rev	-	-	7	9	Worker appointed October 2001
Physical Issues						
- CCTV Feasibility Study	NDC rev	-	-	-	10	Study commences January 2002, study completed March 2002
- Feasibility Study – Secure by Design and Traffic Management	NDC rev	-	-	-	10	Study commences January 2002, study complete March 2002
- Street Lighting	NDC cap	-	-	10	10	Street lighting priorities identified. First scheme commences December 2001
Burglary Reduction						
- Property Marking	NDC rev	-	5	5	-	Project commences July 2001
TOTAL CRIME AND COMMUNITY SAFETY	NDC rev	0	15	46	65	
	NDC cap	0	0	10	10	

Table E: The First Year - Projects and Funding

Table E: The First Year - Projects and Funding

Project	NDC Grant Regime/type*	Forecast spend in £'000				Key events and outputs over the year
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
3. KEY THEME: CHILDREN AND YOUNG PEOPLE						
Families - Holiday Fun	NDC rev	-	-	12	12	Holiday programmes developed for October, February and Easter school holidays
Young people - Engaging children and young people	NDC rev	-	-	15	-	Work with children and young people commences October 2001. Priorities for future development completed March 2002
Facilities - Play Facilities	NDC cap	-	-	-	40	1 play facility completed March 2002
TOTAL CHILDREN AND YOUNG PEOPLE	NDC rev NDC cap	0 0	0 0	27 0	12 40	
4. KEY THEME: PHYSICAL ENVIRONMENT						
Image of the Area - Physical Design Strategy - Reclamation of Derelict Land - Gateway Remodelling Strategy - Environmental improvements - Recycling Project	NDC rev NDC cap NDC cap NDC cap NDC cap	- - - - -	- - - - -	10 - - - -	15 5 20 3 5	Consultants appointed October 2001 Strategy formulation begins January 2002 Consultants appointed January 2002 1 st community tree planting event March 2002 Scheme commences January 2002
Access and Transportation - Transport Study - Traffic Calming - Transport Action Group	NDC rev NDC cap NDC rev	- - -	- - -	- 10 -	20 10 1	Consultants appointed January 2002 1 traffic calming scheme commences December 2001 and completed by March 2002 Transport Action Group established March 2002





Project	NDC Grant Regime/type*	Forecast spend in £'000				Key events and outputs over the year
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Riverside and Open Space - Riverside Improvements	NDC cap	-	-	-	5	Riverside strategy development commences February 2002
Environmental Management - Environmental Maintenance	NDC rev NDC cap	- -	11 -	11 5	6 -	Environmental maintenance schemes developed for delivery by July 2001
TOTAL PHYSICAL ENVIRONMENT	NDC rev NDC cap	0 0	11 0	21 15	42 48	
5. KEY THEME: HEALTH						
Community Health Action Centres - Local Health Facility	NDC cap	-	-	75	75	Work on community health action centre commences December 2001
TOTAL HEALTH	NDC cap	0	0	75	75	
6. KEY THEME: EDUCATION, EMPLOYMENT & SKILLS						
Education - Support for Schools	NDC cap	-	-	-	50	Projects identified November 2001. First project commences January 2002
Skills Development and Employability - Economic Audit - Intermediate Labour Market - CHANCE Project	NDC rev NDC rev NDC rev	- - -	- - -	- 10 -	35 10 10	Consultants appointed January 2002. Audit complete March 2002 Intermediate Labour Market launched October 2002
TOTAL EDUCATION, EMPLOYMENT & SKILLS	NDC rev NDC cap	0 0	0 0	10 0	55 50	

Table E: The First Year - Projects and Funding

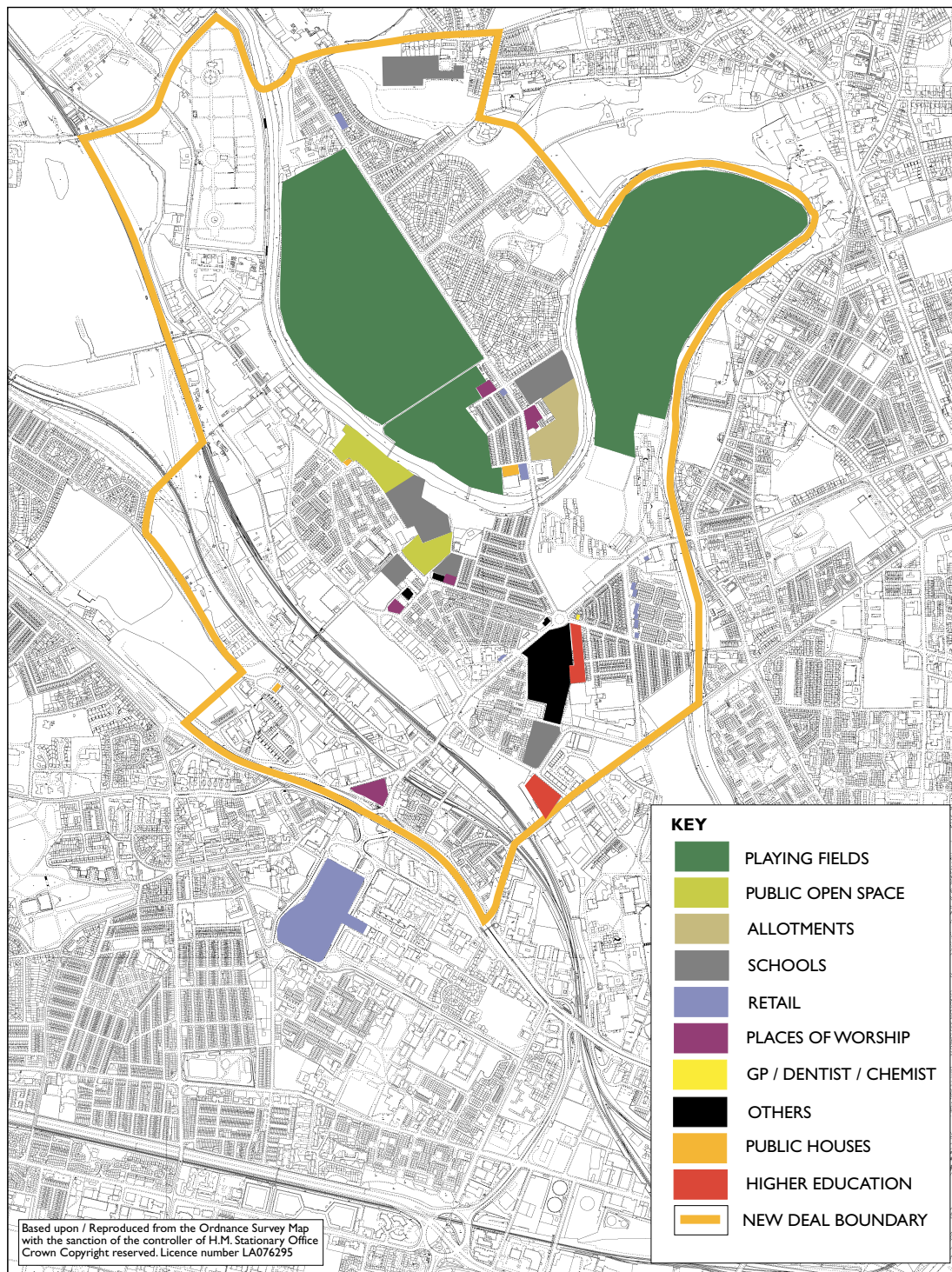
Table E: The First Year - Projects and Funding

Project	NDC Grant Regime/type*	Forecast spend in £'000				Key events and outputs over the year
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
MANAGEMENT AND ADMINISTRATION						
Management and Administration	NDC rev	10	70	80	90	Appointment of team commences April 2001 Team bases open by May 2001. Programme manager appointed July 2001.
TOTAL COSTS YEAR 1 – 2001/02						
	NDC rev	10	197	334	417	
	NDC cap	0	0	100	223	
	TOTAL	10	197	434	640	
NDC TOTAL COSTS	Year					1,281

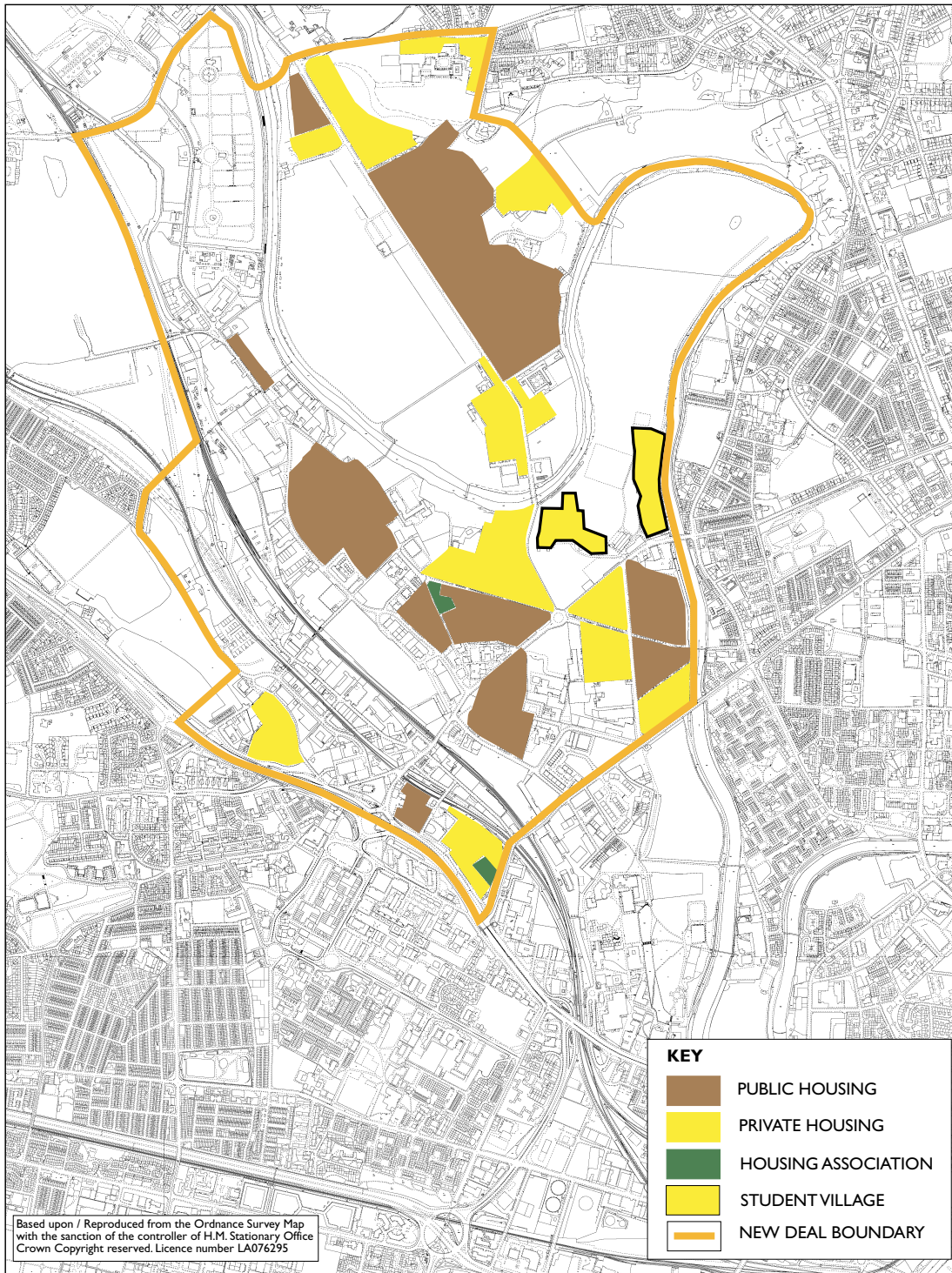




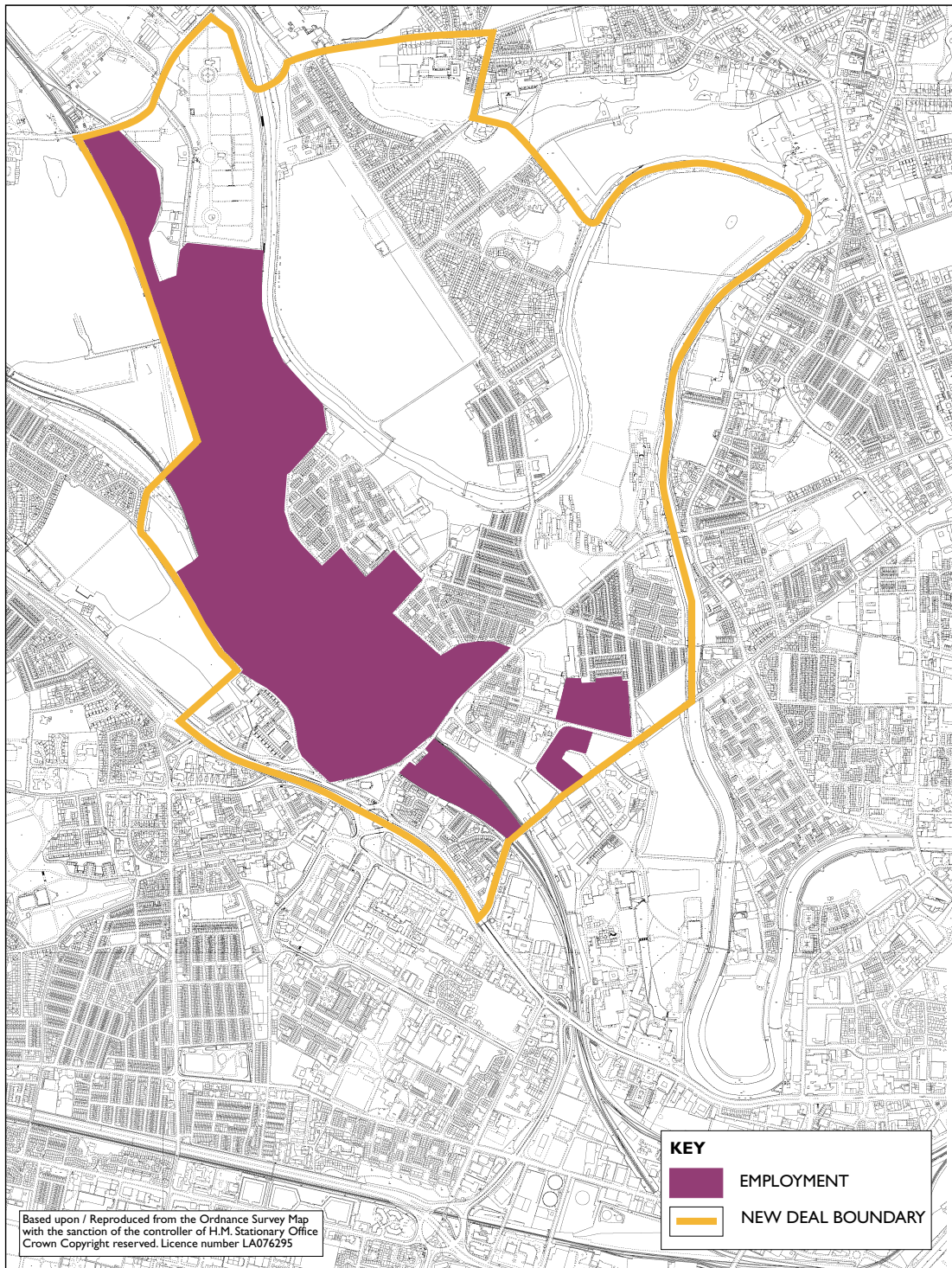
Map I - COMMUNITY & SOCIAL FACILITIES



Map 2 - HOUSING



Map 3 - EMPLOYMENT



For additional copies of the Charlestown/Lower Kersal Delivery Plan or further information please contact:

The Charlestown/Lower Kersal Partnership
c/o The Strategy and Resources Section
Chief Executive Directorate
Salford Civic Centre
Chorley Road
Swinton
Salford
M27 5FJ

Telephone: (0161) 793 2917

Fax: (0161) 793 2931

e-mail: alison.burnett@salford.gov.uk

March 2001