

Picture of Kirklees 2006



9 November 2006

Conference summary



Working together to achieve a brighter future...

"Firstly, thank you to the 160 delegates who attended the first Picture of Kirklees on 9th November. It was encouraging to see such a large number of people, from such diverse backgrounds...from private, public, community and voluntary sectors.

We were very fortunate to have input from Isobel Mills, from Government Office, who gave a valuable insight into the government office's perspective of Kirklees. Isobel's presentation not only lightened the atmosphere but also gave us food for thought.

This document reports on some of the main points arising from the afternoon workshops, as well as summarising the feedback you gave us and setting out the next steps. The conference was a great success and gave us some vital information...but that will be wasted if we do not act upon that information.

So, once again, thank you to everyone who attended – it was your commitment and enthusiasm that made the day such a great success. It was encouraging to see that everyone has the same shared commitment – to make Kirklees a better place to live and work."

Cllr Robert Light

Leader of Kirklees Council and Chair of Kirklees Partnership

Programme of the day...a reminder

- 09.00am **Arrival and Registration**
- 09.30am **Welcome and Introduction**
Cllr Robert Light, Chair of Kirklees Partnership
- 09.40am **A Picture of Kirklees from a Regional and National Perspective**
Presentation – John Fisher, Local Futures
- 10.20am **A Picture of Kirklees from a Local Perspective**
Presentation – Dave Harris, KMC Director for Corporate Services
- 10.50am **Break for Refreshments**
- 11.10am **Table Discussions on Presentations**
- 11.30am **Government Office Perspective**
- 11.50am **Responses from the Panel**
- 12.05pm **Q&A Session to the Panel**
- 12.45pm **Break for Lunch**
- 13.45pm **Workshop 1 – The Seven Localities**
- 15.00pm **Workshop 2 – The LAA Blocks**
- 15.45pm **Next steps – the challenge**
Cllr Robert Light
- 16.00pm **Close**



Cllr Robert Light
Kirklees Council



Isobel Mills
Government Office



Dave Harris
Kirklees Council



John Fisher
Local Futures



Dorothea Annison
VAK



Mike Potts
Kirklees PCT



Rob Vincent
Kirklees Council



Chief Supt
Barry South
Yorkshire Police

Key messages from the morning presentations...Local Futures

District Report Card - Kirklees			
	Sub Region	Region	National
Economy			
Economic scale	C	A	A
Productivity	E	D	D
Economic change	C	C	C
Industrial structure	D	C	C
Business & enterprise	B	C	C
Skills & qualifications	C	C	C
Labour market	C	D	D
Society			
Knowledge workers	C	C	C
Prosperity	C	C	C
Deprivation	B	C	D
Inequality	C	D	E
Health	D	D	E
Crime	A	C	D
Environment			
Housing affordability	B	B	A
Floorspace change	C	E	E
Connectivity	C	B	C
Services	B	A	B
Amenities	E	D	D
Natural environment	B	D	D

Economic Development

Kirklees has a large economy, scoring an 'A' on economic scale – but is characterised by low skills and low pay.

Social Profile

Lower than average life expectancy and above average crime result in an 'E' and a 'D' respectively for these indicators. High levels of deprivation ('D') are combined with a high degree of inequality ('E') across the borough.

Environment & Quality of Life – Kirklees' environmental performance is mixed. Good scores on housing affordability and the quality of local services are countered by average connectivity, poor growth in commercial floor space and a below average natural environment and amenities scores.

Areas of priority:

- Strengthening the supporting **economic institutional framework**
- Improving product and process **innovation** across the business economy, based on collaboration between firms, the public sector, universities, colleges and other key players;
- An **educated**, skilled and flexible workforce built around the LSC strategic area reviews and workforce development strategies. Improvements in IT skills and reducing education deprivation;
- Kirklees' knowledge economy will require an advanced electronic **infrastructure** and a variety of e-services for a more technology-based economy and society.

These four 'pillars' of Kirklees' knowledge economy need to be synchronised – that is, policies need to be joined up across all four areas of economic development strategy. In addition, any inter-area disparities within the borough also need to be considered so that problem areas do not become economically, socially and environmentally ghettoised. Any future economic benefits need to be distributed fairly.

The future knowledge economy of Kirklees also needs to be **socially inclusive**. Recent years have seen increasing recognition of the link between poor economic performance and wider social problems; indeed the main objectives of the Neighbourhood Renewal Strategy are to maximise local wealth creation whilst ensuring that any benefits are distributed fairly.

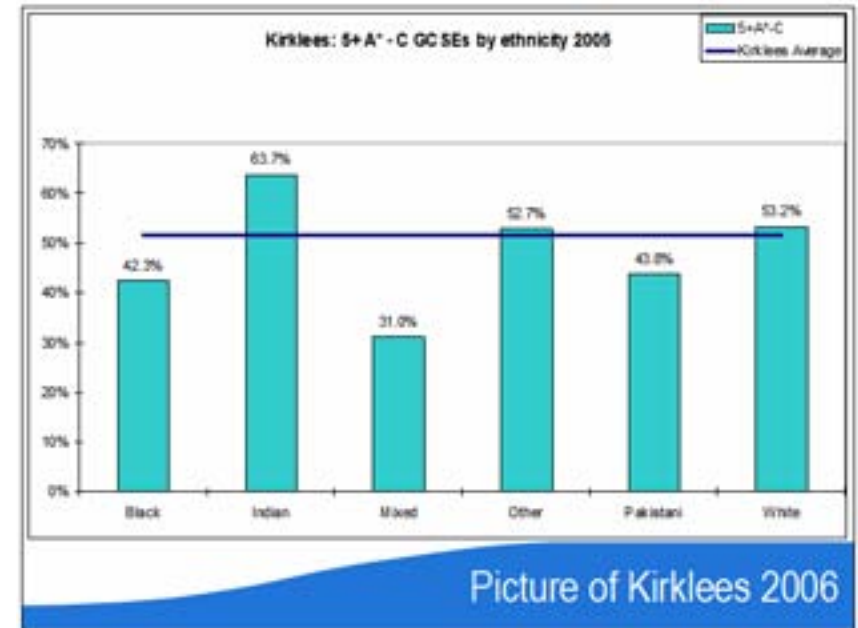
The final strategic imperative is to ensure that economic and social development in Kirklees is **sustainable**. The environment and quality of life in Kirklees are generally good, and these assets will be key in attracting and retaining the workers that the borough needs in order to develop its knowledge economy.



Key messages from the morning presentations...KMC presentations

What else came out of the presentations?

- Fear of crime is a growing problem. However, crime generally is falling.
- Although GCSE passes are increasing across Kirklees generally, standards within some communities are worryingly low, eg Mixed, Black and Pakistani. Also, standards are below our neighbours in Calderdale and Wakefield, and lower than the national average.
- Better wages and better jobs are attracting too many people to work outside Kirklees, particularly Leeds. Improved road and public transport infrastructures are needed. However, the excellent location of Kirklees in proximity to major cities such as Manchester and Leeds make it a very attractive place to live.
- Demographics are changing. Not only do we have an ageing population (meaning we need to improve services for older people and pay greater attention to their needs), but we also have a rapidly growing young population. Providing better leisure facilities and focusing on their education is the key to providing them with a better life – by involving young people in leisure activities and by keeping them in education for as long as possible, they are more likely to get good jobs, afford comfortable homes, remain healthy and lead crime-free lives.
- Generally, people in Kirklees are proud of the area in which they live and enjoy the diversity and mixed cultures.



Workshop 1 – Children and Young People

Question 1: Are we working on the right priorities – if not, what other area should we be working on?

Supporting Parents – Parents, particularly those working or those within the criminal justice system, need continual support. Schools need to develop close relationships with them, by drawing parents in to tackle problems together. They need to encourage healthy lifestyles and a more positive attitude.

Services & Facilities - We need to continue to develop better facilities for children and young people, and to recognise the changing needs of this group. We must be aware of the issues they face, such as sexual exploitation and respond now, not later. We have to appreciate the role higher education plays as a driver to help retain skills and enterprise in the area. Locality working will help identify gaps in local delivery of services and develop partnerships with key local partners. We need to focus on the child as a whole, not just on their educational attainment.

Image of Young People – It is important to focus on young people in a positive way, and appreciate the positive influence they can have on the future. We need to do more to address low aspirations by using higher education and high achievers to provide positive role models

Question 2: What can you and your organisation do, to help us build on our successes and achieve more?

Partnership Working – Working alongside partners during key periods of violence (eg bonfire night, Christmas) by providing alternative

activities. We need to encourage more links between the Police and schools, to break down barriers and form good ties. Safer Neighbourhood Teams need to work with youth services. Meanwhile, the Probation Service need to work with the criminal justice system, alongside families.

LPSB – The LPSBs need involvement from local schools, including college principals. If the right partners are connected to the process, resources can be better influenced. The LPSB need to listen to local voices.

Processes – We need to use research and evidence based practice to assess priorities, and develop more responsive and preventative services to address needs. The consultation process is currently too short term – it needs to be more open, robust and transparent, for longer periods. There is a lot we can learn from the successful community engagement activities by the voluntary and community sectors.

Question 3: What can you and your organisation do to help us tackle our challenges?

There are many ways in which we can improve services for children and young people, including working closer with NCH, Barnardo's and NSPCC, instigating a school buddying system, involving young people in the planning process, and commissioning services for effective delivery .

We all need to see the bigger picture to help us work differently – it's not all about targets and activities. We need to take risks, have vision and be flexible to try out new ways of working to make changes.

Workshop 1 – Safer, Stronger Communities

Question 1: Are we working on the right priorities – if not, what other area should we be working on?

Young People – Greater support is needed to help prevent them entering into the criminal justice system. Greater links are needed with them with more focus on young people/anti-social behaviour – this is the key issue in every locality.

Crime and Anti Social Behaviour – It needs to be recognised that adults, too, cause anti social behaviour. Low level crime should be another priority – it affects people's sense of safety and well being and impacts on their perception of crime. Domestic violence still has to remain a priority and needs to be backed up by alcohol reduction services.

Increase commissioning the voluntary sector - on the basis of a better service for the community and better value. Can all organisations commission? Is it a level playing field? We could lose smaller community organisations. Can volunteers take on more? Voluntary organisations struggle from lack of continuity and workers have no job security. Need to ensure that commissioning does not exclude smaller organisations.

The LPSB needs to feed back to people on council estates. Are the networks linked in? Who is on board? What about the forum? Has it met, how does it feed through to the board? Access to services should be a cross cutting LAA target.

Processes - Ensure community involvement in decision making and representation from bottom up. There is too much red tape and bureaucracy which is a disincentive to volunteering. Must look at evidence based responses e.g. tackling parenting.

Communication - Talking together should happen well before services are delivered. Non communication is a problem, eg Fieldhead Estate.

Locality working is the way forward. Local services to local problems; recognising needs of each of the localities are different.

Question 2: What can you and your organisation do to help us build on our successes and achieve more?

Some felt that it is not currently an open dialogue or a level playing field and that the voluntary sector does not get enough information fed back to them - and needs stronger links/better funding. Suggestions included:

- An alcohol strategy.
- Inform people about services available to them.
- Area Committees play an important role – use of funding to achieve local targeting ASB/Crime issues – would reflect in lower targets.
- Need to recognise and value diversity as a strength.
- Need to push the boundaries early in partnership (Neighbourhood Renewal Capacity Building); Dewsbury Pathfinder reaching out to the community/partners.
- Community Development work.
- Local groups: Fartown Steering Group – expanding so further community engagement Huddersfield Interfaith Council – doing practical things around this group – not just discussion but action.

Question 3: What can you and your organisation do to help us tackle our challenges?

- Joining up with other LAA/LPSB blocks
- Access to services
- All contribute to a “single point of contact” for communities/clients
- Challenge voluntary sector
- Big Ambition: co-locate voluntary stat services. Single service centres!
- Voluntary sector – support to culturally based work existing.
- Everybody Counts Initiative
- LACs – several initiatives around the crime/ASB – impacting on crime.

Workshop 1 – Adults and Healthy Communities

Question 1: Are we working on the right priorities – if not, what other area should we be working on?

- Infant mortality, adult obesity, alcohol, incapacity benefit, private sector housing, fuel poverty – all key priorities.
- Links with community sector – outreached.
- Older people – mobility, health message, social inclusion.
- Physical activity – missing. Lots going on already. Connected to obesity, but not the only issue.
- Dewsbury Health Centre – put prices up for leisure.
- Including pricing, older people social exclusion.
- Kirklees Passport – look at savings from this. Could learn a lot by looking at Leeds Card.
- Transport to leisure centres.
- Mental Health - This underpins many others, eg obesity, alcohol, drugs and also affects a lot of the other LPSBs.
- VAN feel under more pressure to do more and support our own staff.
- More support for people who want to start up business and get them off benefit. Help people regain confidence and self esteem.
- Teenage pregnancies and other issues. Lots of work going on in schools on STIs that's not known about.
- Bullying also a priority for C&YP LPSB?

Question 2: What can you and your organisation do, to help us build on our successes and achieve more?

- More involvement – links between CVS. Promotion of services through these groups. Reciprocal arrangements – organisations employed by Council/PCT
- Children at school – educate them in community support
- Extend free bus to sports centre etc and supermarkets

- Can't afford physical activity when on low income. People with disabilities get penalised if they work – lose all benefits.
- Exercise needs to be more centralised to localities, not just in sports centres.
- Lots of issues around money and transport. Ensure it is used if provided.
- Core funding for voluntary organisations.
- Get better at prioritising – lots of good stuff but not connected up eg long term conditions.
- A lot of people doing a lot of mapping, this needs joining up.
- Every 5 years do a mapping exercise and then when funding ends.
- Also statutory services shouldn't step up and provide services that voluntary sector already providing.
- Commissioning takes away power from voluntary sector. Community capacity building gets £600k per year.
- How do small voluntary sector organisations fit with a person centred approach?
- Also might not need or want to be involved in delivering in their own area
- Challenges about poverty of aspirations, Batley has many challenges

Question 3: What can you and your organisation do to help us tackle our challenges?

- Transport – free buses cost a lot of money. Need to think differently.
- Links across LPSBs – joined up all levels, eg community level as well as KP board!
- More communication – find out where people want transport – questionnaire. Use of Community News
- Area Committee and NR fund creativity and innovation but people don't put in the long term funding
- Full circle – take a lead as a major employer especially mental health issues.

Workshop 1 – Economy and Enterprise

Question 1: Are we working on the right priorities – if not, what other area should we be working on?

- Sustainability is key – linking residents to economic opportunity has to target our most disadvantaged.
- Education of young people is key, as is increasing skills for all.
- Retaining graduates.
- Increasing our ambitions/aspirations – working above LAA ambitions.
- Inward involvement or growing existing businesses.
- Need to include North Kirklees in our ambitions. Leeds City region should be a driver for North Kirklees.
- Use our strengths – eg Huddersfield University.
- The area needs better marketing.
- Huddersfield South has poor skills – 20% SEN. Too many people on incapacity benefit, with low aspirations.
- Difficult to attract new business. Warehouse distribution.
- Seek quality jobs and mechanisms for benefits into work.
- Work for synergy across the blocks.
- The potential for projects like Sygenta – a critical mass
- Flexible working hours/patterns to fit more into work life balance.
- Need to support business to achieve and embrace many of these initiatives such as travel plans and need achieve a support network.
- Income inequalities
- KMC/NHS – skill-up programme in public sector to raise skills levels in general community, eg IT. More working from home.

Question 2: What can you and your organisation do, to help us build on our successes and achieve more?

- University – take positive approach – use Patrick Stewart and stats about successes.

- Retain graduates – business support – start ups.
- Town centre activities – promote pride in residents and attract visitors and residents.
- Partners working more effectively – better/increased partnerships.
- Identify the offer and play to our strengths.
- Support identified initiatives such as travel plans, renewable energy schemes, support homeworking.
- Support pack for small businesses with advice on how to be good employers.
- Encourage SMEs to be sustainable by operating their own training schemes.
- Support for businesses at critical development stage to ensure their viability.
- The council has a responsibility to lead on Energy Efficiency and offer practical advice to businesses.
- Ensure joining up of all Council policies, integration of services to provide more one-stop advice centres.
- Need for effective communication exchange other councils, partners & Regional Development Agency.

Question 3: What can you and your organisation do to help us tackle our challenges?

- Aspirations and skills. What can we do? Raise targets about ambitions and qualifications. Develop an aspirations programme.
- Businesses into schools – make it possible.
- Entrepreneurship and innovation into Business Studies and Science.
- Strive to improve communication and engagement and subsequently working together – this is key to the success.
- Essential to understand where our partners are coming from/their particular difficulties/issues and need some common ground of approach.



Workshop 2 – Batley, Birstall and Birkenshaw

Feedback

- The areas that delegates felt were not highlighted in the presentations included the view that young people's activities were a high priority. There was also a lack of mention of drugs and crime, which was felt to be a big problem.
- The voluntary sector are having a big impact on the area, particularly in BME communities.
- There is a change of dynamics in the BME community – young people may not want to look after elderly relatives.
- Not enough is being done to regenerate old/disused buildings.
- The negative image of the area is a big issue. Need to work on a more positive image, to attract more business and more residents. Need to celebrate the area's diversity.
- Public transport is poor.
- Need to work with the community to co-ordinate steps forward.



Workshop 2 – Denby Dale and Kirkburton

Feedback

- The two new primary health care centres have had a big impact on the area, as have the decline in farming in the area.
- More affordable housing is needed in the area, as well as encouraging new businesses. Perhaps a review of the greenbelt policies? There is a lack of development land and land rents are increasing.
- Although sporting facilities in the area are good, there is little else.
- The improvement in health services in the area has been welcomed.
- Transport links to the area need improving.

Workshop 2 – Dewsbury and Mirfield

Feedback

- Participants felt that some issues weren't highlighted in the morning presentations, including the high number of children in the area on the child protection register, the limitations for some groups in the area (eg unemployed), the feeling of community/working together.
- There are different levels of support for different communities and there are some emerging communities, eg asylum seekers.
- The inequality within Dewsbury is now masked by the inclusion of Mirfield.
- There is a large amount of NR funding in the area.
- New employers cannot be tempted in if there are no skills in the area.
- The improving housing market could result in big changes.
- Education for over 16's in the area is perceived as being poor – we need a new high quality college.
- Young people in the area can be intimidating. We need to be consulting with them to find out what their needs are.
- The Area Committees are still finding their feet.



Workshop 2 – Huddersfield North

Feedback

- The geography/physical environment, ie the hills in the area, form barriers for those with accessibility issues, such as older people.
- Local businesses and post offices are closing, making it difficult for many to access facilities.
- Prostitution is a big issue in this area, which impacts on all residents, as does dog fighting in Deighton.
- Street crime is not getting reported.
- There are growing local groups, eg unofficial neighbourhood watch groups – particularly around Fixby.
- Local media does not reflect the community feeling within some of the more deprived areas, where people try to help each other.
- People in deprived areas feel undervalued and demotivated.
- People who need help are falling through the net – not enough is done to help the individual.
- A high percentage of children are going to schools outside the area.



Workshop 2 – Huddersfield South

Feedback

- The workshop participants felt that issues that had not been picked up earlier included the impact on older people of the closure of post offices, declining local facilities and the lack of communication with young people to ascertain their needs. The diversity of the community wasn't picked up on, and its impact on educational attainment. Neither was the effect that the large student population has on alcohol-related crime. The town centre is a key area for crime.
- This area has a high number of people on benefits, 30% higher than Kirklees average.
- Poor diet, low motivation and unhealthy lifestyles were felt to be big influencing factors in this area, as well as the isolation of older people and lack of facilities. The high number of premature deaths is a key issue.
- To improve the area, we need to have sensible priorities and improve facilities for everyone. More community investment is needed, with long term funding. Transport for older people needs improvement so they can take advantage of what's available, as well as transport generally. Parking for disabled needs improvement.
- Crime reporting needs to be kept in perspective to reduce fear of crime.
- Young people need better access to facilities, especially in the evening and more access to vocational training. We need to respond better to their needs, via initiatives like Thornton Lodge Renaissance.
- Better quality jobs are needed and support for employers, as is a greater sense of pride in the area.
- The area needs a road improvement programme.

Workshop 2 – Spen Valley

Feedback

- The participants felt that the areas not picked up in the presentations included the extent of the voluntary sector's involvement in the area, the fact young people are going into Leeds for entertainment, perceptions of crime/young offenders and the high concentration of sheltered housing in Spen.
- Other issues missed were the surprising diversity of Spen, high number of new housing developments, the apparent decline and lack of investment in Heckmondwike.
- Factors influencing the overall picture in Spen include its proximity to Leeds and Bradford, new housing developments on old manufacturing sites, diverse cultures, the lack of community facilities and the negative effect the growth of Leeds, Bradford, Huddersfield and Wakefield could have on Spen.
- Public transport is of particular concern – the roads are very congested.
- Improvements to the area could be made by improving the facilities for children and young people and helping to improve parenting skills. While new investment is needed, the new Tesco's is cause for concern for local small businesses.
- The rise in the population is a concern when looking at the already-high levels of complex chronic disease and obesity. The extra population could put even more pressure on the health services.

Workshop 2 – The Valleys

Feedback

- Small groups of young people in the area are causing problems. They need better facilities/activities to keep them occupied. And provisions need to be quicker...the skate park took so long it's already out of date!
- The area is not as diverse as the rest of Kirklees.
- Public transport does not reach across the area. Improvements are needed, especially to make services more accessible for older people. Also, congestion in the area is a problem due to 'rat running'.
- Manufacturing has declined in the area, resulting in fewer local jobs.
- A lot of the new housing (ie mill conversions) are being bought by investors and those living abroad, so are empty a lot of the time. Affordable housing is still not at a high enough level.
- The voluntary sector is being overstretched and abused...need to cut back on the red tape.
- Better partnership working is needed in this area.
- Projects must have sustainability.
- The local canals need cleaning – it's affecting local tourism.
- Some funding regimes discriminate against certain religious groups – this needs addressing.





The conference feedback

What was the most important part of the conference for you?

Most delegates found it useful to see how Kirklees compares statistically to the region and the country as a whole and to hear government's perspective on Kirklees.

The opportunity to network and discuss issues with colleagues from other areas/sectors was valuable to many delegates – both on an individual basis as well as making contact with other organisations with similar goals.

The morning session was more popular with delegates, with the presentations proving very popular. The afternoon workshops, although useful, relied heavily on the delegates having knowledge of the areas which, in many cases, they didn't.

Feedback showed that partnership working is already in place, but needs improvement if we are to achieve our objectives for growth.

The event confirmed that delegates have a sense of shared priorities and are starting to work together towards shared goals.

Most importantly, delegates came away from the conference with a greater understanding of the big picture.

What has been the least useful part of the conference?

Some felt that the programme was so full that there wasn't enough time to network (though nobody felt that there were any elements that could have been taken out).

One criticism was that the locality workshops did not have sufficient purpose and didn't work unless you knew the locality in detail.

The Q&A session received some negative feedback, with delegates feeling that some of the questions were too similar and did not cover a broad enough base, while several commented that the questions were sometimes too personal.

Some felt that the council presentations had too much 'tunnel vision'.

Delegates commented that they had information overload, and that the presentations contained too much jargon, too many statistics and not enough interpretation. It was suggested that perhaps some pre-conference material/reading would have been useful.



On the whole, there were only a few negative comments – most delegates had only minor suggestions for improvement and appreciated how difficult it was to fit so much into one day.

In what ways do you intend to use the information you have gained about the Picture of Kirklees?

The conference has, generally, broadened people's outlook and given them a wider perspective. It has enabled organisations to revisit individual service plans to check its relevancy to the LAA and communicate the outcomes of the conference to colleagues and residents.

The information provided to delegates will enable them to go away and digest the data and build a coherent picture of shared ambitions and priorities for Kirklees and from there take forward ideas via the Local Public Service Boards.

Organisations will now be able to see the benefit of working together with partners to make a difference to the people of Kirklees and be more responsive to residents' needs.

Delegates felt that the conference has raised awareness of key issues and helped identify what role individual organisations and services can make in influencing services to better meet the needs of local people. It has increased understanding of key priorities and provided a greater focus.

More specifically, some delegates suggested that they were now better equipped to use what they learnt at the conference to help establish funding bids.

Finally, it was highlighted that research is key, as well as using that research.

If you were to organise a Picture of Kirklees conference next year, what do you think should be included in the programme?

Ideas for next year's conference included:

- Engaging BME communities.
- Tourism in Kirklees.
- More input by young people.
- Feedback from local residents.
- Progression since Picture of Kirklees 2006.
- More pre-event organisation/reading so less overload on the day.
- More community involvement.
- More KMC delegates.

Are there any other comments you would like to make about the conference?

The feedback was overwhelmingly positive, with most delegates finding the day useful and an eye-opener – and enjoyable.

The organisation of the conference was praised, as well as the venue (except for a few comments about the catering).

The morning was much more popular than the afternoon – this theme was repeated throughout all of the feedback.

A follow up conference next year was actively encouraged.





Where do we go from here?

At the conference it was clear from delegates that we now need to move from the position of having lots of information to generating shared and agreed knowledge. We then need to work through that knowledge to drive forward decision making. The commissioning of more research, and the utilisation of that research will play a key part in going forward.

Our plans for moving forward now include:

- From the information presented at the conference, produce a consolidated picture of Kirklees in concise report, for debate.
- Arrange a workshop for partners to agree the picture and debate the implications and to agree priorities for the future.
- Commission work to further develop the pictures of the seven localities.
- Confirm and agree key data sets; agree consistent presentation of material; ensure data is available at locality level.
- Improve co-ordination of research results across all organisations – share information and being more proactive in spotting issues and trends and bringing them to the attention of the whole partnership.
- Build better links between researchers and key policy people
- Commission more research to develop a better picture of a 'Young Kirklees', and other relevant research.