

THE Bulletin

July 2005 issue 2

www.partnersinsalford.org

The newsletter for everyone who is working in partnership to create a place where people choose to live and work in Salford

Partners IN Salford

Unique strategy launched to ensure Salford keeps warm and well

On 10 June, Partners IN Salford launched its Affordable Warmth strategy for the city (otherwise known as Keeping Warm and Well IN Salford).

The Mayor and Mayoress of Salford welcomed over 70 guests, including many from community and voluntary groups, to the Digital World centre to launch the strategy.

In the keynote address, Ian Stewart MP said:

"It is unacceptable that some people still face the choice between keeping warm and purchasing food or clothing. Partners IN Salford's strategy has created a unique plan to tackle this problem in Salford. I feel sure that this strategy for Salford will be a model for tackling fuel poverty throughout the UK."

The chair for the day's proceedings was Joanne Carr of National Energy Action, a national charity that campaigns on affordable warmth issues Joanne said:

"NEA is pleased to have worked with Partners IN Salford on the development of this unique Affordable Warmth strategy. For several years NEA has promoted the idea of Local Strategic Partnerships driving local affordable warmth strategies. Partners IN Salford is the first LSP to fully embrace this concept and they deserve success."

To maintain the momentum, workshops were held during the event to look for new ways to progress the key aims of the strategy. These workshops were a resounding success with many delegates making a personal pledge to help implement the strategy.

To find out more go to www.partnersinsalford.org/keepingwarm

NEA's Joanne Carr and Eccles MP Ian Stewart at the launch

Salford stars in national ad campaign

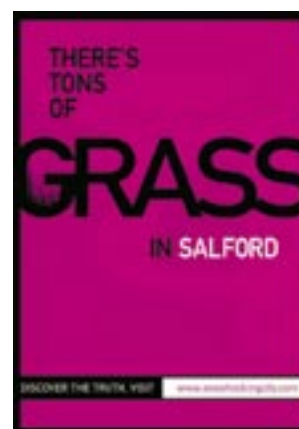
Salford is the star of a national advertising campaign this summer.

The work, by top advertising agency Cheetham Bell JWT, was commissioned by Salford City Council and is designed to raise awareness of the city. The theme of the two-month campaign, which was launched in June, is to challenge perceptions of the city and some may see it as controversial.

But the purpose is to emphasise Salford's key attributes: our proximity to Manchester city centre; our waterways and open space; and our industrial heritage.

The campaign activity includes adverts in national newspapers, on the London Underground and in the Manchester Evening News, and we hope it will also generate plenty of media coverage.

People who respond to a web address or phone number in the adverts will have the chance to order a fantastic free book about the city.



www.oneshockingcity.com

Inside this issue

Getting to know...John Shelley – Community Plan update - Focus on Irlam and Cadishead – Central Salford – Salford Community Radio



John Shelley at the controls of LNER A4 Pacific 'Sir Nigel Greasley' at Bury Station

Getting to know.... John Shelley

Last year John Shelley joined the Partners IN Salford board to represent Salford's community committees.

John was born and grew up in London, initially joining the Merchant Navy. With the decline of the British shipping industry, John settled in Irlam where he has lived for 32 years. He took up a position with Shell, in their export division where he worked for 30 years retiring as Distribution Manager Worldwide in the late 1990s.

John now devotes much time to pursuing two of his passions: the environment and steam railways. He can be found most weekends somewhere on the East Lancashire Railway, the only preserved steam railway in Greater Manchester run by volunteers.

The railway runs 14 miles from Heywood to Rawtenstall, and requires upwards of 60 volunteers to run it each weekend. John is a Senior Guard, but also turns his hand to selling tickets - and even being Santa on the Christmas trains!

John's connection with the LSP comes through his interest in the environment. He was appalled that the parks in Irlam and Cadishead had been allowed to decline and become 'no go' areas. He was instrumental in the forming of a Friends Group, which helped get paths repaired, tennis courts re-opened, a new BMX bike park built and more 5-a-side football pitches.

Their next major project is to return a children's water feature to use and create an amphitheatre for community events.

Through his work revamping the area's parks, John got involved in the Irlam and Cadishead Community Committee and two years ago was elected chair. All the chairs and vice chairs of the eight community committees meet quarterly and John was elected to be one of two community committee representatives on the LSP. John's first impression of the LSP is the dedication of all involved to make the partnership work. John sees his role as championing the views of the 'grass roots' of Salford and he believes firmly that with everyone working together Salford will become a great city.

LSP business

Summary of April Partners IN Salford board meeting

At the most recent board meeting, there was discussion around the draft version of the Partnership's Improvement Plan for 2005-06. Anne Beattie, Salford Skills for Life Co-ordinator made a presentation to encourage partners to support the Basic Skills strategy in their own organisations; and Peter Cavanagh, Salford Lifelong Learning Manager presented on the strategic development of vocational qualifications, and asked partners to think about how they could support this approach.

The full summary of this meeting is on our website at www.partnersinsalford.org/our_meetings

Community Plan

Work continues on the production of Salford's revised Community Plan. To create the Plan, we are drawing upon existing strategies and targets, including the eight Community Action Plans and strategies produced by the strategic delivery partnerships, and the results from the Scenario Planning. The Scenario Planning, which involved a range of key stakeholders, resulted in a proposed vision of a Salford with more involvement for local people, a more skilled workforce and better school results, together with less inequality and a new sense of dynamism.

The whole process will culminate with a launch event this autumn, so watch this space for more details...!

Improvement Plan

The LSP's Improvement Plan is now being finalised following the Annual Review meeting with Government Office on 27th June. The Plan sets out key actions for improvement for the partners over the next year. Such actions include maximising healthy eating in school children (to capitalise on Jamie Oliver's recent campaign), tackling violent crime and anti-social behaviour, and raising the aspirations of young people through mentoring and role models. The key improvement action with regard to partnership working is to review the structure and processes of the LSP to ensure we can respond to the future Local Area Agreement agenda.

Read our Improvement Plan at www.partnersinsalford.org/documents

Partners IN Salford online

For information about Partners IN Salford at the click of a mouse, don't forget our website www.partnersinsalford.org. Just a few of the useful things you can find there are: the final Scenario Planning report, Salford's annual baseline review containing comprehensive city statistics, an LSP jargon buster, a general powerpoint presentation about the partnership for you to download and use and also a wealth of community involvement resources.

Every time something is added to the site, it is highlighted on the homepage, so you can see at a glance what's new!

Help us to make the website better by sending articles, news, strategies, links and minutes to the support team. [\(details on the back page\)](#)

Focus on Irlam and Cadishead's Neighbourhood Management Team

The role of the 8 Neighbourhood Management Teams across the city is to engage with local people and partners to prepare the local Community Action Plan and to co-ordinate and improve local services to deliver the plan.

The Irlam and Cadishead team is led by Ursula Sossalla-Iredale and includes amongst others a police sergeant, health improvement officer, Fire Station Commander, the Deputy Head from Irlam & Cadishead Community High School, a voluntary sector representative and Community, Tenants, Economic Development, Sports, Arts, Children's and Youth Development Officers.



Neighbourhood Manager
Ursula Sossalla-Iredale

Nine local task groups bring together additional partners and local people to find solutions to priorities identified in the Community Action Plan for Irlam and Cadishead, including:

- Promoting healthy eating and developing cooking courses for families
- Producing food locally and supporting farmers on Chat Moss
- Preventing crime through better lighting and CCTV
- Keeping Irlam Council Offices open and ensuring access to all services locally due to the isolation of the area
- Regenerating the Liverpool Road corridor
- Developing Barton and creating employment opportunities for local people
- Providing Lifelong Learning opportunities locally
- Obtaining city-wide finance to sustain the Irlam & Cadishead Festival
- Developing a local Youth Forum and street youth workers

A recent success was achieved through the Parks & Open Spaces Group. The group was successful in attracting funding to carry out extensive community consultation culminating in the ten-year Master Plan for Princes Park. The first visible signs are the construction of the BMX/Skate Park, which was officially opened on the 9 July.

Close cooperation by Birse Civils, the Neighbourhood Management Team and the Friends of Princes Park has resulted in the free removal and restoration of the locomotive currently situated in the playground. It will be relocated as a public art feature adjacent to the new section of the Cadishead by-pass. **To receive the Irlam and Cadishead community newsletter, contact Sue Ness on 0161 606 6786 or sue.ness@salford.gov.uk**

Each issue we'll feature a different neighbourhood team. In the meantime, for further information about the other seven neighbourhoods, contact:

Members of the Irlam and Cadishead neighbourhood team



East Salford

Chris Skinkis
0161 708 9455

Walkden and Little Hulton

Angie Taylor
0161 975 7408

Swinton

Heidi Finlay
0161 607 1965

Eccles

Julie Blagden
0161 603 4292

Boothstown and Worsley

Tony Walsh
0161 790 4562

Ordsall and Langworthy

Ross Spanner
0161 603 4090

Claremont and Weaste

Mick Walbank
0161 789 4008

Here's the latest from each of Partners IN Salford's seven strategic delivery partnerships (SDPs). For further information about the work of the SDPs, contact the lead officer – details are on the back page of this newsletter. Where possible, brief summaries of the SDP meetings will feature on www.partnersinsalford.org

Economic Development Forum

Economic Development strategy 2004/07

The Economic Development strategy (EDS) is now available at www.salford.gov.uk

The EDS sets out ambitious plans to exploit the economic growth potential of the city and achieve the maximum possible amount of change. The strategy is developed around 3 themes:

Supporting business development, Encouraging investment in Salford and Enabling local people to fulfil their potential.

The sub-groups of the Economic Development Forum – which are aligned with the 3 themes – are currently developing action plans to support the EDS.

First meeting of the Business Support sub-group

The first meeting of this sub-group took place on Tuesday 7 June, and the group will meet monthly to progress the Business Support theme of the EDS. Organisations represented in the group include Salford City Council, Greater Manchester Chamber, Third Sector Enterprises, Salford Hundred Venture and Salford Moneyline.

Economic Development Forum Executive Group

A meeting of the newly formed Executive Group took place on 17 May. The Executive Group will meet quarterly in advance of the Forum meetings and will be led by Forum chair, Paul Thomas. The Executive Group will be specifically responsible for:

- Reviewing the membership of the Economic Development Forum (EDF)
- Developing the strategic direction and overall objectives of the EDF and strategy
- Developing the work plan and priorities of the EDF
- Overseeing and monitoring progress of the Economic Development Strategy

Crime & Disorder Reduction Partnership

New Community Safety Strategy

In April 2005 the Crime and Disorder Reduction Partnership (CDRP) launched the 2005 – 2008 Community Safety Strategy. The overarching aims in the strategy are to reduce crime and disorder and build safer, stronger, confident communities.

Within these aims, the CDRP have set challenging targets to meet the following objectives:

- Reducing crime
- Effectively tackling anti-social behaviour together with the community
- Reducing the harm caused by drug and alcohol misuse
- Helping all our communities feel safer

Previous performance

As part of the target setting process the CDRP reviewed performance from the previous three years as part of a crime and disorder audit. In the majority of areas reductions in crime and disorder exceed 2002 – 2005 targets. For example, vehicle crime is down by 34.3%, and juvenile nuisance incidents are down by 14.85%. As reflected by the national picture, the exception to this is violent crime.

In setting the targets, the issues of most concern to local people were also considered: anti-social behaviour, damage to property, domestic burglary, violent crime, vehicle crime and possession and supply of drugs.

For each target the CDRP has identified areas of work that will address the 'cross-cutting' themes of helping victims and witnesses, tackling offending and improving neighbourhoods.

To see a copy of the community safety strategy, visit www.salford.gov.uk/crimereduction or contact the Community Safety Unit on telephone 0161 793 3576, or email community.safety@salford.gov.uk

Social Inclusion

As part of the recent review process, the LSP agreed that work was needed to improve the delivery of the Inclusive City theme across the city. The Social Inclusion executive is currently working on this and ideas will be presented to the Partners IN Salford board in July.

Healthy City Forum

Re-launch and renewal

The Healthy City Forum (HCF) is to be re-launched shortly following a review of its purpose and structure. The new structure will see the HCF being more closely involved in the performance management of the progress of health improvement work in Salford and the sub-partnerships of the Healthy City Forum.

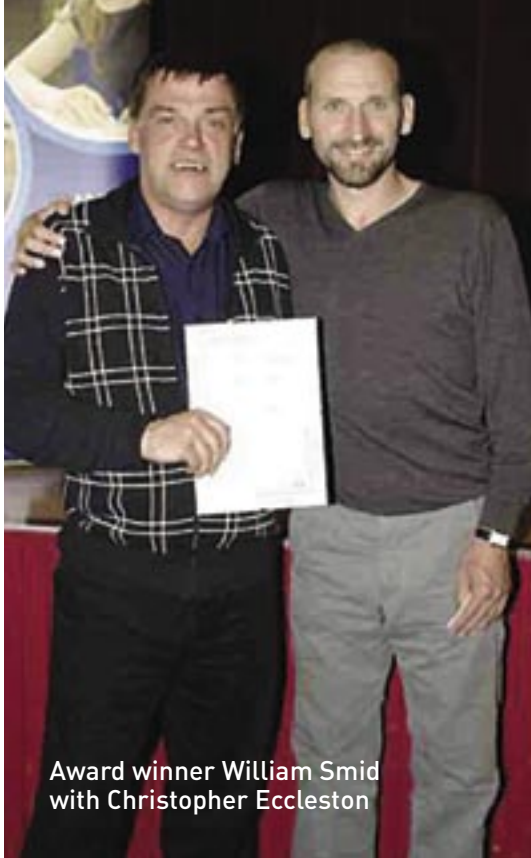
A "Healthy Inequalities Strategy 2" will also be launched in light of the "Choosing Health" White Paper – expect an additional focus on sexual health, mental health and alcohol.

Two important partnerships have been established to drive progress on Salford's big killers: Smoking and Obesity.

The Tobacco Control Partnership is already bringing partners together and adding value to health improvement in Salford. The Food and Physical Activity Partnership was kicked off with a launch event held on July 5.

For more information on the work of these two important partnerships contact Jenny Hacker on 0161 925 1059 or Jenny.Hacker@salford.gov.uk

Salford's Smoking Cessation Service has, once again, beaten its target. In 2004/05 1750 smokers used the service to give up smoking – 250 people more than the target set by the Department of Health.



Award winner William Smid with Christopher Eccleston

Lifelong Learning Partnership

Adult Learners' Week a resounding success!

Partners from a wide range of organisations worked together to stage the opening event of Adult Learners' Week, which took place on the lawns of Salford Civic Centre on Saturday 21st May. A huge marquee played host to numerous organisations all gave a taste of the learning opportunities available in Salford.

Staff from Salford College demonstrated flower arranging and staff from Eccles College were on hand to demonstrate circus skills. The Broughton Trust and Broughton Dat@base showed how easy it is to take those first steps in computing and the Employment and Regeneration Partnership promoted Learndirect. Students from Pendleton College offered makeovers, CRIIS (Creative Industry in Salford) engaged learners in filmmaking activities and GRUMPY (Greater Manchester Play Resources Unit) kept the children entertained with face painting.

The entertainment included songs from Eccles College Choir (who, incidentally, are looking for new members), a performance from a rock band, again from Eccles College, and salsa dancing lessons from Salford College.

On the Tuesday afternoon, the Salford Adult Learner of the Year Awards took place. The six individual category winners and one group winner all received cash prizes, and over 70 nominees all received a certificate.

The Mayor of Salford, Councillor James Hunt and our special guest for the afternoon "The Doctor" himself Christopher Eccleston presented the awards.

Find out about Salford's colleges – including how to contact Eccles College if you are a budding chorister – at www.salford.gov.uk/learning/14-19/sis-contacts/college-contacts.htm

Children's Services Planning Forum

Early Intervention for Positive Change

The Every Child Matters programme and the Children Act (2004) require an unprecedented level of cooperation between the local authority and its partners in how Children's Services are designed, developed and accessed. Salford has developed "Early Intervention for Positive Change", a strategy that aims to pull together all existing and new initiatives into a framework to promote the wellbeing of children and young people in the city. Planned activity stemming from the strategy includes:

- The development of a partnership board, which will include young people
- Investing in a children's champion to advance the participation agenda
- Appointing a head of service for Participation, Partnerships and Diversity
- The development of nine Children's Centres across the city

Living Environment Forum

The work of the Living Environment Forum is currently being reviewed to improve how we join up our work in this important area. Three current areas of work contributing to the Forum's objectives are highlighted here.

Salford Travel Partnership

The Salford Travel Partnership's (STP) membership includes the University of Salford, First Group, Greater Manchester Passenger Transport Executive, Salford City Council, Metrolink and others.

Last year, the partnership decided to formalise its role as a deliverer of sustainable transport messages. At the third annual partnership conference in April 2005, Councillor Derek Antrobus announced the Partnership would become part of the Living Environment Forum. Over the next twelve months, the partnership hopes to produce a strategy, encourage more associate member organisations and encourage greater use of public transport by outpatients and non-urgent hospital visitors.

For a copy of STP's leaflet "here to help you with travel in Salford", call 0161 295 2458 or e-mail less-cars@salford.ac.uk

Creating safer roads in Salford

The Road Safety Partnership held a successful event at the university last month to set the ball rolling in formulating a partnership-led road safety strategy for Salford.

A variety of stakeholders enjoyed stimulating and sometimes hard-hitting presentations before discussing how road safety priorities could be incorporated into their own work and whether there were particular gaps, issues or opportunities for working together.

The findings from the day will now be taken forward to inform Salford's road safety strategy.

If you think you could add something to the strategy, or to find out more, contact Sarah Brabban at sarah.brabban@urbanvision.org.uk or on 793 3729



Living Environment Forum continued

Salford tenants use their voice and make a choice

Salford council tenants want to secure £400 million investment in their homes after having a say in how they should be owned or managed.

The Housing Options Appraisal – the biggest consultation exercise the city council has ever undertaken – is being held up as best practice after receiving one of the highest levels of resident feedback in the country. Tenants had their say on which option they considered to be the best way to bring in essential investment to meet Salford’s Decent Homes standard.

Currently, 7 out of 10 Salford council homes do not meet the Government’s Decent Homes standard which is “warm, weatherproof and with reasonably modern kitchens and bathrooms”. The Salford standard goes further and includes burglar alarms, double-glazing and good quality street lighting. Based on financial information and what tenants said, the housing options steering group recommended the following investment plan to the Council’s Cabinet on May 31:

- A bid of £168m for 2,800 homes in Pendleton under a private finance initiative
- A bid for £81m for 9,000 homes in Central Salford under the Arms Length Management Organisation
- A bid for £147m for 16,000 homes across Eccles, Cadishead and Irlam, Little Hulton & Walkden and Swinton under a Local Housing Company or Registered Social Landlord.

Central Salford vision and framework

Central Salford’s new Urban Regeneration Company (URC) has been working with an international consortium since the end of last year to develop, in partnership with stakeholders including local community representatives, a Vision and Strategic Regeneration Framework for the area.

The draft version of this is launched in July and the URC are working with the University of Salford to organise a communication and engagement programme throughout the summer. This will aim to provide as many people as possible with an opportunity to hear about the ideas for Central Salford and to share their views.

Community and voluntary groups and social enterprises from across Salford have already come together and formed a ‘collective’ to ensure that as many people as possible, regardless of age or circumstance, have the chance to find out more about the big vision and to say what they think about the proposals

Stakeholder workshop:

18 August, 10am – 3pm, The Lowry
Aimed at public agencies, including the LSP, and is a follow-up to February’s stakeholder event

Business event:

25 August, 5pm – 8pm, Digital World Centre
Aimed at local businesses and business support agencies.
Hosted by Felicity Goodey

All day Drop In Event:

8 September, 11am – 7pm, In a marquee in front of Salford Art Gallery and Museum.
This event is open to everyone

In addition, there will also be a variety of other activities and events to be organised by community groups.

Following on from all of these events, the Central Salford team will be producing a Consultation Review report in the autumn containing feedback, suggestions and comments. This report will be made publicly available on the Central Salford website.

For further information about our summer programme please visit the Central Salford URC website at www.centralsalford.com



Crime & Disorder lead officer

Don Brown, a former Detective Chief Superintendent with Greater Manchester Police (GMP) has been appointed as Salford City Council's Head of Community Safety, and will therefore also become lead officer for the Crime & Disorder Reduction Partnership.

Don has over 30 years' experience of Community Safety and working with partners and agencies in the public, private and voluntary sectors. He is an Honours Graduate in Applied Community Studies from Manchester Metropolitan University where he also is now a visiting lecturer on Community Engagement.

His previous Senior Management Posts include Divisional Commander at Bolton and latterly Head of GMP's Internal Affairs Branch. He is the holder of the Queens Commendation for Brave Conduct and the Rhodesia medal which was awarded when he was a monitor during the independence elections of 1980.

Community Involvement training goes from strength to strength

Involving service users, residents, patients and local people in decisions about the services they use and the city they live in has been given a much higher profile in recent years. With this came an increased need for training and learning opportunities for staff within those agencies.

During the past 18 months over 300 members of staff have attended one of the Good Practice in Community Involvement Project's training courses on consultation and involvement and a further 300 have attended informal learning opportunities.

The programme rolls out over the next few months as follows; courses are open to any member of staff from any partner undertaking consultation or involvement work.

- **18 and 19 July Facilitation Skills Course**
£100 per person (9.30 – 4.30 both days)
- **27 July or 26 September Good Practice in Questionnaire Design Workshop**
£30 per person (1pm – 4.30pm)
- **15 August Consultation Awareness Workshop**
£30 per person (1pm – 4.30pm)
- **22 August Consultation Engaging People Course**
£40 per person (10 am – 4pm)
- **26 October Engaging Older People Course**
£40 per person (10 am – 4pm)

For further information contact wendy.goodwin@salford.gov.uk or call Wendy or Gail Aspinall on 0161 736 2398.

New Deal announces developer partners

The big news in the area was the announcement of the New Deal for Communities' (NDC) developer partner. A joint venture between Miller Homes and Inspired Developments was selected to work with the NDC team and local community to spearhead the transformation of Charlestown and Lower Kersal by building up to 2,500 new homes.

Local community volunteers, with a little help from NDC, held the first ever NDC Oscars at the end of March. Over 200 people, including Hazel Blears MP and Councillor Peter Connor, attended the event and saw 90 local people collect awards for their good work in the community.

NDC area residents and Groundwork recently showed off their combined efforts to improve the area with the opening of a new community space. The Albion Community Garden was made possible with the help of funding from NDC, Housing Market Renewal Fund, European Regional Development Fund, Living Spaces and Awards for All.

New board members

We welcome a new member to the board in the shape of Stephen Porter who will replace Councillor Connor as representative of Salford Strategic Housing Partnership. Stephen has been Chief Executive of Manchester Methodist Housing Group (MMHG) since 1991.

With almost 30 years experience in the housing association sector, he holds a number of voluntary positions. Under Stephen's leadership, MMHG has flourished to become one of the top performing housing associations in the region, gaining national recognition for its work in regeneration and supported housing.

The board also welcomes Miwanda Bagenda. Miwanda, who may be familiar to some of you already, joins Josie Browne and Adrian Dunning as the third Community Network representative.





Peter Hook and his aunt, Jean Jackson at Salford Community Radio

The voice of Salford

In June, a four-week broadcast by Salford Community Radio (SCR) became the centre of everything happening in the city. The station, owned and run by the community, hosted shows by volunteer DJs and an array of groups, from Salford In Bloom to Albion High school kids.

New Order star Peter Hook, who was brought up in Ordsall and Little Hulton presented a surprise two-hour show with his 71-year-old Aunty Jean. Peter played favourite tunes and chatted about growing up in the area.

The show was a real scoop for the station: both Peter and his Aunty Jean wanted to support Salford Community Radio's bid for a permanent 5-year licence. There was a real buzz in the city as more and more people tuned in or heard the station at council-run public baths, gyms and leisure centres.

Salford is the biggest city in Britain without its own radio station and the broadcast was part of the campaign to persuade the radio industry that SCR is very much wanted and needed.

Partners IN Salford is the local strategic partnership for this city. We aim to work together to create a city where people choose to live and work. Our board members represent the following organisations: Greater Manchester Chamber; Manchester Enterprises; Salford city council; Salford Primary Care Trust; Greater Manchester Police; Lifelong Learning Partnership; Jobcentre Plus; Salford's Community Committees; Salford Community Network; University of Salford; Government Office North West; Faith communities; Learning & Skills Council; Northwest Development Agency

Seedley and Langworthy gears up for 'In Bloom'

Quaternion Research and Consultancy has been chosen to evaluate the SRB 5 programme which is now in its final year. They will be looking at the impact of the two city-wide parts of the programme - to improve economic development and social inclusion, as well as the regeneration in Seedley and Langworthy. Quaternion will be interviewing programme managers and 400 residents.

Hundreds of members of the community took part in a successful community planting day on 4th June in Chimney Pot Park for Seedley and Langworthy In Bloom and an artist has been employed to produce giant mosaic flowers with local school children. The Chimney Pot Park Steering Group have chosen The Environment Partnership to develop a new design for the £500,000 renovation of the park.

The area celebrated its 100th Homeswap in April. Resident Debra Royle was delighted with her new home on Langton Street, and 61 properties have now been demolished to clear a site for the new Roman Catholic primary school behind the newly renovated shops.

Finally, the Seedley and Langworthy Partnership scooped the Housing Achievement award at the Municipal Journal Local Government Achievement awards, held at the Park Lane Hilton at the end of June.



This is YOUR newsletter – the more feedback and contributions you provide, the better it can be.

Contact the editor: Karen.mccrackle@salford.gov.uk

Forthcoming deadlines and issue dates:
e-Bulletin
Bulletin

Editorial deadline
30 August
23 September

Issue date
2 September
24 October

Contact details

The partnership support team can be contacted on 0161 736 2398. For more information about the strategic delivery partnerships, contact the lead officers: Children's Services Planning Forum: childrensfund@salford.gov.uk
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Economic Development Forum: stuart.kitchen@salford.gov.uk
Healthy City forum: julie.higgins@salford-pct.nhs.uk
Lifelong Learning Partnership: peter.cavanagh@salford.gov.uk
Living Environment Forum: chris.findley@salford.gov.uk
Social Inclusion: chris.howl@salford.gov.uk