



Department for  
Communities and  
Local Government



# Our Place!

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Communities are in the best place to know what is needed in their neighbourhood. With small amounts of support they are able to do incredible things. A year ago I challenged twelve neighbourhoods to go ‘far and fast’ - to take control of their neighbourhoods and make the changes they wanted to see. This prospectus shows that they have not let me down - I invite you to read their stories and follow in their footsteps.




**Rt Hon Eric Pickles MP**  
**Secretary of State for Communities and Local Government**




I have seen for myself what working at a neighbourhood level can achieve – there is a huge community appetite for getting involved, and innovative solutions are created when the community works with the public sector, voluntary organisations and business to tackle local issues. This is the way forward and I would encourage all neighbourhoods to take control of their areas and improve the lives of their local people.



**Rt Hon Don Foster MP**  
**Parliamentary Under Secretary of State**  
**- Communities and Local Government**




The government has recognised that joining up local services to remove duplication and prevent problems before they happen is a vital reform. Neighbourhood community budgets are an important part of that and give councils, their partners and councillors the opportunity to build on work already under way in many areas to put neighbourhoods more in the driving seat. I would encourage all councils to look seriously at what neighbourhood community budgets could offer and if you are not already doing so, consider promoting this approach in your areas.



**Councillor Sir Merrick Cockell**  
**Chairman of the Local Government Association (LGA)**

# The Our Place! approach creates... ...more powerful communities

**86%** 

of people surveyed in Poplar agreed that citizens should 'do their bit' to improve the area; 31% expressed an interest in volunteering

Based on a survey of 1,170 people conducted by a locally commissioned community engagement specialist, summer 2012



One Ilfracombe will manage a **£1m** devolved budget, alongside a **£400k** aligned budget, to provide place-based services

## ...better, more efficient services



Police officers and the community in Balsall Heath are developing fortnightly street patrols with residents, and priority policing actions, to reduce crime and anti-social behaviour. Balsall Heath's analysis shows that at a cost of £35,000 per year, over five years, **potential benefits of over £500,000 could be produced.**



**Poplar aim to save the NHS a potential £4m over 5 years** by investing £1m in promoting healthy lifestyles and improving treatment of those at risk of diabetes, including through the use of health volunteers.

## ...and stretches neighbourhood spend



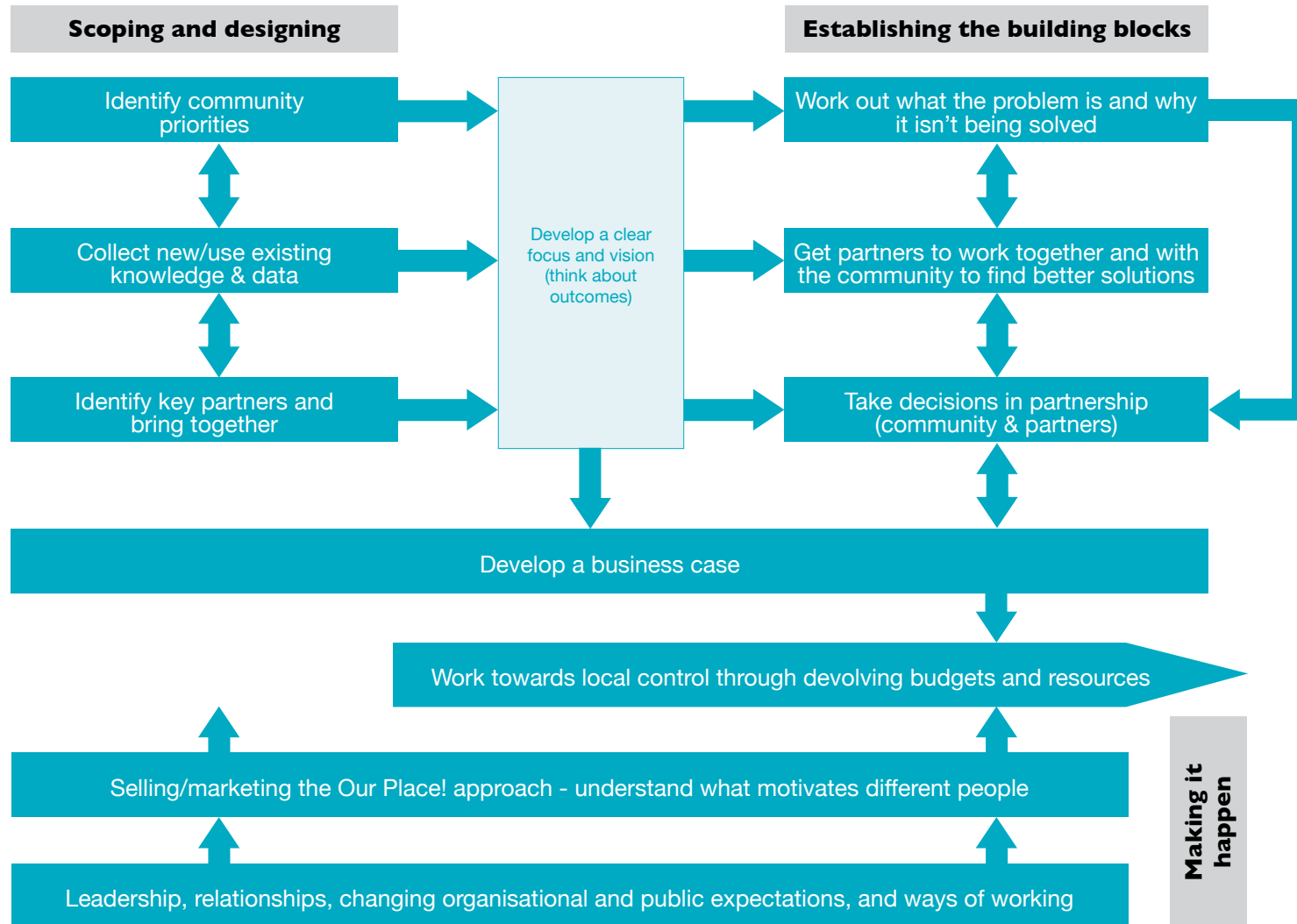
Team White City aim to recruit **20 Parent Mentors**, who could support up to **350 families** over a 5 year period.



In Haverhill businesses are offering to provide more apprenticeships, traineeships, work experience, careers advice and information on job vacancies to help people get a foot on the jobs ladder.



# Our Place! approach to tackling local issues





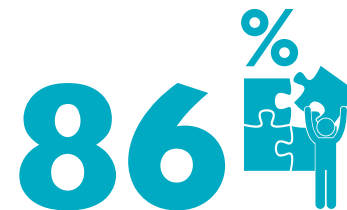
# The Our Place! approach creates...

## COMMUNITIES WANT TO BE INVOLVED IN THEIR NEIGHBOURHOODS.

Across the 12 pilots, communities have demonstrated their willingness and ability to work with the public, private and voluntary sectors to transform services - tailoring them for their neighbourhoods and improving the life chances of local people.

Using the Our Place! approach provides a range of ways for the community to do more in their area - the more people are involved the more they are able to take ownership and responsibility for what's happening.

Would you like to do more to help your communities get involved, take control and be responsible?



of 1170 people surveyed in Poplar agreed that citizens should 'do their bit' and over 100 people have already said they want to volunteer.

**Based on a survey of 1,170 people conducted by a locally commissioned community engagement specialist, summer 2012.**



of 486 people in White City said they wanted to be involved to 'some or a great extent'

**Based on a survey of 486 people conducted by volunteer Community Champions in White City, summer 2012.**



# ...more powerful communities

## COMMUNITIES HAVE IDENTIFIED LOCAL PRIORITIES...

Pilot neighbourhood	Agreed local priorities
Ilfracombe (Devon)	Health & wellbeing, economic growth & skills, "Pride in our Town"
White City (Hammersmith and Fulham)	Decentralising services, employment & skills, children, young people and families, crime, health & well being
Haverhill (Suffolk)	Youth services, employment and public realm
Sherwood (Tunbridge Wells)	Building personal and community resilience
Castle Vale (Birmingham)	Health & wellbeing
Balsall Heath (Birmingham)	Clean, green & safe public realm, and reducing Anti Social Behaviour
Shard End (Birmingham)	Arts & culture, education, employment & enterprise, "Health Village"
Poplar (Tower Hamlets)	Health
Norbiton (Kingston-upon-Thames)	Young unemployed people, community wellbeing, community engagement
Queen's Park (Westminster)	Early years wellbeing
Little Horton (Bradford)	Young people - services & employment
Kenton (Newcastle)	Jobs, health, young people, environment, crime & community safety

## ...AND ARE DIRECTING 'SPEND' IN THEIR AREA.

One Ilfracombe will manage a **£1m** devolved budget, alongside a **£400k** aligned budget, to provide place-based services.



One Haverhill is influencing an aligned spend of over **£450,000**, including to get more young people into work in local businesses, and improve the appearance of the town.

The Sherwood Neighbourhood Forum has a devolved budget of **£100,000** and the Kenton Community First Panel a budget of **£75,000** to commission local services to meet the needs of their communities.



Would you like services that: are tailored to the community; are efficiently managed; reach those who are hard to help; and encourage people and organisations to work together?

**One Ilfracombe** will invest in activities to target the use of illegal tobacco and getting young people into work. Their figures show they aim **to produce savings to the public purse of £239,000, and further economic benefits.**

Our cost benefit analysis shows the benefit of this way of working. We are looking forward to working with Tower Hamlets Council and our Clinical Commissioning Group to make this happen on the ground, and deliver better quality of life for residents and savings to the public purse.

Sarah Castro  
Programme Manager, Poplar Harca

# The Our Place! approach... generates better services

The **Our Place!** approach puts communities at the heart of decision-making and can result in better services. If communities are given more of a say in how budgets are spent and services delivered in their area, their local knowledge can reduce waste and duplication. By tailoring services appropriately public sector investment can be used more effectively on local priorities.

## COMMUNITIES ARE TAKING CONTROL OF SERVICES AND ASSETS TO REDUCE WASTE...

One Ilfracombe is taking on management of parks and grounds maintenance, litter collection, street lighting, car parks, public toilets, and eventually the harbour, to get rid of the current waste and bureaucracy created, for example, by different councils managing grass-cutting, grounds maintenance and weed-spraying. Bradford Trident is taking on management of Parkside Youth Centre, and with young people in the neighbourhood is developing a range of services and activities including a sports leadership course, a play pod for

community groups and uniformed youth provision (Scouts and Brownies).

## ...TAILORING SERVICES TO THE NEEDS OF THE NEIGHBOURHOOD...

Obesity is a key health issue for the Castle Vale estate. The resident-led Castle Vale Leisure Trust has secured the asset transfer of a community football stadium from Birmingham City Council to run more sports clubs for young people, older people and people with disabilities. They will also work with local schools and shops to promote healthy eating. The aim is to get 30% more people being active and 20% more people eating healthily by 2020.

## ...AND GENERATING SAVINGS.

Poplar aim to save the NHS a potential £4m over 5 years by investing £1m in promoting healthy lifestyles and improving treatment of those at risk of diabetes, including through the use of health volunteers.

In Haverhill £1m invested in a youth intervention programme could, in the long term, bring a £3m return.





Do you want to harness additional resources to make public sector investment do more?



In Poplar 50 Health Champions will recruit local people to become Health Trainers - working 3 ½ hours a week to support people with long-term conditions like diabetes

# The Our Place! approach... stretches neighbourhood spend

Using the **Our Place!** approach communities have been able to harness additional resources to tackle local issues more effectively with less.

Already, **volunteering** has resulted in:

**local people** coming forward to work alongside statutory services to look after and support more vulnerable people. For example, Norbiton residents will extend their already successful Neighbourhood Watch scheme of around 300 households, to become a community network of support for elderly and vulnerable people, for example, by ensuring prescriptions and shopping are collected and delivered in bad weather.

**free professional support for community**

**organisations:** One Ilfracombe, the not-for-profit company set up to commission, manage and deliver Ilfracombe's services and assets, has recruited through an open competition six independent directors, to ensure the company has the right skills set. Their board now includes a former regional director of the Homes and Communities Agency, a

business psychology consultant, an international oil industry expert, a registrar in obstetrics, a GP and a Chartered Accountant.

As coordinator of our Neighbourhood Watch Plus scheme, I'm already building links with other residents living in my local area. In the longer term we are aiming for the scheme to do more to help our elderly neighbours.

Elaine Kennedy  
Norbiton resident

I was looking for a way to contribute more to Ilfracombe and am delighted I was successful in becoming a director of One Ilfracombe.

Dr Greg Pearson  
Independent Director, One Ilfracombe







Department for  
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Being a pilot has completely changed our relationship with communities in Birmingham. This localist approach is the key to maintaining quality life for our residents within the context of reduced resources.

Councillor John Cotton  
Cabinet member, Social Cohesion and Equalities  
Birmingham City Council

Developing Our Place! in White City has resulted in a much better understanding of the needs and aspirations of residents in the area. I am confident that the programmes Team White City are implementing will improve services and enhance the quality of life for White City residents. We are now looking at developing similar neighbourhood-level programmes in other areas of the borough, to redesign services that better meet the needs of local people at reduced cost to the public purse.

Derek Myers  
Chief Executive, Hammersmith and Fulham Council

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