


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

<b>Inspiring Communities – Application form</b>	
<b><i>(All sections must be completed)</i></b>	
<u>For official use only</u>	
Date received	
Date acknowledged	
<b>Name of neighbourhood:</b>	<b>Tranmere and Rock Ferry, Wirral</b>
<b>Full contact details for primary contact within <u>accountable body</u>:</b>	
<b>Name:</b> Peter Edmondson	
<b>Position:</b> Head of Branch (Participation and Inclusion)	
<b>Organisation:</b> Wirral Metropolitan Borough Council	
<b>Address:</b> Hamilton Building, Conway Street, Birkenhead, Wirral, CH41 4FD	
<b>Tel:</b> 0151 666 4304	
<b>Email:</b> peteredmondson@wirral.gov.uk	
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 accountably body)</i>	
<b>Signature:</b>	
	<b>Date:</b> 3 <sup>rd</sup> June 2009
<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>	
<b>Name:</b> Steve Maddox	
<b>Position:</b> Chief Executive – Wirral Metropolitan Borough Council	
<b>Signature:</b>	
	<b>Date:</b> 3 <sup>rd</sup> June 2009
<i>Note: Digital signatures are acceptable</i>	
<b><u>If different, full contact details for campaign leader</u></b>	
<b>Name:</b> Mrs Hazel Roberts	
<b>Position:</b> Joint Chair Together Neighbourhood Management	
<b>Organisation (if applicable):</b>	
<b>Address:</b> c/o Together NMP, Royal Standard House, 334, New Chester Road, Rock Ferry, Wirral, CH42 1LE	
<b>Tel:</b> 0151 644 4830	
<b>Email:</b> hazeldroberts@btinternet.com	

**SECTION 1: CONTACT INFORMATION AND INITIAL ELIGIBILITY****1A: Local authority name: Wirral Metropolitan 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	✓	E01007294	x
E01007289	✓	E01007295	✓
E01007290	✓	E01007296	✓
E01007291	✓		
E01007292	✓		
E01007293	✓		

**1C: Estimated neighbourhood population:**

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

**X 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 activities and opportunities that you would like to offer through the Inspiring Communities grant programme. This may include scaling-up or broadening of existing work.*

*Please refer to the information in section 5 under 'Funded programme of activities' in the main information pack, including budget information.*

*Propose activities that will contribute to the following four core aims:*

- *Broadening young people's horizons*
- *Providing advice and inspiration to young people*
- *Raising parents' own aspirations and self-confidence, so that they can support their children to take up opportunities and to make positive, informed choices*
- *Developing strong social networks in communities, raising community pride in young people and drawing out the talents of the community to support young people*

*Be realistic in your costings and consider which activities may offer best value for money.*

*Within this, include ideas about local work on community twinning and a community pledge for youth achievement. Do not at this stage propose youth-led positive activities for other young people or intergenerational volunteering opportunities, as these will be developed in the full design phase for successful neighbourhoods.*

*Note: As described in the information pack, a full design phase will follow and allow proposals to be amended and refined, not least to take account for further community engagement at this stage. But the initial proposals are key in assessing your understanding, approach and ambition for this programme*

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>'HORIZONS BEYOND'</b> <b>Trapped, contented or mobile?</b></p> <p><b>Supporting evidence used in developing this activity can be found at:</b> <b>'Aspiration and Attainment among Young People...' CLG, DCSF, Cabinet Office 2008.</b></p> <p><b>'Attachment to Place'</b> <b>Rowntree, 2007</b></p> <p><b>The Bradford Community Cohesion Casestudy @teachernet.gov</b></p> <p><b>'Local Links'</b> <b>Rowntree 2008</b></p>	£17,000	£26,100	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Raising parents' own aspirations and self-confidence</li> </ul> <p><b>The rationale for this activity</b> Tranmere and Rock Ferry is defined as an 'Isolator Area' where strong 'bonding capital' exists but where 'bridging capital' (links to and positive influences from outside the area) is weak. This Activity will help us lift the horizons of young people whose aspirations are under threat of diminishing, through learning and fun. Engagement through this project will provide a passport for young people to the proposed Life Coaches and Role Models Activity for those who need it.</p> <p><b>What the activity involves</b> The project will present opportunities for examining, first hand, life in other places, and to build links outside the area. Project activities will focus on developing twinning and exchanges, and will see young people prepare, arrange and enjoy new experiences and different 'cultures'. We will build a modern youth-centred approach to twinning, mixing place-based twinning and field trips with activity or 'experience' based opportunities. Young people will document their experience using surveying, filming places, and getting out and about in towns, cities and rural areas, eating out, driving around, using hotels, public transport, going 'backstage' in sport, performances, business and politics, to learn about and understand life in other places</p> <p><b>Lead Partners</b> for this project will be Prenton High School and Rock Ferry High School</p> <p><b>Other Partners who will help deliver this project will be:</b> Residents Together Partnership and constituent members Wirral Council Children and Young People's Services Wirral TV Tranmere Community Project Involve Northwest Tranmere &amp; Rock Ferry Young Advisors Wirral Youth Inclusion Programme (YIP) Wirral Rotary Club.</p> <p><b>Beneficiaries and groups</b> Initially, ten groups of 8-10 young people (Year 1/Twenty Year 2), 11-14 years of age; 300 in total from Prenton and Rock Ferry High Schools considered 'at risk' of underachieving, including absentees and young people in trouble, troubled, or currently housebound, plus 45 community supporters and parents who will guide, mentor and accompany the young people during their off limits experiences, and linked, where appropriate with suitable coaches and role models – our next, proposed Activity</p> <p><b>Breakdown of costs Year 1 (Year 2 in brackets)</b> Travel &amp; Accommodation £5,500 (£11,000) Training £3,600 (£7,200) Supervisors £2,400 per annum Equipment £4,500 per annum Materials £1,000 per annum Leadership, administration &amp; liaison: a core cost</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>LIFE COACHES AND ROLE MODELS</b></p> <p>Supporting evidence used in developing this activity can be found at:  ‘Breaking the Link’ DCSF 2009.  ‘Bucking the Trend’ DWP 2006.  ‘Attachment to Place’ Rowntree 2007</p>	£29,833	£48,666	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Raising parents' own aspirations and self-confidence</li> <li>• Developing strong social networks in the community</li> </ul> <p><b>The rationale for this activity</b> The target area has a total cohort of 946 young people (aged 11-14 in September 2009 and 2010) attending partner schools. Predicted exam results indicate up to 4 out of 5 will underachieve at 16. These young people need an alternative to “becoming a young mum” or “going onto Incapacity Benefit” like their parents. They need a guide, mentor and friend; someone to look up to, have fun with, develop and channel their skills and powers. This activity links to Ofsted and SEF requirements on community cohesion, and WRLEE.</p> <p><b>What the activity involves</b></p> <p>Assigning role models to young people eg coaches, mentors to coach and support young people in chosen activities and to help imagine life opportunities beyond school:</p> <ul style="list-style-type: none"> <li>• Entry to adult support and networks and getting a taste of ‘what’s out there:</li> <li>• Social and community networks</li> <li>• Sports and arts</li> <li>• Public and emergency services</li> <li>• Business and business networks</li> <li>• High flyers and Inspiring People</li> <li>• IT, communications and media</li> </ul> <p><b>Lead Partners for this project will be</b> the Wirral Youth Service, Youth Inclusion Programme and a teacher from each High School</p> <p><b>Other Partners who will help deliver this project will be:</b>Wirral Safer Schools Partnership; Merseyside Police; Residents Together Partnership; Tranmere &amp; Rock Ferry Young Advisors; Prenton and Rock Ferry High Schools; ; Wirral Council; Children and Young People’s Services; Tranmere Community Project; Involve Northwest; Together NMP; Wirral TV; Wirral PCT; Wirral Wardens; Lairdsie Communities Trust; Tranmere Rovers; local business organisations; Wirral Mediation Service.</p> <p><b>Beneficiaries and groups</b>  Twenty (Year 1), forty (Year 2), 11-14 year olds, chosen/recruited from Horizons Beyond groups, plus 40 role models.</p> <p><b>Breakdown of costs Year 1 (Year 2 in brackets)</b>  Liaison/recruitment £3,333 (£6,666)  Expenses for role models, including childcare £6,000 (£12,000)  Induction for role models £1,500 (£2,000)  Responsibility allowances to YIP and the schools £10,000  Travel/activity budget – soccer, seaside, studio work, walkabouts £9,000 (£18,000)  Administration: core  Co-ordinator: role models identification and recruitment: core  Co-ordinator: activities core</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>WHEN I AM ELEVEN</b></p> <p>Supporting evidence used in developing this activity can be found at:  ‘Breaking the Link’ DCSF 2009.  ‘Bucking the Trend’ DWP 2006.</p>	£15,300	£15,300	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people’s horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Raising parents’ own aspirations and self confidence</li> <li>• Developing strong social networks in communities</li> </ul> <p><b>The rationale for this activity</b> The transition from primary to secondary school is a challenging, daunting and confusing time for young people, especially those without sufficient or knowledgeable family support systems. It is a key moment in child development and a key opportunity for support to be offered to young people and their families to prevent a drift away from educational attainment and future aspiration.</p> <p><b>What the activity involves</b></p> <ul style="list-style-type: none"> <li>• Small group discussions in primary schools</li> <li>• Family group sessions, with provided meals, at home</li> <li>• Invited parent and child teas in the local community venues</li> <li>• Family Fun Days</li> <li>• Informal drop in sessions for parents</li> <li>• ‘Back to School’ and ‘In My Day’ experience sharing for Year 7 parents</li> </ul> <p><b>Lead Partners for this project will be</b> A primary Head, secondary Home School Liaison Worker and a group of supported teachers from the 8 feeder primary schools.</p> <p><b>Other Partners who will help deliver this project will be</b> eight catchment primary schools; Bag a Bargain; Residents Together; Wirral Council Children and Young People’s Services; Junior Young Advisors; Tranmere Community Project; Involve Northwest; Together NMP; Extended Schools Programme; C&amp;YP District Team ; C&amp;YP Thematic Group; Wirral Youth and Play Service; Rock Ferry Children’s Centre, Birkenhead Children’s Centre; Junior Youth Inclusion Programme (JYIP), Reach Out, Wirral PCT</p> <p><b>Beneficiaries and groups</b>  64 parents, especially single parents, and their 10-11 year olds  12 house bound and young carers  8 families with mental health problems</p> <p><b>Breakdown of costs (per annum)</b>  Expenses (travel, taxis, mini-bus collections) £1,000 per annum  Catering and meals £6,000 per annum  Hire of hall £300 per annum  Teachers’ focus group £8,000 per annum  Co-ordinator: core</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>JUNIOR YOUNG ADVISORS and JUNIOR WARDENS</b></p> <p>Supporting evidence used in developing this activity can be found at:  <b>Young Advisors Evaluation CLG 2007</b></p> <p><b>‘Bucking the Trend’ DWP 2006.</b></p> <p><b>‘Aiming High for Young People’ DCSF 2009</b></p> <p><b>Junior Wardens Consultation with schools (Together NMP/Riverside 2008)</b></p>	£19,744	£19,744	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Developing strong social networks in communities</li> </ul> <p><b>The rationale for this activity</b> Young people have a clear view about their community and the place where they live, learn, walk and play which is often different from the rest of the community and often markedly different from professional service providers. Valuing young people's knowledge, insights, skills and problem solving raises their self esteem, involves them in increasing the aspirations of their neighbourhoods, and leads to real improvements. This has proved successful elsewhere and will work well for the Inspiring Communities target groups too.  <i>“Something you have to get up for can lead you back to school”</i>  Young Advisor, previously absent from school.</p> <p>Our Young Advisors Project is established in the area and is a key part of our partnership approach. Our Junior Wardens scheme is also well established and involves 6 primary schools and 350 children (Yr 5). We want to add to and harness this capacity in our community in our Inspiring Communities Programme.</p> <p><b>What the activity involves</b></p> <p>Junior Young Advisors (aged 11-14), shadowing existing YAs in Health, policing, and local authority regeneration activities, youth proofing, neighbourhood mapping and going on to be a Young Advisor.</p> <p>Expanding the Junior Wardens scheme into Year 6 &amp; into the partner secondary schools,  Giving young people responsibility for solving community problems, Linking with the Area Youth Forum, Executive Youth Board, YOF and YCF Young People's Panel..</p> <p><b>Lead Partners for this project will be</b> Involve North West; Young Advisors, and Tranmere &amp; Rock Ferry Neighbourhood Wardens</p> <p><b>Other Partners who will help deliver this project will be</b> Residents Together Partnership; Wirral Council Children and Young People's Services; Prenton and Rock Ferry High Schools; 8 primary schools; Involve Northwest; Together NMP; Riverside (Housing); Wirral Partnership Homes; Wirral TV; Wirral PCT; Wirral Council Regeneration Department; Wirral Council Housing Market Renewal (HMRI); Wirral Safer Schools; Merseyside Police; Wirral Streetscene Service; Wirral Youth and Play Service; Wirral Youth Inclusion Programme (YIP).</p> <p><b>Beneficiaries and groups</b> Twelve disadvantaged young people, including truants, excludees, teenage mothers and looked after young people, referred by local schools (Young Advisors); 350 children aged 11 (Junior Wardens)</p> <p><b>Breakdown of costs (per annum)</b>  Recruitment of Junior Young Advisors and Junior Wardens £1,000  Young Advisor Induction and training (inc accreditation) £3,144  Expenses for existing Young Advisors £3,600  Wardens support costs £12,000  Co-ordinator costs: core</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>'CLOUDY' SKY GROUPS</b> – local people and professionals working together</p> <p>Supporting evidence used in developing this activity can be found at:            'Breaking the Link' DCSF 2009.            'The Extra Mile' DCSF 2008            'Local Links' Rowntree 2008</p>	£9,600	£9,600	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Developing strong social networks in communities</li> <li>• Raising parents' own aspirations and self-confidence</li> </ul> <p><b>The rationale for this activity</b> Front line professionals, young people, residents (incl. parents), and knowledgeable local support staff rarely have the chance to meet, pool their local knowledge and experience with professional skills and delivery, and develop innovative solutions.</p> <p><b>What the activity involves</b>            Young people, teachers, support staff, dinner supervisors, classroom assistants, and the C&amp;P Area Team Leader meeting as a standing group to review activities (new through ICP and existing) and produce and develop local attainment raising ideas and seek resources for delivery for the two selected secondary schools.</p> <p><b>Lead Partners for this project will be</b> : C&amp;YP Dept Area Team Leader, member of Together NM Team, two Headteachers and the Inspiring Communities Coordinator.</p> <p><b>Other Partners who will help deliver this project will be</b> Prenton High School; Rock Ferry High School; school PTAs, Wirral Children and Young People's Department; Residents Together Partnership; Young Advisors; Youth Inclusion Programme (YIP)</p> <p><b>Beneficiaries and groups</b>            Two groups of 10 participants, plus the beneficiaries of their ideas and the grants which their work will obtain from other sources.</p> <p><b>Breakdown of costs</b> per annum            Supper after school, or Sat/Sun meals £4,000            Venue costs £2,000            Travel £1,600            Childcare £2,000            Coordinator time: core            Admin time: core</p>



Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>YOUTH BANK</b></p> <p>Supporting evidence used in developing this activity can be found at:</p> <p>‘Aiming High for Young People’ DCSF 2009</p> <p>Youth Bank NYA</p>			<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people’s horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Developing strong social networks in communities</li> </ul> <p><b>The rationale for this activity</b> If young people who are disadvantaged or disaffected can be ‘caught getting it right’ their self worth, responsibility and pride in their work increases. Youth Bank is another way for local young people to inspire their peers with grants to pursue their aspirations.</p> <p>Wirral already devolves spending decisions to young people through Youth Opportunities Fund and Youth Capital Fund Panels. We will build on this through a neighbourhood-focused Youth Bank which will seek and disperse funding that supports inspiring activity and achievement.</p> <p>Partners involved in delivering services and activities for young people in the area have established a youth services consortium for Tranmere and Rock Ferry (including our Extended Schools Cluster Group) to support partnership working and maximise the service offer to young people. Our Youth Bank will be supported by and add value to this development.</p> <p><b>What the activity involves</b> Young people securing funding, making grants to other young people to develop their local community and neighbourhood, and linking with YOF and YCF Grant Panel</p> <p><b>Lead Partners for this project will be</b> Involve Northwest and Wirral Youth Service</p> <p><b>Other Partners who will help deliver this project will be:</b> Tranmere &amp; Rock Ferry Youth Services Consortium; Extended Schools Cluster Group; Residents Together Partnership; Wirral Council Children and Young People’s Services; Prenton and Rock Ferry High Schools; Tranmere Community Project; Together NMP; Young Advisors; Youth Inclusion Programme (YIP)</p> <p><b>Beneficiaries and groups</b> Young people’s groups in T&amp;RF; community projects.</p> <p><b>Breakdown of costs</b> Coordinator: core – time to set up Youth Bank and seek funds</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>TEACHERS' DREAMS FOR THEIR PUPILS</b></p> <p>Supporting evidence used in developing this activity can be found at:            'Deprivation and Education' DCSF 2009</p> <p>'The Extra Mile' DCSF 2008</p> <p>OFSTED REPORTS FOR PHS &amp; RFHS</p>	£3,000	£3,000	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Providing advice and inspiration to young people</li> <li>• Raising parents' own aspirations and self confidence</li> <li>• Broadening young people's horizons</li> </ul> <p><b>The rationale for this activity</b> Providing support to teachers in their uphill struggle to raise low aspirations and attainment with their underperforming students, developing value in the work and the interventions which they are employing, sharing their knowledge and skills, and raising the profile in education and schools of this more integrated approach to inspiring communities.</p> <p><b>What the activity involves</b>            Incorporates professional development groups into the programme and adds teacher understanding and feedback into ongoing programme development and refinement.            Development groups with teachers in the partner schools, with a young mentee each</p> <p><b>Lead Partners for this project will be</b> : Local teacher-trainer/group facilitator and ICP Programme Manager.</p> <p><b>Other Partners who will help deliver this project will be:</b> Prenton High School; Rock Ferry High School; Together NMP; Residents Together Partnership; Wirral Council Children and Young People's Services; Young Advisors; Wirral Metropolitan College; Youth Support Service; Youth Inclusion Programme (YIP)</p> <p><b>Beneficiaries and groups</b>            60 teachers, 60 targeted pupils, Prenton High School and Rock Ferry High School school learning cultures</p> <p><b>Breakdown of costs</b> per annum            Facilitator (Partner or Coordinator): core            Expenses/child care for participating teachers £3,000            Report: core</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>INSPIRING TECHNOLOGY</b></p> <p>Supporting evidence used in developing this activity can be found at:  ‘Aiming High for Young People’ DCSF 2009  Digital Inclusion Strategy (Cabinet Office 2009)</p>	£16,000	£26,000	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people’s horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Raising parents’ own aspirations and self-confidence</li> <li>• Developing strong social networks in communities</li> </ul> <p><b>The rationale for this activity</b>  IT, media and communications, You Tube, webmastering, Bebo, MySpace, Twitter, and Facebook encapsulate and are vehicles for young people’s energy, relationships and enthusiasms. This activity, adding further variety to our options, will bring 32 socially excluded young people into mainstream education practice, recognising their skills and raising their aspirations, enabling them to develop presentation skills and the confidence to use them, and ‘market testing’ options for junior IT (community) enterprise(s).  Prenton and Rock Ferry High Schools support young enterprise, and enter teams in inter-school competition.  Together NMP is to pass publication of its community newspaper to Wirral TV to develop a resident-led publishing service.</p> <p><b>What the activity involves</b>  Film making, communications techniques, IT publishing, broadcasting through social networking sites - Bebo, MySpace, Twitter, You Tube, Facebook, video blog, regeneration, presentation skills, texting networks, music, dance – accessing and using local youth culture. Showreels. Projected images onto large municipal buildings. Qualifications. References for employers. Visits to TV production eg ‘Doctors’, ‘Emmerdale’  Publication of print-media and web-based community news.  Develop young entrepreneurs and championing young IT ‘geeks’  IT and PC support and ICT literacy training (for adults)</p> <p><b>Lead Partners for this project will be</b> Wirral TV, Merseyside Digital Development Agency, and business and ICT departments.</p> <p><b>Other Partners who will help deliver this project will be:</b> Seven Waves Radio; Prenton and Rock Ferry High Schools; Birkenhead Sixth Form College, Merseyside Learning &amp; Skills Partnership, Tranmere Community Project; Involve Northwest; Together NMP; Wirral Council Regeneration Department; Young Advisors; Wirral Metropolitan College; Youth Inclusion Programme (YIP); Computers in Schools</p> <p><b>Beneficiaries and groups</b>  Two groups of 8, 11-14 year olds, in Years 1 and 2, 32 young people altogether, from Prenton and Rock Ferry High Schools.  Young people’s families  Improved attendance levels of siblings at school.  New Peer groups.  School websites.  Community and neighbourhood groups who view the public showreels.  Adult learners.</p> <p><b>Breakdown of costs</b> per annum  Wirral TV £10,000 (£20,000 year 2)  Equipment costs eg hand held cameras £1,000  Travel £3,000  Meals (essential ingredient) £3,000  Co-ordinator’s time: core</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>COMMON ASSESSMENT FRAMEWORK (CAF) TARGETED SUPPORT</b></p> <p>Supporting evidence used in developing this activity can be found at:</p> <p>Children Act 2004</p> <p>Every Child Matters (DCSF)</p> <p>Youth Matters (DCSF)</p> <p>CWDC Integrated Children's Services</p>	£1,000	£1,000	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Provide advice and inspiration to young people</li> <li>• Raising parents own aspirations and self confidence</li> </ul> <p><b>The rationale for this activity</b> Co-ordination of partners and their interventions for the most at risk young people. Integrating front line support, particularly in universal services, with parents, carers, and local environmental issues. Tranmere &amp; Rock Ferry is a pilot area for the national Remodelling Social Work programme.</p> <p><b>What the activity involves</b> The CAF process provides an opportunity, for young people who have multi-agency involvement, to explicitly address their aspirations and to include specific actions in each CAF action plan.</p> <p><b>Lead Partners for this work will be:</b> Wirral Council Children and Young People's Department Area Team Leader (Tranmere and Rock Ferry); Remodelling Social Work project Co-ordinator.</p> <p><b>Other Partners who will help deliver this project will be:</b> Members of the co-located Area Team and those with the responsibility of Lead Professional (Children and Young People's Partnership); Wirral Council Children and Young People's Service; Wirral Children and Young People's Strategic Partnership; Parents/Carers and Young People.</p> <p><b>Beneficiaries</b> Young people subject to a CAF assessment and Team Around the Child meetings. It is estimated that 60 young people aged 11-14 will be subject to CAF in the designated area of the project. This model will be used in CAF and Lead Professional training sessions by the Area Team Leader and rolled out to other ATL colleagues for their training sessions across Wirral.</p> <p><b>Breakdown of costs</b> Lead and other professionals' time will be met from core funding. £1000 for leaflets promoting aspirations for use with individual families and for training sessions.</p>

Activity	Estimated cost (£k)		Details
	Yr 1	Yr 2	
<p><b>Sport, Art and Youth Culture and Events</b></p> <p>Supporting evidence used in developing this activity can be found at:  ‘Meaningful Interaction’ CLG 2008</p> <p>‘Local Links’ Rowntree 2008</p>			<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Developing strong social networks in communities</li> <li>• Raising parents' own aspirations and self-confidence</li> </ul> <p><b>The rationale for this activity</b></p> <p>Young people enjoy and respond to sports, arts and ‘street culture’. Like other members of the community they take pride in achievement and have a stronger sense of personal worth when their achievements are shared and recognised.</p> <p>Rock Ferry High School has specialist Arts College status. We want to take this expertise out into the community and encourage the community into the school, and into Prenton High School which also has a rich tradition in this area. This will allow us to showcase the creativity and achievement of young people in a community context culminating in a new annual community culture and arts festival led by schools and young people.</p> <p>Despite these strengths we also recognise that public performance is the last thing our most vulnerable young people have on their mind. These young people have difficulty forming relationships in school settings. Their challenging behaviour minimises their chances of being inspired or motivated by teaching staff. Yet in community settings they are able to relax, build social networks and become inspired by staff who are good role models.</p> <p><b>What the activity involves</b></p> <p>A community arts and culture programme including street theatre, community drama, arts and other cultural activities. Crafts. Visits to places of local cultural interest. Theatre trips to Liverpool, Manchester and London.</p> <p>Outdoor adventures - climbing, scrambling, gorge walking, coasteering, caving, abseiling, white water rafting, sailing, windsurfing, canoeing and teambuilding activities such as raft building.</p> <p><b>Lead Partners for this project will be</b> Rock Ferry High School and Prenton High School; Tranmere Community Project ; the Jam Factory (community theatre group), Wirral Council Children and Young People’s Service;.</p> <p><b>Other Partners who will help deliver this project will be:</b> Wirral Youth and Play Service; Residents Together Partnership; Extended Schools Cluster Group</p> <p><b>Beneficiaries and groups</b></p> <p>(Universal programme) young people and their families</p> <p>Targeted project: 40, 11-14 years olds, identified by the schools and through our CAF programme, who have problems coping in school or difficulties attending school, and looked after children.</p> <p><b>Breakdown of costs</b></p> <p>Full year costs: staff £8780, travel £1220, entrance fees/tickets/equipment hire £5010, accommodation £1000.</p>
	£12,007 (9 months)	£16,010	

<p><b>COMMUNITY PLEDGE</b></p>	<p>£1,600</p>	<p>£7,600</p>	<p><b>The core aims which this activity addresses</b></p> <ul style="list-style-type: none"> <li>• Broadening young people's horizons</li> <li>• Providing advice and inspiration to young people</li> <li>• Developing strong social networks in communities</li> <li>• Raising parents' own aspirations and self-confidence</li> </ul> <p><b>The rationale for this activity</b>  <i>Young people will establish a contract/local charter with partner agencies and the communities of Tranmere &amp; Rock Ferry to</i></p> <ul style="list-style-type: none"> <li>- <i>Provide alternatives for absentees from school, supporting them in their aspirations for success both in T&amp;RF and away</i></li> <li>- <i>Care better for Looked After, vulnerable, pregnant and at risk young people</i></li> <li>- <i>Help them set up social enterprises and Community Interest Companies</i></li> <li>- <i>Win Awards for commitment, creativity and innovation</i></li> <li>- <i>Signpost lost, unusual and overlooked talent to inspiring opportunities in the arts, trades, business, media, sports and professions</i></li> <li>- <i>Provide especially focused support to young people receiving free school meals</i></li> </ul> <p><b>Lead Partners for this project will be;</b> <i>school councils in Prenton Rock Ferry High Schools; Young Advisors</i></p> <p><b>Other Partners</b> <i>who will help deliver this project will be: ALL PARTNERS</i></p> <p><b>Breakdown of costs</b>  Food for young people's meetings to write and develop the Charter £1,600  Coordinator: core  Production costs (Year 2) £6,000</p>
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<b>COMMUNITY TWINNING</b>			<p><i>NB: See main information pack section 5.15</i></p> <p><i>See 'Horizons Beyond', one of our communities' chosen activities</i></p>
<b>Co-ordination costs in design phase</b>	£20,910		<p><i>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.</i></p> <p><i>Includes staffing and wider logistical support. Please include a breakdown of individual costs contributing to the total for co-ordination.</i></p> <p><b>Breakdown of costs (first 3 months)</b>  Co-ordinator - £12,500 (3 months @ £50k pa)  Administrative support - £4,500 (3 months @ £18K pa)  On costs - £3,910 (3 months @ 23%)</p>
<b>Co-ordination costs after design phase</b>	£62,730	£83,640	<p><i>NB: Total co-ordination costs (in and after design phase) may be a maximum of 40% of the total cost in each year.</i></p> <p><i>Includes staffing and wider logistical support. Please include a breakdown of individual costs contributing to the total for co-ordination.</i></p> <p><b>Breakdown of costs</b></p> <p>YEAR 1  Co-ordinator £37,500 (ie £50K pa, less £12.5K for first three months management)  Administrator £13,500 (ie£18K pa, less £4.5K for first three months)  On costs £11,730 (ie 23%, less £3,910 for first three months)</p> <p>YEAR 2  Co-ordinator £50,000  Administrator £18,000  On costs £15,640</p>
<b>TOTAL COST</b>	£175,000  £33,724	£255,060	<p>CLG/DCSF Grant</p> <p>From matched funding and local resources to support the complete programme, created by the Partnership, of coordinated local activities and national pilots</p>

## **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.

Our first intermediate targets will be to involve:

- **668** Pupils
- **30** Other young people
- **64** Parents
- **85** Community reps, leaders and champions
- **40** Role models
- **62** Partners and initiatives

in the **11 integrated and overlapping** activities which we have proposed to raise the aspirations in 11-14 year old pupils hindered by low expectations. Community and youth empowerment in developing social capital will sustain these interventions. The foundations have been laid by Residents Together, Young Advisors, Involve, the NMP, Prenton and Rock Ferry High Schools, and the Children and Young People's Services.

We will use creative and innovative projects to engage and involve, offering children and young people, and their families 'taster sessions' to get things started. This will link to formal and informal 'referral (including 'self referral) through peer, family, community and professional networks to timetabled activities.

Teachers Notes and Assessments will monitor and report progress. There are eight Headteachers in our Partnership.

**668 out of 946** pupils in total cohort, receiving free school meals, or absenting themselves from school will be chosen as a priority. Their peers will be engaged as supporters in these activities. We are offering unusual challenges which will raise their status in the eyes of their peers, and their own self belief and esteem.

Community engagement will be measured in the first instance by:

- Numbers recruited to the programme
- Numbers taking up the 11 activities proposed
- Numbers completing activities
- Budgets and assets coordinated, influenced or controlled by local people, especially young people
- Take up of universal inclusion activities already available (see 3A which follows)

Our Residents Together Partnership has developed a template for monitoring and evaluating public service delivery in the area. They are adapting this for Inspiring Communities.

## **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.*

Existing partnership activities captured by our Inspiring Communities Programme are:

- Health Action Area initiative and community programme
- Year 7 music - funding has enabled any incoming Year 7 who wishes it, to have voice or instrumental lessons
- Parks plan - students have been involved in evaluating existing provision through local parks, proposing and implementing improvements eg. Planting Community Garden
- Active playgrounds - students are trained as Play Leaders in indoor and outdoor activities to be enjoyed by their peers at lunchtimes, tackling isolation and bullying, and encouraging leadership and positive role models
- Computers in schools
- Digital Inclusion Project
- Tranmere & Rock Ferry Extended Schools
- Healthy Schools Initiative
- Social and Emotional Aspects for Learning (SEAL)
- Youth Hubs – centres for quality 'youth offer' and outreach in each area
- ALAN – Prenton High and Reach Out – PHS has offered ALAN qualification to students in danger of permanent exclusion or displaying general disaffection and poor attendance
- Pupil Attitudes to School and Self (PASS)
- New third sector Community Anchor – created through merger of Together NMP and Lairdside Communities Trust



(Oct 2009)

- Green Together – Environmental Improvement Programme (Big Lottery Fund)
- LIDC – Focus on Disadvantage – adult education courses which have become increasingly popular
- Funkstar Dance; Stella Theatre group – positive, creative, out of school provision for young people designed to build confidence and a sense of belonging and purpose
- Working Wirral Local Employment and Enterprise programme (incl. WNF)
- Neighbourhood Enterprise
- Tranmere and Rock Ferry Child and Family Support
- Bag a Bargain - fruit and veg sold weekly at good prices for local produce to encourage healthy eating 5 a day
- Teenage Health and Sexual Awareness
- Neighbourhood Resource Centres in Tranmere and Rock Ferry provide a new focus for work with residents identifying barriers to improvements in health, education and employment. They develop residents' approaches to issues of poor health, education, skills, worklessness and family support
- Trampoline Club – young users told us *"For many of us using the club offers friendships, a place that encourages individualism"; "The club supports us emotionally, physically and mentally with the activities provided"; "We are given skills to enhance our social interaction with the community and often help out with fund-raising and running the club"; "We are a little community when we are at the club, looking out for one another"*.

Both of the partner secondary schools in this programme have at least 50 hard to reach parents of disaffected and absent pupils.

Traditional communications including invitations to discussions and meetings are not effective. Non-traditional approaches, based on 'what works for young people' themselves as well as intensive and persistent relationship building is required, as well as material support. Accessing mobile numbers, texts, extended family, friends, neighbours are all conduits used in postcodes CH41 and 42 to offer financial, mental, health, substance, crime, diversion and advocacy support. Initial avoidance of 'authority' positions is important to rebuild trust and hope. Negativity in contact encourages further resistance and isolation.

This programme joining up the activities above and creating new ways into previously intractable problems, delivered in partnership by front line professionals, community leaders, young people and local heroes, is supported by multi-agency co-operation, commitment and determination to break the cycles of deprivation in Tranmere and Rock Ferry.

### **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.*

Wirral Youth Capital Fund and Youth Opportunities Fund  
Targeted Youth Support  
The National Challenge Programme  
Wirral Enterprise Centres  
Wirral Working 4 Health (Working Neighbourhoods Fund)  
Reach Out (Working Neighbourhoods Fund)  
Wirral Apprenticeship Scheme (Working Neighbourhoods Fund)  
Housing Market Renewal  
Neighbourhood Management Pathfinder  
Remodelling Social Work  
Youth Crime Action Plan (DCSF Youth Taskforce)

### **3C: How will you engage these existing local activities and government pilots in your local programme?**

*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 activities chosen by the Tranmere and Rock Ferry Inspiring Communities Partnership are being carefully designed by local people and professionals, working together, to make *the spark jump the gap* between persistent and isolating disadvantage, fresh, inspiring opportunities, and the universal offers already provided by partners.

In preparing our submission we have taken care to involve and engage all stakeholders and believe we have captured the full range of existing local and government sponsored pilots open to us.

Each element is linked and has been mobilised and underpinned by the partnership and community engagement infrastructure established by Together NM Pathfinder over the past four years. Our programme enables the transfer of activities, ideas and understanding of 'what works' to be managed holistically, and will inform the way we introduce young people, gradually and when ready, into the opportunities provided by national pilots and mainstream programmes alike.

In developing our Inspiring Communities Programme we recognise the need to link in with, and add value to existing programmes and activities. We see this as 'Building Confidence and Making Attainment **EISIA** (easier) through work that will **Engage, Inspire, Support, Improve; and Achieve**.

Alongside this we are committed to, and have planned for 'Making Our Assets Work' (MAW) through:

- Schools that reflect and are (better) equipped to respond to the needs of our community
- Tapping into resources already in our community to extend the Extended Schools Offer
- Basing our approach on a formalised consortium approach of providers
- Putting residents and young people in particular at the centre of our approach
- Providing 'fun and learning' for the whole community
- Exploiting our ICP status to maximise leverage of resources into the area; and
- Offering a taster programme of innovative and creative ideas that enthuse, engage and inspire all ages.

**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 Sustainable Communities Strategy encourages people to come up with proposals to improve the place where they live. Wirral Council invites proposals from local voluntary and community groups, residents and tenants associations and branches of national organisations to improve local delivery, social inclusion, community engagement, health & well-being.

Inspiring Communities is just such a proposal and will contribute to the Local Area Agreement's targets for:

- educational attainment,
- teenage conceptions,
- sexual and mental health,
- antisocial behaviour,
- looked after children,
- National Indicator 87 for secondary school persistent absence, and
- NI 110 young people's participation in positive activities.

The area's Children and Young People's Plan aspires to:

- enable families to feel that they have support from their local community in raising their children;
- ensure that agencies work closely together and in a coordinated manner;
- improve parents' skills in order to help them to give more educational support to their children;
- improve young people's attainments and raise their aspirations;
- celebrate and publicise the achievements of young people;

all of which our Inspiring Communities Programme will deliver and affect.

**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)*

The Partnership for our Inspiring Communities Programme is being stimulated, co-ordinated and managed through the Together Neighbourhood Management Pathfinder.

Set up in 2004 'Together' is a Round 2 national pathfinder. Now funded through a mix of Area Based Grant and other revenue, Together inspires community engagement and manages a neighbourhood partnership that reflects strategic priorities in the Wirral.

Together's Partnership Board is co-chaired by the 'Campaign Leader' and a local resident, nominated to drive the Inspiring Communities Programme. It is supported by a Neighbourhood Management Team led by a Partnership Director. The community leaders and the team have a wealth of skills and expertise in service coordination, development and delivery. This will be enhanced through the appointment of an Inspiring Communities Programme Manager.

Together's Board is made up of senior representatives of statutory and non-statutory organisations, including Wirral Council, Wirral Primary Care Trust, Merseyside Police, Job Centre Plus, schools, colleges, housing providers, community organisations and residents. Residents have a majority. We also have a Participatory Budgeting Advisor.

CLG's 2007 evaluation assessed Together as having strong engagement from key agencies and outstanding levels of

resident involvement.

Together's Children & Young People's Plan has been nationally recognised as good practice and pinpoints low aspiration, poor attainment and low levels of adult qualification as long-standing barriers to inequality and deprivation. Inspiring Communities investment will be used to create a fresh impetus for joined up working to tackle these inequalities.

It is this experience which is driving our bid to step up to the next level in innovation and breakthrough and to be included among the Inspiring Communities pathfinders.

**☒ 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.*

We, the undersigned, will jointly oversee the design and delivery of this Inspiring Communities programme for Tranmere and Rock Ferry.

We endorse the choice of campaign leader and the accountable organisation and will work with the programme's national evaluators, design & marketing and resource mapping support organisations, and participate in the network of Inspiring Communities.

We are committed to aligning local resources and programmes that contribute to raising the aspirations and attainment of 11 to 14 year olds in Tranmere and Rock Ferry.



**Steve Foulkes**  
**Leader of the Council**  
**Wirral Metropolitan Borough Council**



Peter Edmondson  
Head of Branch: Participation and Inclusion  
Children and Young People's Department  
Wirral Metropolitan Borough Council



CLlr Philip Davies  
Councillor for Birkenhead and Tranmere Ward  
Wirral Metropolitan Borough Council



Neil Collins  
Director  
Together Neighbourhood Management Pathfinder

David Ball.

David Ball  
Head of Housing and Regeneration  
Regeneration Department  
Wirral Metropolitan Borough Council

*Chris Mann*  
Deputy Headteacher  
Prenton High School

Chris Mann  
Deputy Head Teacher  
Prenton High School for Girls  
Wirral

*Peter Bennett*

Peter Bennett  
Head Teacher  
Rock Ferry High School, Wirral

*Justine Molyneux*

Justine Molyneux  
Chief Executive  
Involve Northwest

*Mike Power*

Mike Power  
Business Development Manager  
Wirral TV  
Wirral

*Ros Free*

Ros Free  
Principal Manager, Extended Services, Narrowing The Gap.  
Children and Young People's Department  
Wirral Metropolitan Borough Council

*S. J. Doolan*

PC Garry Doolan  
On Behalf of Inspector Mick Blease  
Well Lane Police Station  
Merseyside Police



Hazel Roberts  
Tranmere Resident and Joint Chair of Together Partnership Board  
Together Neighbourhood Management

**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*

Inspiring Communities will contribute to the investment in the creation of learning Academies through the current secondary school reorganisation. The Programme offers a unique opportunity to encourage and support children approaching secondary school age, and those already at secondary schools affected by the reorganisation, to take maximum advantage of the enhanced learning opportunities which both the existing schools offer and the new ones will. This work will be based on the local schools cluster and extend the Extended Schools Offer in the area.

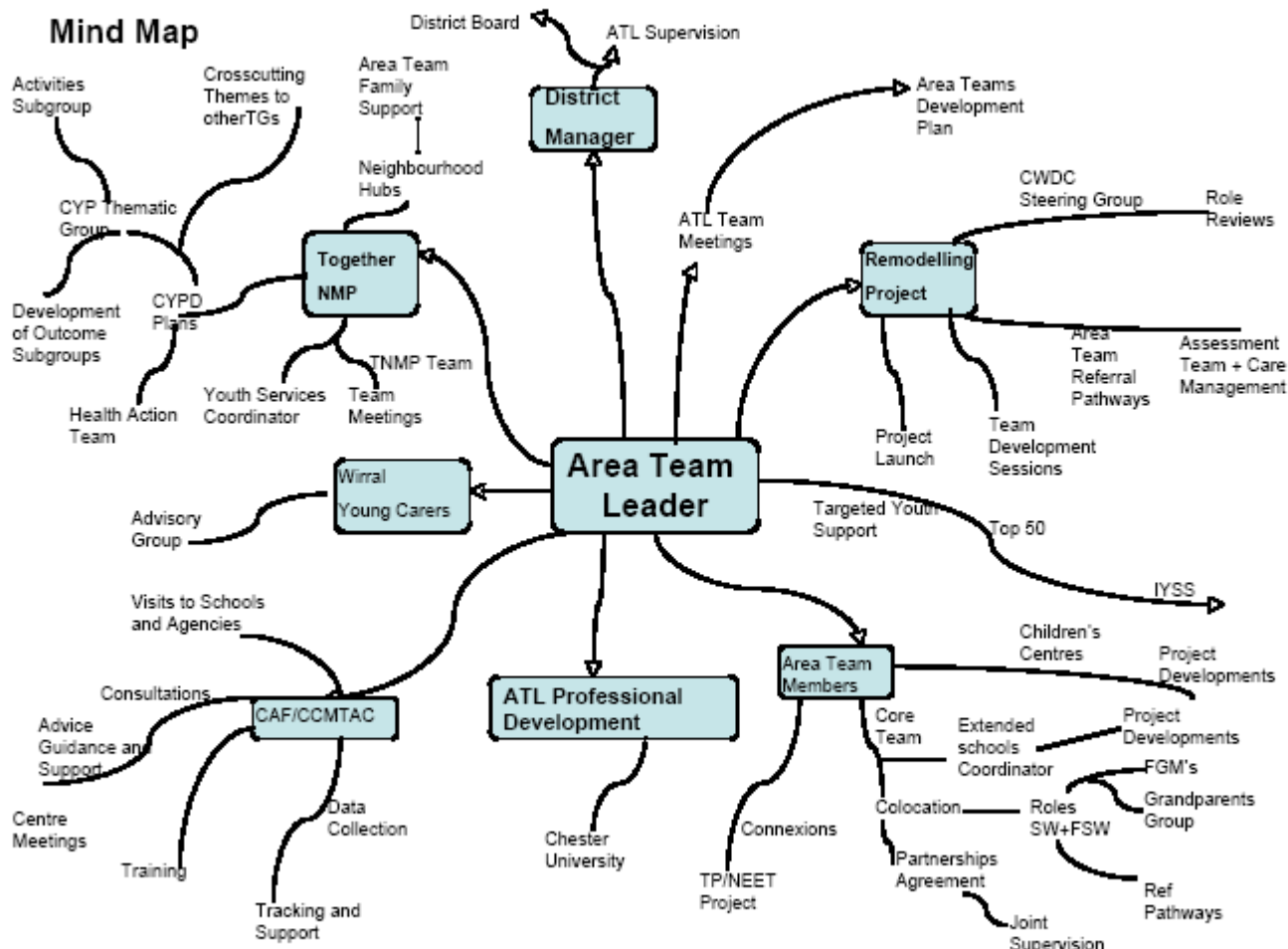
Each activity which we are proposing will have a small, core partnership steering group of key schools, community organisations, and public service authorities supported by the Inspiring Communities co-ordinator.

Each group will have a contract agreed with the Partnership, enabling them to recommend:

- *violation in budgets, staffing and resources from savings to services which have the flexibility to be pooled for further interventions,*
- *to partners the blocks and barriers to coordination and effectiveness which they need to remove,*
- *overlaps which should be linked, and duplication reduced where appropriate,*
- *co-ordinating public service commissions which deliver joined up, front line solutions.*

Existing projects, for example ReachOut involving home visits and employment support, will also open doors for social inclusion.

Below is a map of just one of our partner's professional network which will contribute to our CAF proposal.



## 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.

Hazel Roberts has been a longstanding volunteer for the Tranmere and Rock Ferry area and has been working in the community for over twenty years. Hazel started volunteering with the League of Hospital Friends in 1972 and was voted as the representative for the Tranmere community to bid for European money to regenerate the area, including Rock Ferry. In 1999 the United Communities Group was formed, with Hazel voted in as chair. She continued her local work and became a resident representative on the Board for the Together Neighbourhood Management pilot.

Since 2004 Hazel has been involved with Together NMP. She was vice chair of the Partnership Board until 2008 and is currently the co-chair of the Board and chair of the Residents Together Partnership. Hazel chairs the Health Thematic Group on behalf of the PCT in partnership with Together and sits on the Children and Young People's Theme and Neighbourhood Action Groups.

Hazel is chair of the Tranmere Action Group, who have run a very successful Trampoline/Youth Club for the last five years and continues to do so, alongside ongoing commitment over more than 20 years as Secretary to the Trustees of the charity Wirral Heartbeat, and District Treasurer for the Birkenhead and Bebington St Vincent d Paul Society.

Hazel has also been awarded:

- Platinum Medallion for long service in Volunteering from Wirral Borough Council
- Gold Medallion for long service in Volunteering from Wirral Borough Council
- Wirral Volunteer of the Year 1997 – Working in your own time award
- Bag a bargain healthy eating scheme volunteer – Live Wirral Award
- Live Wirral Award – Good Neighbour 2007

*“My leadership of the Inspiring Communities programme will be enhanced by a Young Advisor working with me as campaign leader.” Hazel Roberts.*

#### **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*

Local people already direct and deliver the Together Neighbourhood Management Pathfinder alongside statutory public service partners and other stakeholders. Together’s residents, young people, and partners are full members of our partnership and have helped drive this application. Our Young Advisors work with the local police, youth proofed and launched the Children and Young People’s Plan. Nationally recognised levels of engagement and empowerment already achieved in T&RF (CLG 2007) provide strong foundations for the joined up working which Inspiring Communities proposes.

Prenton and Rock Ferry High Schools, Residents Together, Involve, Young Advisors and Together NMP have already made public and filled the gaps in local networking, inclusion, control of programmes and resources.

The activities proposed in this application seek unusual community and business entrepreneurs, talent outside the public service norm, jesters, artists, innovators, characters who excite and challenge conditioned behaviour and expectations. This programme, if it is to achieve quick wins, and make a lasting, sustainable difference, will inevitably question some traditional concepts of right and wrong in public service delivery, it will recognise and endorse some of the diverse cultures of Tranmere and Rock Ferry, lifting participants’ hopes out of the morass of debt, over-burdened parenting and food poverty. Together has already demonstrated the neighbourhood’s enthusiasm for this highly participative programme of renewal. Residents young and old want the children of T&RF to succeed. Residents and young people will be on each of the mini-boards which will steer each inspiring activity which we are proposing

A natural progression for the local adults and older young people involved in this programme will be to form and join further partnerships, become service advisors themselves and be elected to local boards and councils.

## 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.*

We will run workshops for other communities and professionals, in our neighbourhood, and earn fees from these to maintain our programme. The workshops will be delivered by local residents and young people, trained as trainers. They will raise the profile of our area. We will send young ambassadors to conferences, seminars and meetings all over the region and the country as part of our Horizons beyond and Role Models activities. Our Inspiring technology activity will reach out to wider audiences in Merseyside.

The Council website, Wirral TV, The National Neighbourhood Management Network, The Tenant Services Authority, The Homes and Communities Agency Academy, CLG and the media will all hear regularly about our successes, inspired achievers, real life rags to riches stories for our children and young people, which endorse our status as a Beacon council for young empowerment. Together's quarterly community newspaper and web-based companion publication, produced by local residents through Wirral TV will offer local and national commentary.

### 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*

We plan that the costs and benefits matrix which we are developing will monitor and demonstrate the practical outcomes and advantages of joined up working on the front line in ways which local people desire and public services frequently aspire to, but are often blocked by over-centralised systems, a culture of counting which takes precedence over delivery, and the inevitable silo working which ensues. The energy which empowered local people bring to a programme like this is tenacious and demanding of results, as already evidenced in T&RF.

We will make Tranmere and Rock Ferry a good place to live, a seed bed of individuals and groups who go places and make waves in public life, sport, the media and invention. As happens in East Manchester and Lewisham, funders and supporters will want to be associated with the climate of change, stability, community ownership and pride which this programme of small activities spawns.

We will work on mainstreaming through the Extended Schools Programme, Youth Service Commissioning, Employment, Training and Enterprise support, Family Support, Alternative Curriculum in schools, Youth Forum and Youth Parliament, and intergenerational volunteering initiatives.

A brief consultation, conducted by young people in T&RF, follows in the form of a spidergram produced by Lee, Jenna and Jordan.





## 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 total population of the Tranmere & Rock Ferry area is 12,689, spread across 8 lower super output areas (shown in 1B). The age profile is as follows:

0 – 15: 3095  
16 – 29: 2409  
30 – 44: 2751  
45 – 64: 2430  
65+ : 2004<sup>1</sup>

Children and young people under 16 make up just under a quarter of the population (24.3%), compared with 19% for the borough as a whole.

Lone parents lead 15% of all households in the area.

98% of the area's population are White (Irish and British). Residents of other ethnicity make up 2% of the population, which is made up of residents of Chinese, Black, Asian and Mixed race (with none dominant).<sup>2</sup>

Of the working age population (59.8% of the total) less than a third (30%) are in paid employment. 17.4% are on health related benefit (Incapacity Benefit in 2008) and 6.4% are in receipt of Job Seekers Allowance. In addition 20% of the population are in receipt of Income Support.<sup>3</sup>

237 young people aged 16 to 20 are classified as Not in Education Employment or Training (NEET) (21% of Wirral total).

The occupation breakdown of residents in key employment areas shows:

Managerial and professional	– 12.6% (24.8% Wirral)
Technical	- 9.9% (14.4%)
Administrative/Secretarial	- 11.5% (13.7%)
Personal/Sales/Customer Services	- 22.3% (16.6%)
Plant/Machinery/Manual	- 31.9% (19.6%) <sup>4</sup>

### 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.*

Results by pupil postcode show young people living in the area achieve a level comparable with those from other parts of Wirral at KS3, but significantly worse at KS4. This difference is amplified for pupils in receipt of free school meals, particularly amongst boys, with only 1 in 10 likely to achieve 5 or more passes at A\* - C (including maths and English).

The rate of pupils in receipt of free school meals in the area is 52%, more than double that for Wirral as a whole (23%)

Key Stage 3 pupils achieving Level 5 (2008)

<sup>1</sup> ONS Mid Year Estimates 2004

<sup>2</sup> As above

<sup>3</sup> DWP August 2008

<sup>4</sup> NOMIS 2001

English - 86.2% (83.5% Wirral)  
Maths - 78.5% (80.5% Wirral)  
Science - 63.7% (75.0% Wirral)

Key Stage 4 pupils attaining 5 or more GCSEs (A\* - C) including maths and English (2008) - 26% (51.1% Wirral).<sup>5</sup>

**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](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 factor 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.*

Residents report

- a strong, traditional sense of community
- low aspirations and confidence
- "It's always going to be like that around here"
- the need for better attainment levels at school, and increased self worth and confidence
- something for young people to do
- facilities for all ages<sup>6</sup>

Tranmere Community Project worked with 292 at risk young people last year, successfully re-engaging them in education. Unsettled homes, no adult behaviour in the family home, few role models, particularly adult men, driven by emotions, inabilities with anger and grief, are common. Education is not a priority, *as one young person put it: "I can't come in today as my fake tan will run in the rain".*

They operate only within two miles of their homes, limiting access to FE, HE and employment.

KS3 pupils achieve similar results to their peers. At KS4 they achieve 26% below the Wirral average – 'Aspirations are not fixed but change over time' (Lupton & Kintrea 2008). Our proposed activities will intervene early to prevent this slide.

We use geodemography to target support to low aspiring pupils. Our maps show the 'cool spots' underachievement at KS4.

Despite personalised and focused invitations, KS4 parent meetings only produce 55% attendance.

A parents 'support for teenagers' event attracted 30 out of 700 parents/carers.

Of 150 Year 7 parents and carers, 10 completed the three Maths support courses offered.

Sport: 15 out of 450 young people attended.

Wirral PCT reports that teenage mothers with low aspirations for their daughters at 10, increase the chances of their daughters becoming teenage mothers. For teenage parents who had their first child, and then another 10 years later, childcare, rather than money or disinterest, are the problem in supporting their teenagers.

**Once completed, please submit this form electronically, along with requested financial statements and statement of commitment from partnership members to**

<sup>5</sup> Wirral Council 2008

<sup>6</sup> Together NMP Household Survey (NOP/ODPM (CLG) 2004 & 2007)

