

NDC CHARLESTOWN AND LOWER KERSAL

SUMMARY OF THE 2008/2009 EVALUATION REPORT



Introduction

This report provides a summary of the 2008/2009 Evaluation Report produced by the New Deal for Communities (NDC) Charlestown and Lower Kersal Partnership. The evaluation was designed to assess the difference being made by the Partnership, to tell the story of the NDC in Charlestown and Lower Kersal so far, to support learning from the programme to share with partners and to inform delivery and improvement for the final two years of the programme and to help with planning work for beyond 2011 when the NDC programme ends.

A new and unique feature of the 2008/2009 evaluation was the introduction of an external verification of the report. A panel of local stakeholders including local residents and representatives from Government Office, Partners in Salford, Salford City Council, Salford Primary Care Trust, the national NDC Evaluation Team (Sheffield Hallam University) and the Heart of Heywood NDC, have provided an independent review of the content of the evaluation report. The panel have issued a verification statement that approves the content of the evaluation report stating that the information that it provides can be relied upon as providing a true picture of what has been done and achieved.

The story about the NDC Charlestown and Lower Kersal is detailed and this report only provides a flavour of the content of the evaluation. Copies of the full evaluation report and the report on the verification process can be obtained from the NDC Partnership.

The Charlestown and Lower Kersal NDC

In April 2001 Charlestown and Lower Kersal Partnership was awarded £53 million under the Government's New Deal for Communities (NDC) initiative to undertake a ten-year programme of regeneration of the local area. The area was selected for support as a neighbourhood that had concentrated problems particularly in relation to crime and community safety, housing, unemployment, low levels of skills and qualifications, health and a lack of local facilities and services. The NDC grant award also reflected the area's strengths and opportunities – a strong local community who wanted to see the area changed for the better, a strategic location close to Central Salford and the wider sub-region, a significant local business community, substantial open space and new and planned developments in local education and health facilities.

"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." (quote from the Delivery Plan, 2001)

In recognition of these challenges and opportunities the vision for the NDC programme was identified as:

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

The NDC Partnership Board, comprising local residents and representatives from the local business, education, health and voluntary sectors, Salford City Council and Greater Manchester Police, works with the NDC Team, thematic Task Groups and a wide range of partners and delivery bodies to drive forward the programme of regeneration designed to achieve this vision.

What has been done so far?

By the end of its 7th year (March 2008) the NDC has invested £36.97 million in Charlestown and Lower Kersal supporting over 120 projects, ranging from major housing improvement initiatives through burglary reduction and healthy living initiatives to grants to local community and residents groups.



Programme theme	NDC investment (£)	% of total	No. of projects
Building Communities	2,771,508	7	19
Crime & Community Safety	2,576,853	7	16
Education, Children and Young People	5,107,985	14	21
Physical environment	17,321,296	48	27
Health	2,363,837	6	18
Business, employment & skills	2,767,950	7	20
Management & administration	4,057,756	11	-
Total	36,967,185	100	121

Some key facts

- 52% of NDC spend has been on capital projects to improve the buildings, housing, roads, landscapes, parks and play areas, sports facilities and transport of the area
- 48% of NDC spend has been on revenue projects to provide better services to local people, support local businesses and build the capacity of the local community
- 9 local community facilities and over 140 community projects have been supported
- Security improvements have been made to over 1,000 properties and 72 alley gates and 13 CCTV cameras installed
- Almost 1,000 houses and 11 shops have been improved and environmental improvements made to 4 large social housing areas
- 36 new businesses and 2 new social enterprises have been helped to start up and grow
- 100 people each year have been given advice, training and support to help them improve their skills and qualifications and to get jobs
- 3 new play areas, a sports village, an innovation forum, 2 new health centres, a play resource centre and a young people's resource centre have been developed
- and 700 households have been involved in In Bloom, 11 additional staff provided in local schools, 67 local community groups have been formally constituted, a young people's group 'VOICE' established, numerous community events held and many small scale but big impact environmental improvements made across the area.

What difference has been made by the NDC?

“The area has changed beyond recognition and although there are still some problems they are in line with other parts of the city” (2008 Stakeholder Survey)

The 2008/2009 evaluation collected and analysed information from a range of sources including: statistical information from the MORI household survey carried out every two years in all NDC areas; monitoring and performance data from NDC funded projects; feedback from Task Group members; and views from a range of stakeholders collected through a questionnaire survey. This information was used to assess the performance of the NDC against the main targets set for the programme.



The evaluation found that:



.....around 25% of the targets set for achievement by the end of the programme have already been met:

- 73% of residents satisfied with their neighbourhood as a place to live compared to 32% at the start of the programme (year 10 target 70%)
- 82% of residents feeling that their quality of life is very/fairly good (year 10 target 80%)
- 11% of residents feel that the area has got worse to live in compared to 70% at the start of the programme (year 10 target 20%)
- 60% of residents trusting NDC a great deal/fair amount compared to 42% in 2002 (year 10 target 60%)
- 42% of residents stating that they feel unsafe after dark compared to 61% in 2002 (year 10 target 40%)
- 24% residents feeling that household burglary is a problem in the area compared to 50% in 2002 (year 10 target 25%)
- 2% of respondents who have experienced burglary in last 12 months compared to 6% in 2002 (year 10 target 2%)
- 3% of residents feeling that abandoned/burnt out cars is a problem in the area compared to 28% in 2002 (year 10 target 15%)
- 6% of residents feeling that property being set on fire is a problem compared to 34% in 2002 (year 10 target 10%)
- Reducing to 60% from 74% in 2002 the number of residents worried about juvenile nuisance/anti-social behaviour (year 10 target 60%)
- 65% of residents satisfied with local parks and open spaces compared to 14% at the start of the programme (year 10 target 50%)
- 80% of residents satisfied with local health facilities compared to 29% at the start of the programme (year 10 target 75%)
- 88% of residents have trust in local health service compared to 71% in 2002 (year 10 target 85%)

....that good, and in some cases excellent, progress is being made towards the achievement of targets for:

- increasing to 66% from 22% in 2002 the number of residents who think that NDC has improved the area (year 10 target 70%)
- increasing to 36% from 22% at the start of the programme the number of residents who feel part of the community (year 10 target 60%)
- reducing total number of recorded crimes from 197.9/1000 in 2004 to 148/1000 (year 10 target 130/1000)



- reducing the level of recorded criminal damage from 33.6/1000 in 2004 to 29.0/1000 (year 10 target 26.0/1000)
- increasing to 35% the number of residents who are satisfied with local play facilities from 3% at the start of the programme (year 10 target 50%)
- increasing to 26% the number of residents who wish to move and want to stay in the area (year 10 target 30%)
- increasing to 47% the number of residents satisfied with local sports facilities from 8% at the start of the programme (year 10 target 50%)
- improvements in educational achievement in local schools across a range of targets. For example: an increase in Key Stage 2 attainment English Level 4/above from 66% at the start of the programme to 70%, Maths Level 4/above from 63% to 65% and Science Level 4/above from 76% to 80%; Key Stage 3 English Level 5 attainment increased from 42.5% in 2002/03 to 55%; and an increase in attainment at Key Stage 4 (pupils achieving 5 or more GCSE A*-C grades) from 22% at the start of the programme to 58.5% in 2007
- increasing to 82% the number of residents who feel that their health is good from 79% in 2002 (year 10 target 90%)
- increasing to 21% the number of adults taking part in education or training from 17% at the start of the programme (year 10 target 27%)
- reducing to 27% the number of adults of working age with no qualifications from 38% at the start of the programme (year 10 target 20%)



.... but that more needs to be done to meet the year 10 targets for:

- community influence on decisions affecting the area currently 19% against a year 10 target of 40%
- levels of satisfaction with the state of repair of homes currently 73% against a year 10 target of 80%

- levels of satisfaction with local childcare provision and with local secondary schools currently 10% against a year 10 target of 40% and educational attainment in local schools at Key Stage 4 that includes English and Maths GCSEs
- reducing smoking currently 41% against a year 10 target of 35%
- reducing the number of residents reporting that they do not do physical activity currently 14% against a year 10 target of 5%
- reducing the number of households having someone registered as unemployed currently at 8% against a year 10 target of 2% (City average) and related targets for worklessness and benefits dependency in the area

The ongoing work and investment of the NDC and its partners, including in community capacity building, decent homes, education, healthy lifestyles, skills and employment, therefore continues to be critical.

What do local people think about the difference being made in the area?

The evaluation identifies that there is a feeling within the community of Charlestown and Lower Kersal that things are getting better.

- 66% of local people think that the NDC has improved the area as a place to live (a great deal/fair amount) up from 47% in 2004 and 60% in 2006. This compares to a figure of 61% across all NDC programmes
- 11% of residents feel that the area has got worse to live in compared to 44% in 2002, 28% in 2004 and 22% in 2006. This compares to a figure of 18% across all NDC programmes
- 26% of residents who want to move wish to stay in the area compared to only 6% when the NDC programme started
- 1% of local businesses identified that poor local image is a barrier to growth compared to 54% in 2003



The MORI Household Survey asks local people “what 3 or 4 things most need improving in this area to improve your quality of life?” The table below shows the trends in responses for the three surveys carried out to date.

Needs to be improved	2004	2006	2008	
Crime & community safety	41%	34%	26%	☺
Environment	31%	32%	35%	☹
Transport, roads & pavements	21%	31%	28%	☹
Local facilities	22%	19%	19%	☺
Feeling of community	3%	4%	2%	☺
Housing	16%	18%	10%	☺
Facilities for children & young people	35%	30%	21%	☺
Education & training	1%	3%	Less than 1%	☺
Employment, economy & jobs	1%	2%	3%	☹

.....but there are still issues that the local community feel need to be addressed including

- Pre-school nursery and childcare provision
- Perception of local primary and secondary schools
- Living accommodation
- Environmental issues including litter, dogs, traffic
- Employment and job opportunities
- Being able to influence local decision-making.

How has the NDC worked and what have been the critical success factors?

The evaluation uses stakeholder feedback and analysis of the performance of the programme so far to highlight key factors in the success of the programme. These are identified as:

- A focus on **targeted interventions** that respond to the needs and priorities stated by local people with these needs identified and reviewed on an ongoing basis
- **Community involvement** throughout the lifetime and in all aspects of the programme from community representation on the Partnership Board and Task Groups through community involvement in the planning, design and evaluation of projects to 'capacity releasing' and community-led social enterprise developments
- Investment across all areas – **physical, social and economic** - that contribute towards residents' quality of life. Rather than prioritise one or two areas the NDC has used its thematic approach and multi-disciplinary staff team to implement a comprehensive programme of local regeneration developing both the place and people
- A priority for physical programme investment to be made into improving people's homes and the local environment. The NDC has not paid for any large commercial buildings but rather has **pump-primed or added value** to a range of developments, for example healthy living centres, the Beacon Youth Resource Centre, Salford Sports Village and the Innovation Forum. NDC investment has secured these facilities for the people of Charlestown and Lower Kersal and helped ensure that they provide services to meet local needs

- A balance between investment in large-scale strategic interventions, such as local housing redevelopment, and **small local initiatives**, such as In Bloom and Community Chest grants that enabled some of the ‘little things’ identified by residents as important to be supported and helped build the confidence and capacity of communities to be able to do for themselves
- **Working with partners** from the public, private and third sectors and **across the programme themes**, whilst recognised as hard work, has paid dividends to the local area – more investment, new and better services and facilities, greater co-ordination and collaboration and improved targeting of mainstream plans and programmes are all identified consistently by stakeholders as tangible benefits of this approach
- Recognition of the need to **take some risks** in order to support innovation and pursue good practice. For example, the willingness of the NDC to invest in new social enterprises has led to the successful growth of the Community Health Action Partnership (CHAP) from a local lobbying group to a community-led business delivering health and well-being services for a range of commissioners. A **range of good practice** developed through NDC investment has been transferred including our approach to alley gating taken up in NDC areas and by GM Police with other communities and rewarding participation adopted by Neighbourhood Management Teams
- Last but by no means least, the NDC has acted as **catalyst for change** - supporting the development of new policies and practices, changing opinions and helping to establish a renewed sense of local pride.

“The NDC has been incredibly supportive and approachable” (2008 Stakeholder Survey)

What are the remaining challenges?

The evaluation identifies significant progress by the NDC in delivering the original vision and plan for the Charlestown and Lower Kersal area. Analysis against the key outcomes shows that targets are being met and the programme is heading in the right direction. The regeneration journey for the area is however far from complete and important challenges remain.



The evaluation will be used to inform planning and delivery in the final two years of the programme to 2011. The Partnership will continue to drive improvements in the quality and choice of housing in the area, the performance and perception of local schools, local childcare provision and addressing environmental issues that are a high priority for local residents. Having improved the health infrastructure, there are still healthy lifestyle issues to address including reducing smoking rates and increasing levels of physical activity. Reducing worklessness continues to be a priority and a particular challenge within the context of the current recession. Developing the skills and employability of local residents so that they can take advantage of available job opportunities will be vital. All will be a focus alongside continued effort to maintain the progress made to date and further developing the capacity of the local community.

In parallel the Partnership will use the evaluation to support the development of effective succession arrangements that will sustain the improvements achieved by the NDC and continue the regeneration of the local area once NDC funding comes to an end in March 2011. The learning, effective practice and key issues identified by the evaluation will inform and influence the future neighbourhood working arrangements being developed as part of succession planning.

“The real test is the legacy and the sustainability of activity once the NDC no longer exists” (2008 Stakeholder Survey)

Continuing partnership working, improving the housing stock, further physical development, helping people into work and ongoing empowerment of the local community will be key priorities for these arrangements. The evaluation will play a valuable role in securing the commitment of a range of partner organisations to the succession strategy that will be put in place prior to the conclusion of the NDC programme and to enabling learning from the programme to take place.



“Many of the experiences (of the NDC programme) could be employed across the city” (2008 Stakeholder Survey)



Acknowledgements

The NDC Partnership is grateful to the many people and organisations in Charlestown and Lower Kersal, Salford and beyond who have so generously provided their time and support to the evaluation and verification processes and to the work of the NDC more generally. The work could not have been done without them.

The verification process and this report were developed on behalf of the NDC Partnership by Louise Hale of Blue Spot Consulting.