

NB. A separate Microsoft Word version of this form is available at www.communities.gov.uk/communities/neighbourhoodrenewal/inspiringcommunities for applicants' use

Inspiring Communities – Application form	
<i>(All sections must be completed)</i>	
<u>For official use only</u>	
Date received	
Date acknowledged	
Name of neighbourhood:	Leasowe
Full contact details for primary contact within <u>accountable body</u>:	
Name: Mary Quigg	
Position: Director	
Organisation: Leasowe Community Homes	
Address: Leasowe Millennium Centre	
Twickenham Drive	
Leasowe	
CH46 1PQ	
Tel:	
Email: Mquigg@arena-housing.com	
I certify that I have understood the necessary accounting and reporting responsibilities for my organisation and, if this application is successful, am prepared to take on this role on behalf of the partnership responsible for our local Inspiring Communities programme. <i>(see section 4 of main information pack and Annex D for details of responsibilities of the accountable body)</i>	
Signature:	Date:
<i>Where the person signing above is not the Chief Executive or Chief Finance Officer (or equivalent) for the accountable body, please ask this responsible officer to also sign this statement:</i>	
Name:	
Position:	
Signature:	Date:
<i>Note: Digital signatures are acceptable</i>	

If different, full contact details for campaign leader

Name: Roy Sheriff

Position: Director

Organisation (if applicable): Leasowe Development Trust

Address: Leasowe Millennium Centre

Twickenham Drive

Leasowe

Wirral

Merseyside

CH46 1PQ

Tel: 01516389599

Email: roy@leasowedt.org.uk

SECTION 1: CONTACT INFORMATION AND INITIAL ELIGIBILITY**1A: Local authority name:**
Wirral Borough Council

Neighbourhood must be within one of the eligible local authority areas listed in section 4 in the main information pack.

1B: Neighbourhood definition and deprivation

*Using the reference map for your local authority area (available at <http://www.communities.gov.uk/communities/neighbourhoodrenewal/inspiringcommunities>), provide the Lower Super Output Area (LSOA) codes for the grouping of LSOAs which best fit the boundaries of your neighbourhood. (See *Annex B 'Guidance on reference map'* for more information.)*

Also tick or cross to show whether each LSOA is shaded green. The green shading on the eligibility map indicates LSOAs in the most deprived 10 per cent in England on the 2007 Index of Multiple Deprivation. Neighbourhoods including one or more LSOA shaded green are eligible.

LSOA code	Green?	LSOA code	Green?
e.g. E01015257	✓		
E01007204A	✓		
E01007205A	✓		
E01007207A	✓		
E01007210A	✓		

1C: Estimated neighbourhood population: 6,500

Neighbourhoods are expected to have approximately 5,000 – 10,000 residents

1D: Confirm your application is from a neighbourhood partnership including, as a minimum, the responsible local authority, a local secondary school and a third sector organisation, and which has an identified campaign leader

Later in this application form you will be asked to provide fuller details about the partnership.

1E: Confirm your partnership has, or is committed to prepare, a collectively-agreed description of the purpose, scope and structure of the partnership

1F: Confirm that the accountable organisation has understood, is willing and has the capacity to take on the necessary accounting and reporting responsibilities

See section 4 of the main information pack and Annex D for information about these responsibilities.

1G: Confirm the latest annual report and audited financial statements from the accountable organisation are attached to your application

This does not apply where the accountable body is a local authority.

If audited financial statements are not available at the time of making this application, the accountable body must provide a statement, agreed with its auditor, explaining the situation.

SECTION 2: PROGRAMME OF ACTIVITIES

2A: Provide initial costed plans a programme of locally-developed activities

Using the table below, set out your initial costed proposals for the additional

Activity	Estimated cost (£k)		Details <ul style="list-style-type: none"> ○ Which of the four core aims does the activity address ○ What activity involves ○ Who will lead in carrying out ○ How many people will benefit, and from which groups ○ Breakdown of cost for different elements of activity 																
	Yr 1	Yr 2																	
Establish partnership protocols, publicity and community engagement sessions			Lead Boady Laesowe Development Trust already dedicated to such work. Accountable body Leasowe Community Homes, local social landlord investing in their community. Wallasey School and Extended School service already signed up to such work. Local community, and Local Library already signed up to such work We would bring on board: Children and Young people Services																
Advertise and appoint / second delivery staff	1k		Advertise for staff and promote programme																
Delivery of driving lessons Community learning programme, adult literacy and numeracy, IAG for all. Young toddler programme. Fishing programme	60k 25	80	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">1st year</td> <td style="width: 50%;">2nd year</td> </tr> <tr> <td>Facilitator for Community Learning programme £30k</td> <td>33K</td> </tr> <tr> <td>£3K room and equipment hire</td> <td>7K</td> </tr> <tr> <td>£7K participant expenses</td> <td>10K</td> </tr> <tr> <td>£20 to be spent on Driving lessons to encourage learners participate.</td> <td>30K</td> </tr> <tr> <td>Young toddler programme</td> <td>20k salary</td> </tr> <tr> <td>£18K salary for eco fishing and environmental awareness programme</td> <td>20k</td> </tr> <tr> <td>£7k running costs</td> <td>15k</td> </tr> </table>	1 st year	2 nd year	Facilitator for Community Learning programme £30k	33K	£3K room and equipment hire	7K	£7K participant expenses	10K	£20 to be spent on Driving lessons to encourage learners participate.	30K	Young toddler programme	20k salary	£18K salary for eco fishing and environmental awareness programme	20k	£7k running costs	15k
1 st year	2 nd year																		
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Young toddler programme	20k salary																		
£18K salary for eco fishing and environmental awareness programme	20k																		
£7k running costs	15k																		
Resurfacing of all weather pitch	40		Resurface and restoration of existing place £40																
Installation of changing rooms, goal posts and maintenance of pitch.		75	65K planning and build of changing rooms and pitch layout Pitch maintenance costs £10K																
Development of local garden space and parks	10	10	Development of local gardens and park space on existing grounds 10K each year																
Twilight activities for young people in Art, Craft, Wii/xbox tournaments	20	20	Secondment from to organise and run out of hours activities for the target group £20k per year																
Youth workshops	10	10	10k per year for part time worker to organise workshops for young people around citizenship and behaviour																
Food produce local nursery.	5	13	Creation of area for growing local vegetables for sale in the area £5 for land preparation and planting in year 1. Year 2 £10K parttime worker to produce sell and maintain area. £3 K materials																
Community Pledge			<i>20 young people from the Leasowe Community will be supported to reach their full potential as skilled social coaches / community leaders, able to maximise the opportunities presented by the range of gathering places and related activities, so that young peoples energies and talents are directed to regeneration from within; resulting in reduced anti-social behaviour, increased educational achievement, employment and improved levels of health.</i>																
Community Twinning			Leasowe Community Learning Programme has had strong links with Dingle Community Learning Programme for some time. These have been strengthened by establishing a women's group comprising residents/activists of both communities who are committed to supporting young people in their area. Initiatives are planned that will ensure the experience gained in Liverpool 8 and Leasowe are shared to mutual benefit, addressing the 3 core aims: broadening horizons, raising aspirations and developing strong networks																
Co-ordination costs in design phase	2	10	NB: This may total up to £50,000 and is the initial amount released to successful partnerships to develop a final costed programme of activities within three months of selection. The Trust and partnership see this as an integral part of their work and would contribute staff time to it <i>Includes staffing and wider logistical support. Please include a breakdown of individual costs contributing to the total for co-ordination.</i>																
Co-ordination costs after design phase			NB: Total co-ordination costs (in and after design phase) may be a maximum of 40% of the total cost in each year . We see this as part of our work already funded therefore no costs attached.																
TOTAL COST	(Up to £175k)	(Up to £275k)	5																

2B: Provide initial proposals of the outcomes and intermediate outcomes that will be most relevant to your local programme (max 300 words)

See section 2 in the main information pack. For successful neighbourhoods this information will be passed to the organisation responsible for the programme's national evaluation to contribute to their development of an overarching outcomes framework.

This proposal will address the multi-deprivation that exists in Leasowe through delivering services and activities that people want, integrated with a very carefully thought through process of learning that is meaningful, achievable and will be delivered at times suitable to the individual. It will deliver to and support all age ranges within the area, specifically targeting young parents, youth, and parents of the children within the target age range. The programme is designed to permeate the community through the introduction of experiential learning linked to activities and events that people engage with.

It provides learning that will help parents, attracted by the Drive to Learn scheme, with basic citizenship and life skills, whilst engaging them onto the CLP, designed to tackle local issues by providing local solutions with local people, using OU Courses to enhance academic understanding and abilities.

outcomes:

1. Form a partnership to pool resources and avoid duplication, dedicated to reducing overall deprivation.
2. Provision of all weather pitch that will engage both children and adults in meaningful activities / exercise.
3. Introduction of out of dedicated school art, craft, and reading groups for the age range with 30 young people a month
4. Re-establish Drive to Learn, teaching basic and life skills for up to 12 parents per course maximum of 3 courses
5. Develop the Community Learning Programme (CLP) in partnership with Youth Charter and The Open University, delivering level 1 and above programmes to residents of Leasowe through dedicated workers.

Intermediate:

- Establish 3 social enterprises creating employment for 5 people
- Parks and play areas, off road track for a range of two wheeled vehicles and skateboards.
- Develop vocational mechanical workshops for bike repairs and maintenance, and allotments for local food produce. Providing training for 60 people.

SECTION 3: PARTNERSHIP WORKING AND LINKS TO EXISTING ACTIVITIES / PRIORITIES

3A: List existing relevant local activities

Please list and provide a one-sentence description of any existing activities with young people, their families or the wider community, which have raising aspirations and attainment locally as an aim or notable indirect output. Do not include here any central government programmes or pilots.

Note: The level of existing local work will not affect scoring of your application, but will be considered by the assessment panel in ensuring a spread of neighbourhood circumstances and locations are chosen.

Community Learning Programme: Enabling local people to tackle local issues whilst studying at higher education level 1 in way that is both engaging and supportive.

Dance: working with 25 to 30 young people aged 10 -14 teaching dance WHY programme The female moving spirits within the community who are actively working to improve the area for young children

Library afterschool provision: working with young children and supporting parents with their learning and reading.

Adventure playground: Providing a play area for children aged 10 -14.

Employment and Training: a range of services for those seeking employment, education or training.

Life long learning: three providers offering adult programmes in learning and education.

Mother and toddler groups: supporting parents looking after their children.

3B: List existing relevant government pilots

Please list any government pilots operating within, or providing services to, your neighbourhood which have the raising of aspirations and attainment locally as an aim or notable indirect output.

Note: The presence of existing pilots will not affect scoring of your application, but will be considered by the assessment panel in ensuring a spread of neighbourhood circumstances and locations are chosen.

Leasowe Development Trust is currently funded through Working Neighbourhood funds to support people into employment. This fund is often used to try one-off or pilot programmes to improve people's chances.

3C: How will you engage these existing local activities and government pilots in your local programme? (max 300 words)

Identify where new the Inspiring Communities programme is most likely to be supportive of existing work and if there are any areas where it may not be and how this will be managed (e.g. be clear if there are certain partners for whom involvement in the Inspiring Communities work would distract disproportionately other key objectives).

The above activities will benefit from a collaborative and cohesive approach, avoiding duplication and benefiting from shared resources.

LDT, Leasowe Community Homes (LCH,) library, Wallasey School, the Youth Service, and

other local groups have been delivering a range of support and services that have already impacted on the deprivation; however, their impact is minimal due to an uncoordinated approach to resources and much duplication.

A process of cooperative working started in November last year when we obtained 30 signatures from agencies and residents agreeing to come together for the youth of Leasowe. Inspiring Communities will provide a valuable input to such work: an Advisory board, chaired by the Campaign Leader, will be formed, consisting of all local authority agencies, third sector groups and young representatives from youth groups and local residents.

The group will be formed from an away weekend highlighting the task in hand and developing ground rules and procedures that we will abide by for the delivery of the programme.

Through a well-formed partnership, arising from the Inspiring Communities programme, we know that such work can be enhanced and have a greater impact by engaging and involving local residents, who in turn will begin to influence their children and their children's children.

3D: Explain how a local Inspiring Communities programme would contribute to wider strategic priorities (max 300 words)

Refer to your area's Sustainable Communities Strategy, Local Area Agreement and Children and Young People's Plan. Where appropriate, you may also quote relevant needs analyses, strategic plans and priorities set at neighbourhood, local and regional level

Wirral has six delivery themes which will be affected by the delivery of this programme in particular.

"Life changes and young people Partners in Wirral want to reduce outcome gaps between children from poorer backgrounds and the population as a whole to that ensure that all of our young people have the best possible start in life.

Improvement areas: child social care referrals, NEET, DCSF statutory indicators, first time entrants to the youth justice system, childhood obesity, teenage conceptions / sexual health, looked after children

Leasowe partnership in collaboration with Youth Charter will consolidate and enhance the work that we are already doing, strengthening local networks of public agencies and community organisations .

The aims are to

- support the young people of Leasowe to reach their potential
- ...by strengthening community bonds and partnership working in Leasowe
- ...by joining up public services and resources in Leasowe
- ensure that no one falls through the gaps
- provide opportunities to be part of a community that cares
- maximize the skills and expertise of the people of Leasowe
- link with other communities for mutual learning and growth
- broaden the horizons of our community

To achieve this, this policy pioneers a new neighbourhood-based approach to raising aspirations and attainment through promoting closer and stronger partnership working at neighbourhood level; and empowering citizens and communities, shifting power, influence and responsibility into their hands

The programme will build up evidence around a neighbourhood-based approach to raising aspirations and attainment. This learning will then be shared more widely for relevant work in and beyond government.

3E: Outline the partnership model for your neighbourhood (max 300 words)

- *Identify any existing neighbourhood partnership structures*
- *If proposing a new structure, explain why needed and how it relates to any existing partnerships*
- *If proposing to build upon an existing structure, confirm there will be capacity to provide leadership on Inspiring Communities (Note: Co-ordination funding is provided to support partnerships)*

There is no structure that engages with all delivery agencies within the area ; this application will fund and establish such a body.

Existing neighbourhood partnership structures that we will build on:

Leasowe Community Homes and Leasowe Development Trust.

Joint Management Council consisting of users and some local agencies who reside within the local community centre.

The accountable body will be Leasowe Community Homes, the local social landlord owning 700? houses in the area of benefit. Having been in existence since 1999 created through the first stock transfer on Wirral. LCH with a turnover of. £3.2 million

The Lead partner will be Leasowe Development Trust, a not for profit third sector organisation with charitable status and registered as a company with limited liability. Established in 2000, the trust board consists of local organisations, residents and a local councillor. Set up to run the biggest community resource centre in the area and assist in the development of Leasowe, its residents, visitors and workers, it has successfully run a variety of programmes over the past 6 years, including a Healthy Eating café, trips to Uganda for young people who have never ventured from the estate, Job clubs, IAG services, and our very successful and innovative Community Learning programme.

Other partners that have agreed to join the partnership: Head teacher at Wallasey School, Wirral Libraries (through Leasowe Library), Children and Young peoples service, Youth Service, and local residents and community groups such as the local football team, Personnel Service Society, boxing club and fishing club, two local churches and a member of Life Long Learning, the local radio station (7Waves Community Radio), as well as Youth Charter with whom the Trust and LCH have worked to address the issue of increasing anti social behaviour amongst young people.

3F: Confirm you have attached a signed statement of commitment from core members of the neighbourhood partnership

Partners should state their:

- *willingness and capacity to jointly oversee design and delivery of a local campaign*
- *endorsement of the identified campaign leader and accountable organisation*
- *willingness to work with the programme's national evaluators, design & marketing and resource mapping support organisations, and to participate in the network of Inspiring Communities*
- *commitment to explore aligning local resources and programmes that contribute to raising aspirations and attainment*

Note: Digital signatures are acceptable. Where possible, statement should note endorsement from the upper-tier local authority's Local Strategic Partnership, or confirm that the LSP is being approached.

3G: Outline initial ideas for ambitious joint-working arrangements between partners to join up services and resources through the Inspiring Communities campaign (max 500 words)

Include reference to the following themes and any existing progress in these areas and identify specific commitments wherever possible:

- *opportunities for pooling/aligning of budgets between partners*
- *proposals of freedoms and flexibilities from government which could improve service delivery*
- *joint service planning e.g. joint needs assessments, joint business plans, joint commissioning, shared appointments, shared governance arrangements*
- *longer-term potential for co-location of services*

For years Leasowe has suffered greatly from funding streams that force local organisations into competition with each other, thus dividing the community and any progress towards cohesion. This is the first strand of funding that will enable cooperative working and will benefit organisations who do work together. The Trust, over the past 9 years, has actively developed programmes that support the whole community and has developed, organised and run activities that address all issues of community development as well as employment and training programmes for residents. LCH and the Trust have already begun to use budgets to jointly fund activities that will benefit the area.

This application will enable partners to see the benefits of cooperative working, which will ultimately transpose the community and reduce existing high levels of deprivation.

We feel that such initiative will prepare the area and develop governance to establish a truly locally run neighbourhood management programme that would not only benefit the area and residents, but would reduce the vast amount of duplication that exists wasting public resources on programmes that are often not used by local people. Offering flexibility and freedom to respond to local need through careful management, the partnership will be able to capitalise on its expertise, innovative and creative talents to revolutionise the way in which local deprived neighbourhoods function. Work is already underway with local organisations and the council to develop a community campus using existing buildings to offer services and resources in ways that local people will want to access and take part in.

Although Leasowe has a reputation for pulling together in cases of extreme adversity and common campaigns, such actions are often misguided and misinformed, creating mistrust and embedding values that maintain the area's level of deprivation.

We see this initiative establishing the foundations for community cohesion, bringing together organisations that will recognise the tasks and challenges to be faced together, providing support and resources for each other. It will enable them to identify where savings can be made by eradicating duplication, and help provide a more comprehensive programme of delivery for local people who in turn will recognise the values that are being advocated. This will not only provide the future population of Leasowe with a more positive outlook on life but will in the short term offer them places to go, play, and learn in nonthreatening environments.

We recognise fully that the work required to change values and improve levels of educational attainment is a long and protracted process. We also recognise that this process has been hampered and often regressed due to parental attitudes, behaviour, peer group pressure and a general acceptance within the area for demonising young people, looking for ways to punish and reprimand instead of support, encourage, motivate, and challenge unacceptable behaviour.

SECTION 4: LOCAL LEADERSHIP AND COMMUNITY ENGAGEMENT

4A: Outline the community credentials and approach of campaign leader (max 400 words)

Please include:

- *brief background information on campaign leader*
- *how (s)he will be effective in bringing together local citizens and organisations to drive the campaign forward*
- *his/her profile in the local community*
- *his/her commitment to work across a range of social groups*

Note: *The campaign leader may choose to complete this section as a personal statement.*

Campaign Leader :Roy Sheriff, appointed as Director of Leasowe Development Trust in 2005.

My experience over the years has been wide and varied, ranging from industrial and private industry through to education, training and employment initiatives all of which have been innovative and cutting edge, starting with pilots or have been first time developments in an area, which have ultimately integrated into mainstream provision.

Trained and qualified as a Telecommunications Engineer after leaving school, from here I progressed to the world of education, trained and qualified as a Teacher and Teacher Social Worker. Due to cut backs in education and a glut of teachers I became an Educational Social Worker. After approximately 3 years I left to embark on a Career that has formed the basis my work over the past 30 years, starting as manager of one of two pilots that were created to work with unemployed young people, forerunner to Youth Opportunities and YTS. As training developed I joined another pilot, a programme to develop an enterprise culture delivering Enterprise training to both young people and businesses. From here i moved to working with Deaf people, developing training programmes and supporting deaf people through teacher training. Thereafter I developed the first drop in centre on Merseyside that set the foundations of what is now known as JET centres.

With others I funded and developed the Community Learning Programme. As Manager of the first FOYER on the Wirral working, with and providing accomodation to young homeless, my work began to focus on the deprivation in the area especially around the needs of young people.

Withing the local community I have established another Community Learning programme, run several enterprise programmes, and am currently the Chair of Wirral TV, a Member of the Learning Lighthouse Board, Chair and lead partner of Wirral Learning Consortia, Third sector representative on the Wirral Strategic Partnership advisory board for Worklessness and Enterprise Development partnership, a graduate of Common Purpose and Director of Leasowe Development Trust.

Such work has allowed me to work with, support and advise people at all levels, and I have a firm commitment to working with those most disadvantaged in the community, working on both one to one basis and group work, ensuring true understanding of issues and difficulties that people face.

4B: Outline how you will mobilise and involve the local community in the design and delivery of a local Inspiring Communities programme (max 600 words)

Please set out:

- *details of initial consultation with local people (including young people) in preparing this application*
- *ongoing plans for engaging diverse local people (including young people) in the design of the campaign*
- *ongoing plans for engaging diverse local people (including young people) in the delivery of the campaign*
- *how you would ensure that the campaign is effectively communicated to local people (including young people)*
- *how you will build local capacity for civic engagement*

The groundwork for such mobilisation has already been done and networks established; the real problem is that of focus and collaboration. This initiative will address the following issues in ways that will have greater impact on consultation, local involvement and effective communication.

Currently we have established a Community Learning programme that engages local people in debate and discussion around finding solutions to local issues. This form of informal experiential learning, together with the option of undertaking an Open University Course that will help them develop their skills and hone their intellectual ability to prepare and deliver rational arguments for change, is key to addressing capacity building and civic engagement. As such a group, they will inform and be part of the decision-making processes that will help shape the programme as it develops.

A recent residential was organised and run by the Director of LDT for local young people, the aim of which was to understand the issues and difficulties they face everyday. This information has been used to substantiate the proposed work.

As a result of developments with the Community Learning Programme, Youth Charter and LCH, a group has been formed representing key women in the area who are not only representative of the community but are dedicated to improve the area in which they live through support for young people and their future.

Leasowe has no less than 5 newsletters, in addition to 2 local papers that are not delivered to the most deprived parts of the area. We have our own 7Waves Community Radio, and Wirral TV a web-based TV dedicated to local news. It is the intention of this initiative to maximise the use of such media to inform people of the programme, initiatives and act as an engagement and monitoring tool for the programme

Young people from the age of 10 upwards will be encouraged to contribute and take part in the production and gathering of information of articles for the programme. They will be encouraged to learn skills that will lead to professional standards of reporting, gathering information and media production in all aspects.

Youth Charter and Wallasey School over the past year have excelled in the delivery and use of their Citizenship programme, working with young people to develop a sense of responsibility. These programmes linked to the work of the Community Learning Programme, The WHY group, the Every Child Matters agenda delivered by the Childrens and Young Peoples Service on Wirral through the coordination of this programme cannot fail to have a significant impact.

Most importantly the Campaign Leader will train, support and mentor Leigh Grimsly, a local youth who has had a chequered background since early school days. Leigh, the community groups and learning programmes will inform both the monitoring of the programme whilst allowing input to adapt and respond to changes as they occur.

SECTION 5: SHARING INNOVATION AND LEARNING AND MAINSTREAMING WORK

5A: Outline plans to inspire other areas with your work on Inspiring Communities and to share points of learning (max 400 words)

In your response please suggest how, in addition to working with the network of selected neighbourhoods, you will share innovation and learning both between organisations and between citizens.

The Trust through its director is the Community, Voluntary and Faith sector representative on Working Wirral's WEDS Partnership Board. The Managing Director of LCH is representative on the Housing and environmental partnership for Wirral, and the Headteacher represents Secondary schools on Wirral in Education. It is through such partnerships that we will report the progress of our work in addition to using our own media expertise to document report and produce both DVD presentations that people may learn from.

From the start of the programme we will monitor and record progress and events to provide a detailed account of progress that will form the basis of a documentary. This will be used by communities throughout the world to learn from and develop a similar programme to suit their neighbourhood.

Wirral TV will provide quarterly progress reports that will be broadcast around the world. 7waves community radio will cover all local aspects broadcasting events as far as North Wales, and our newsletter will inform local people about developments as they take place. This will also be available for use by other areas to learn from and adapt accordingly.

Wirral TV and 7Waves community radio provide an online response facility where both local people and interested communities can interrogate our methods and reasons for development.

As we progress through the programme and evidence is gathered, both partners and residents will present their findings on request to other interested parties. A dedicated website will be created to itemise resources, actions, minutes of meetings and community involvement, ensuring that there is one main point of call that will inform and signpost people to areas of interest.

5B: Outline plans for mainstreaming work after the funding period and how you will maintain momentum and support for activities to raise aspirations (max 400 words)

In your response please cover:

- *where you predict there will be scope to continue activities after the current two year funding period and what actions will be taken to make this possible*
- *how will local progress be maintained and furthered*
- *how will you pursue and involve potential future funders and supporters early on*

The Community Learning Programme, Drive to Learn and the Womens Helping Youth activities once established can be integrated easily into existing mainstream provision. Such integration we consider would be cost effective in relation to the improved services that local communities will benefit from. The programme will provide the evidence to enable local authorities / professional bodies to justify such integration.

The Community Learning Programme could easily be incorporated into all adult learning working in a way that will engage, support, motive and develop local people whilst helping them take responsibility for the actions and inactions in their area.

It is intended that the development of Football areas, parks and off road tracks will be self financing through the creation of locally run and owned Social Enterprises that will not only maintain the area but provide employment and training opportunities for local people. Private enterprise will be alerted to such

developments and where possible encouraged to support, run or contribute to the management of facilities with a return on their investment through subs and hire charges.

The out of school activities should easily be integrated to existing provision through education, children services and other youth focussed funding.

The publicity and research that will accompany our work will provide valuable evidence for further funding although we feel it will also prove an investment for authorities demonstrating how this work will make valuable savings whilst improving their targets and achievements. Using the method of recording and demonstrating Social Return on Investment the added value can be clearly demonstrated and offer factual information proving the programmes worth.

In such economic climates we are conscious not to rule out that such services may have to be supported by grants and funding applications, but by this time we will have in place both the evidence and structures to support such applications.

Any form of collaboration will inevitably lead to public savings, reducing duplication and increasing quality of provision and services. The programme will provide the opportunity and incentive for such working , demonstrating the value for such efforts which cannot be ignored by main stream providers as a way forward.

SECTION 6: YOUR NEIGHBOURHOOD

6A: Describe local population make-up and local employment trends (max 200 words)

- Describe the neighbourhood age profile
- Identify the key ethnic and faith communities represented in your neighbourhood
- Describe employment levels and key employment sectors locally

Note: This information will not affect scoring of your application, but will be considered by the assessment panel in ensuring a spread of neighbourhood circumstances and locations are chosen.

The ward has a population of 13,793 (6442 male and 7293 female).. Within the super output area 009a 41% are unemployed; economically active 4466. 48.66% of families have one or more people with limiting long term illness. Over 50% of the population suffer from depression or anxiety. People die 10 years earlier in Leasowe through unhealthy life styles than their neighbouring communities. Pupils gaining 5 or more grade a*-c GCSEs is still 25% below the borough profile.

National stats updated 2004 Leasowe ward

009a area
Population 1500

Population age			
0-9	1,718		
10-14	1,072		
30-59	5,430		
People below pension age	10,722		
In higher management	1,288		
Lower Management	1,626		
Supervisory and tech	1,367		
Semi routine occupations	1,866		
Routine occupations	1,549		
Never worked and Long term	658	working age on Benefit	52%
Not classified	1,489	incapacity benefits	23%
		People with no qualifications	460
		Level 2 below	321
		Level 3- 5	107

Leasowe as with the rest of Wirral has a predominately white population, with less than 1% from ethnic/ non white backgrounds, although recently there has been an increase in Black and Thai residents. Both LCH and the Trust have actively sought to employ people from minority groups, thus raising their status within the area.

6B: Describe attainment at key stages 3 and 4 in the secondary school(s) serving the neighbourhood and identify under-performing pupil groups (max 200 words)

Note: This information will not affect scoring of your application, nor will it be a factored in selecting a spread of neighbourhoods. It is requested to encourage applicants to consider need for an Inspiring Communities programme locally and to provide initial information for the national evaluators.

GCSE (and equivalent) results

Number of pupils at the end of KS4	211
% of pupils at the end of KS4 aged 14 or less as at 31.08.2004	0%
% of pupils at the end of KS4 aged 15 as at 31.08.2004	99%
Number of KS4 pupils with SEN with statements	8
Percentage of KS4 pupils with SEN with statements	3.8%
Number of KS4 pupils with SEN without statements	47
Percentage of KS4 pupils with SEN without statements	22.3%
% of pupils achieving Level 2 (5 or more grades A*-C)	32%
% of pupils achieving Level 1 (5 or more grades A*-G)	83%
% of pupils achieving at least one qualification	96%
Average total point score per pupil	271.5

The school acknowledges that the background and culture of the pupils they work with needs to change if they are to have any impact upon academic performance; however a move to more practical subjects will enable pupils to learn the basis of study and long term achievable goals that

are more in keeping with current peer and family expectations. This work coupled with other activities planned for this programme will enable such developments and have significant impact on their future.

6C: Describe aspiration levels of young people in your neighbourhood and the presence of community characteristics associated with lower aspirations (max 300 words)

In considering this issue, you may find it helpful to reflect on the analysis and discussion paper on 'Aspirations and attainment amongst young people in deprived communities' at http://www.cabinetoffice.gov.uk/media/109339/aspirations_evidence_pack.pdf

You may choose to refer to:

- *information from local surveys (such as Tell Us for schools) or discussions with community groups*
- *evidence one or more of the community characteristics associated with lower aspirations - close knit but insular social networks, isolation from cultural, educational and employment opportunities, history of economic decline and low population turnover*
- *key attitudinal barriers affecting young people's attainment and broader life chances*
- *the educational aspirations probability measure depicted on the reference map for your local authority area (more information on which is available in Annex B 'Guidance on reference map') – you may agree with or challenge this*

Note: This information will not affect scoring of your application, nor will it be a factored in selecting a spread of neighbourhoods or affect the outcome of your application in any other way. It is requested to encourage applicants to consider need for an Inspiring Communities programme locally and to provide initial information for the national evaluators.

Leasowe for over 50 years has remained an island cut off by the sea on one side, motorways, rail tracks and dual carriageways on the other. It is rare for people to move away (unless forced) and stay away from the area. It has a reputation of been self policed by some families and has a culture of violence, excessive alcohol, and aggressive behaviour. It is a food desert with little provision of healthy food with a strong emphasis on unhealthy life styles, smoking and limited exercise.

Working closely with residents, young people and some of the very hard to reach groups who both mistrust and show extreme aggression towards what most would accept as normal and reasonable behaviour patterns, we have identified some of the key factors affecting their culture.

Peer group pressure, coupled with low aspirations and little or no alignment to what would be considered the norm, give rise to the problems that the people of Leasowe face which is often a result of them wishing to stay and exclude others in an area where their lifestyle is acceptable.

The younger population have reported their desire for play areas, parks and out of school activities where they are not threatened, bullied or forced away by adults.

We experience some real difficulties in helping parents understand the needs of their children whilst thinking long term and working towards a better life. Nothing would be simpler than to engage all potential and existing parents onto a parenting programme, but we know that such a solution would be the most difficult to deliver without a holistic approach tackling other issues at the same time.

Those of working age have declared a desire to work, but only in the area where they are not threatened by the tribalism that exists against people from Leasowe.

Once completed, please submit this form electronically, along with requested financial statements and statement of commitment from partnership members to Cheryl.DeFreitas@Communities.qsi.gov.uk