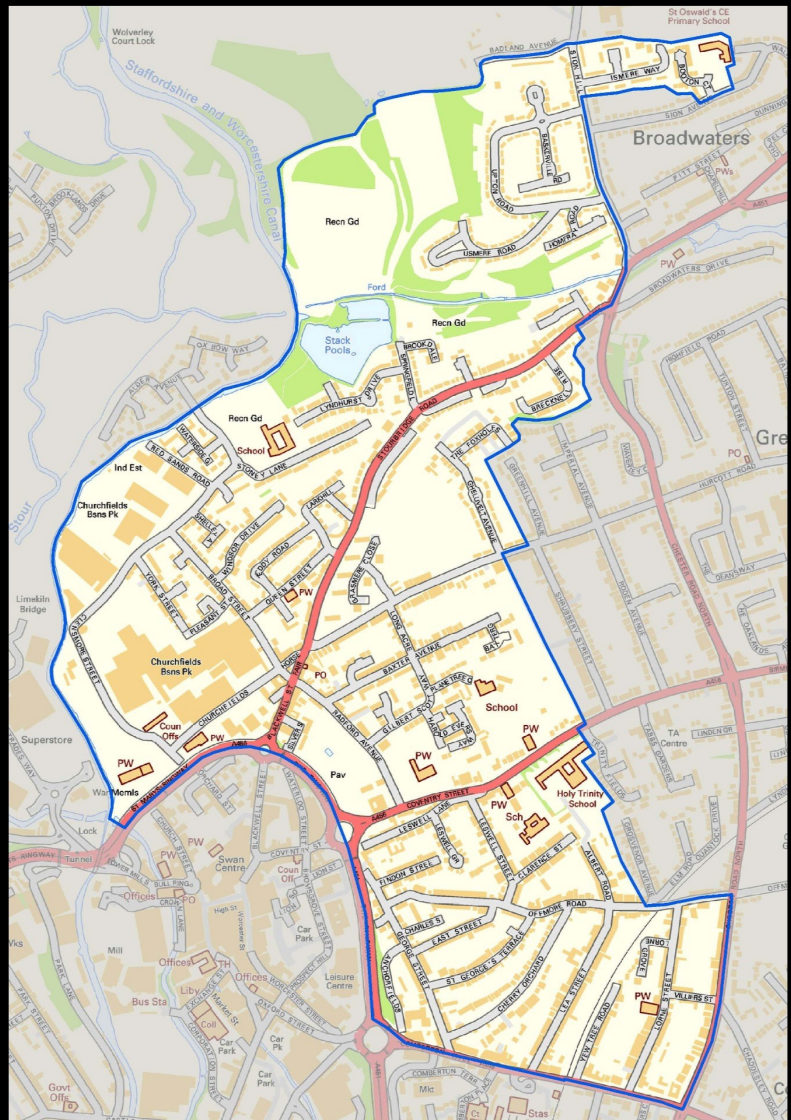


Big Local DY10

3 Neighbourhoods, 1 Voice

How could £1 million make our area an even better place to live?



Community Profile and Vision 2014

Data

This profile contains a range of information and data gathered from a wide variety of sources. Where possible the data has been gathered specifically about the Big Local DY10 area however in many cases information was only available at ward, district or county level. All data is correct at the time of printing.

The data is not intended to be used in isolation. It is included alongside the views of local people to help us 'paint a picture' of our area.

Sources of data & information included:

- Worcestershire County Council Ward Profile - Greenhill**
- Worcestershire County Council Ward Profile - Broadwaters**
- Worcestershire County Council Viewpoint Survey**
- www.neighbourhood.statistics.gov.uk**
- Worcestershire County Council Research and Marketing Team**
- Worcestershire county Council Labour Market Profile - Greenhill**
- Worcestershire county Council Labour Market Profile - Broadwaters**
- Big Local DY10 Community Questionnaire**

This document was coordinated by the Big Local DY10 Steering Group who commissioned Vestia Community Trust to collate the information and produce the profile.



Community Profile & Vision 2014

Contents

- 4 - Introduction**
- 5 - How we created the profile**
- 6 - Big Local DY10 area**
- 8 - People**
- 11 - Employment & skills**
- 14 - Housing**
- 16 - Neighbourhood**
- 18 - Community safety**
- 20 - Health & wellbeing**
- 21 - Community questionnaire**
- 27 - Themes**
- 32 - What next?**
- 33 - How to get involved**

Introduction

What is Big Local?



Big Local is an exciting opportunity for residents in 150 areas around England to use at least £1m to make a lasting positive difference to their communities. It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Big Local is being run by Local Trust, which is working with over £200m from the Big Lottery Fund and a range of partners providing expert advice and support for residents. For more information visit - www.localtrust.org.uk



Who is Big Local DY10?

This is the name we have given to the Big Local that covers our area. The steering group is made up of people who live, work or volunteer in the Big Local DY10 area. Over the past couple of years we have been working hard to understand what local people think the investment of £1million could do for the area. This profile and vision is the result of that hard work.

We are always looking for new people to get involved so if you want to find out what role you can play please visit the website for more details - www.biglocaldy10.org

The Big Local DY10 Pathway



To help us make Big Local a success the Local Trust have given us a clear set of steps to follow that will help us on our journey. This is called the 'Big Local pathway' The steps are:



We are here! This document pulls together the results of the consultation we have completed. We have put this alongside information we know about the area to start to develop a 'vision' of what could make our area an even better place to live now and in the future.

How we created the profile

This profile is a collection of information, opinions and ideas about our area. We have combined these to 'paint a picture'. We obtained data and information about the area from a range of sources. Some of this information is specifically about the Big Local DY10 area, some is about the wards that cover the area (Greenhill & Broadwaters) and some is about the district (Wyre Forest) or the county (Worcestershire). The statistics are not intended to 'prove' anything, rather we are using them to provide some context to residents experiences and what you have told us.

To find out residents views we consulted using a range of methods:

Community Researchers

Members of the steering group were trained to become 'Community Researchers'. They designed a questionnaire and then took it out to the streets to talk with residents to find out what people liked and disliked about our area. 213 of you were kind enough to give us your views (many of the interviews took over 1 hour to complete).



Activities for young people

To specifically get the views of our younger residents we brought the play bus (under 8's) and the youth bus (8-16) to our neighbourhood during the school holidays. These provided interactive fun activities whilst youth workers and volunteers captured the views, ideas and aspirations of our young people.

Community Events

At the start of the project we gave grants to 12 community groups who put on a range of community events that were attended by over 2,500 people. At these events we were able to talk to people and gather their views.



Over 50's Lunch Club

We supported Broadwaters Residents Action Group (BRAG) to set up their lunch club, in return the club users give us ideas on how they think the money could improve the area. The club is now sustainable and the volunteers deliver a fantastic service. We also sponsored a community lunch at St. Ambrose Church Hall in Greenhill.

Photographic competition

We held some free community photographic workshops followed by a competition to take a picture that captures the 'spirit' of the area.



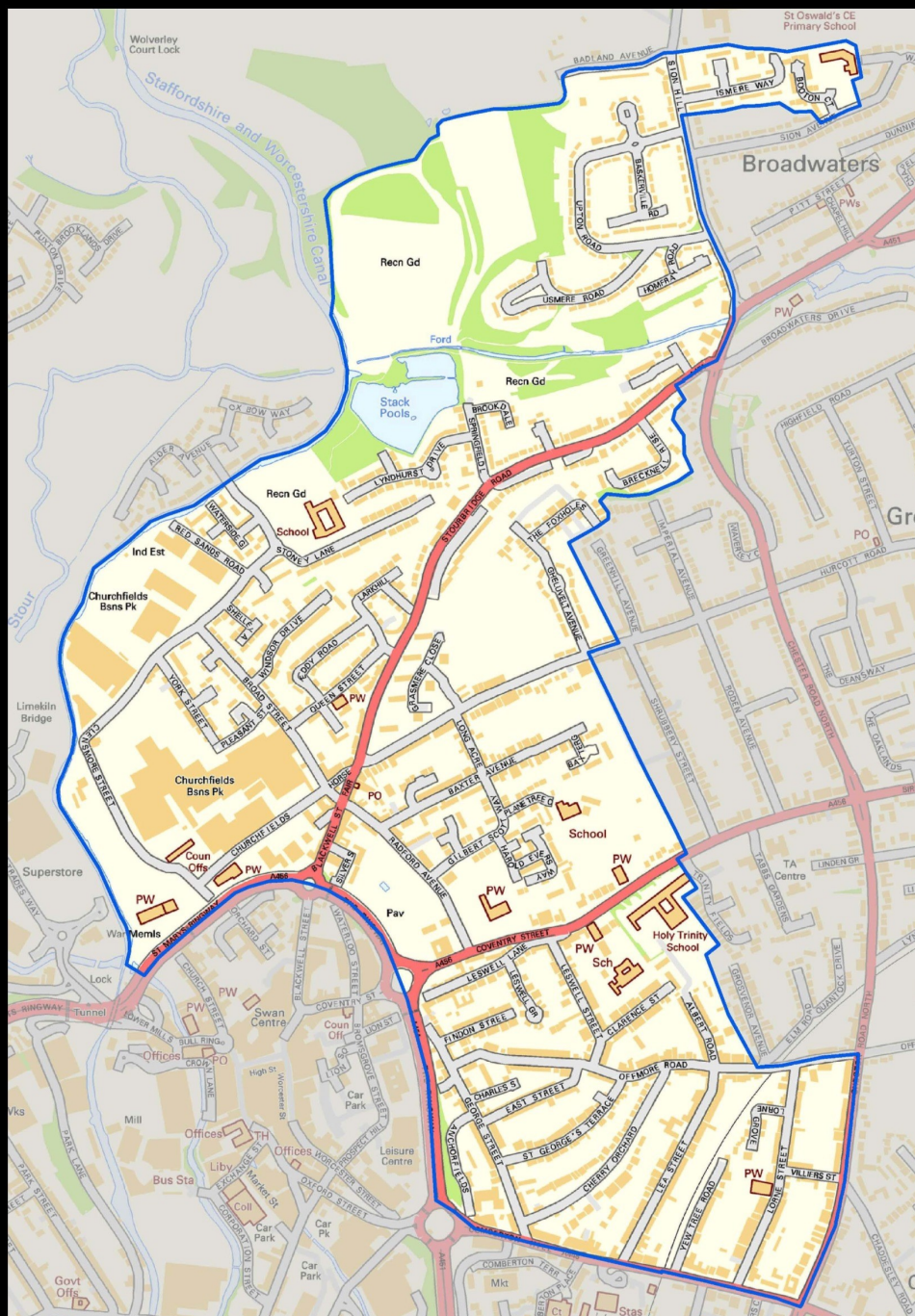
DY10 Youth Parliament

Working with the local primary schools we aim to establish the 'Big Local DY10 Youth Parliament' that will enable young people to have a key role in the project. We kicked this off with a visit to the Houses of Parliament here local young people spent 1.5hrs quizzing Mark Garnier MP on local issues ranging from energy costs, public sector pay, public transport, bedroom tax, ASB and job opportunities for young people.

Big Local DY10 area

The Big Local DY10 area is not easy to describe. It spreads across The Horsefair, Broadwaters & Greenhill areas of Kidderminster. We have a mix of housing, a mix of people, some really good community facilities, some gaps, active community groups and some real issues that impact on our community. All of these topics are looked at in a bit more detail in this profile.

The geographical area covered is shown in the map below. It's not a 'natural' neighbourhood as it covers parts of Broadwaters, Sion Hill, The Horsefair & Greenhill. The boundary to the area was selected to make sure it captured the areas that need the support and investment that this project will give. Our focus will be on the Big Local DY10 area however the impact of what we do will radiate out of the Big Local DY10 area and will positively impact on many of the bordering roads, areas and neighbourhoods.



'Spirit of the Area'

Our area means different things to different people. We held a competition and asked amateur photographers to take a picture that captured the 'Spirit' of our area. We had a really good response to the competition and the pictures were amazing. From the 10 finalists we picked 3 winners that we best felt reflected the spirit of our diverse area.

Mia Evans



Winner - Age 11-17

Shelia Hobson



Winner - Aged 18+

Kian Shaw



Winner - Under 11

Sophie Shaw



Samantha Roberts



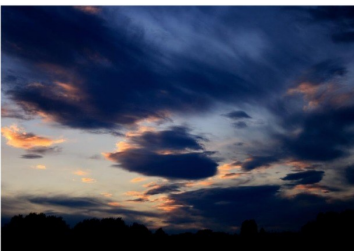
Amelia Tillot



George Simpson



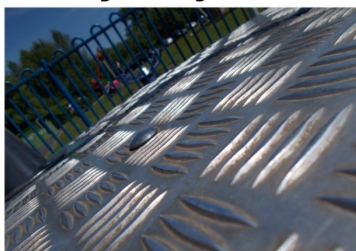
Joshua French



Jim Willimott



Aya Moraity-Dorell



Finalists receiving their prizes



People



49.8%



50.2%



"It's a friendly place, fair community and a good mix of lifestyles"

Ethnicity



 White British

 White Other

 Asian British Bangladeshi

 Mixed Ethnic Groups

 Asian British Other

 Asian British Indian

 Asian British Pakistani

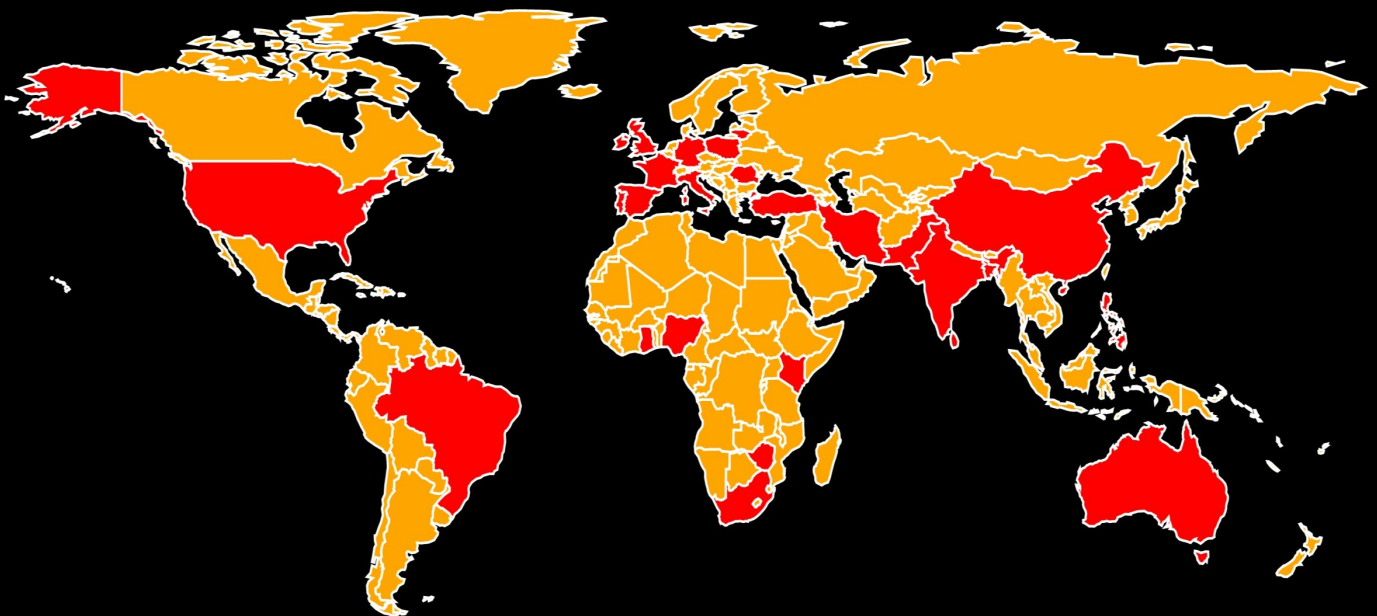
 White Gypsy / Irish Traveller

 Black/African/Caribbean British



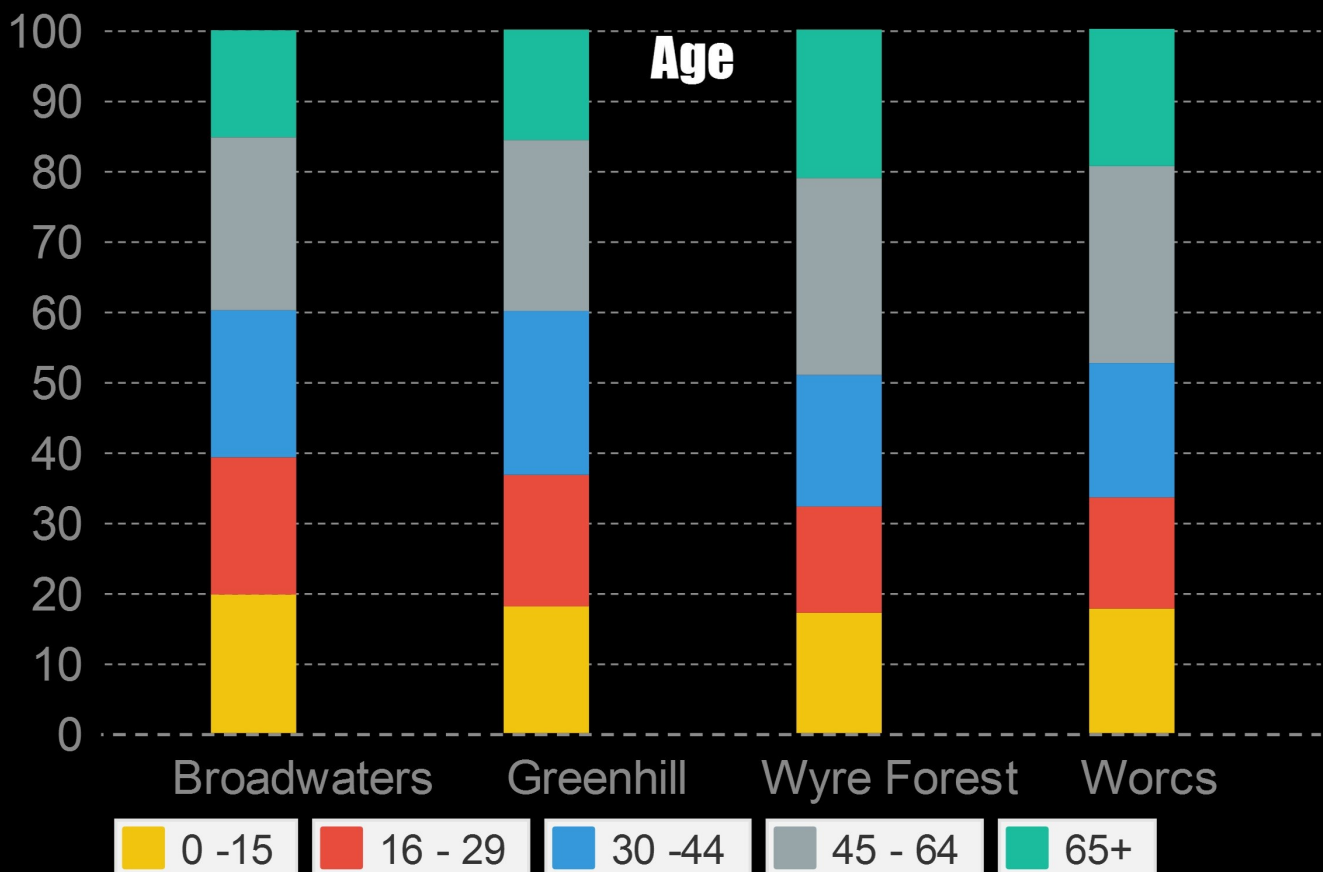
United Kingdom
 Other
 Poland
 Bangladesh

Country of Birth



Our diverse neighbourhood has people from all across the world. We have people living here from all of the countries marked in red - and probably quite a few more!
These include:

India, China, Ghana, Turkey, Romania, Lithuania, Spain, Portugal, Poland, Ireland, Bangladesh, Hong Kong, Nigeria, Kenya, South Africa, Zimbabwe, Pakistan, Sri Lanka, Australia, Iran, France, Jamaica, Germany, Brazil, Italy, Philippines and the USA



This chart shows we have more younger people in our area compared to rest of Wyre Forest or Worcestershire

"People that have lived here a long time remind you of the potential"

"We need more community spirit"

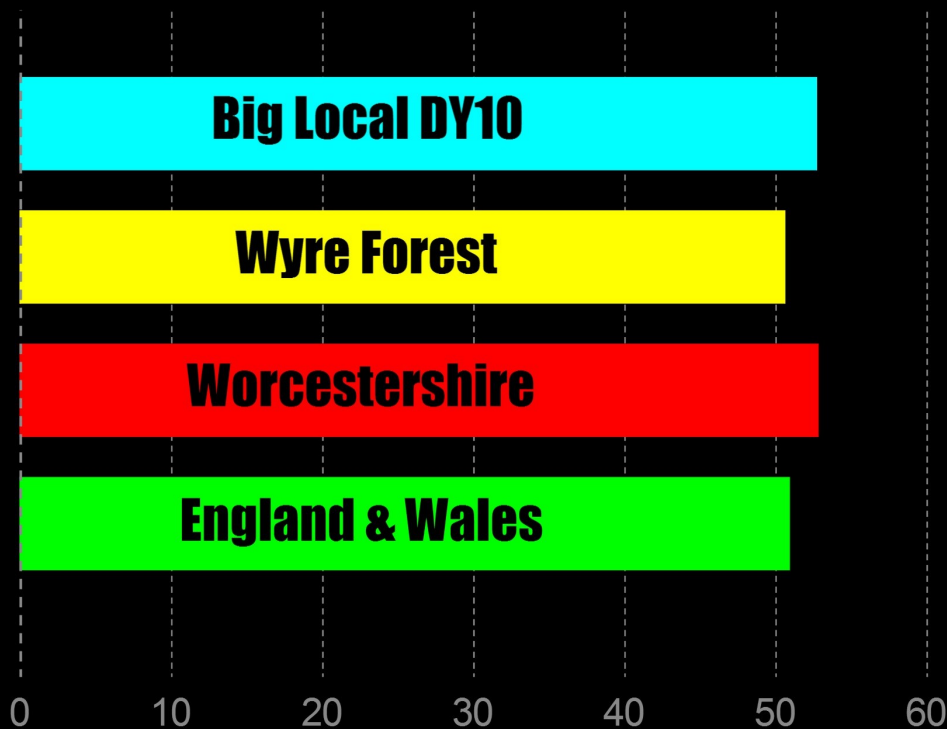
"People are friendly, good community spirit"

"We need to engage communities together to stop division"

"People stick together"

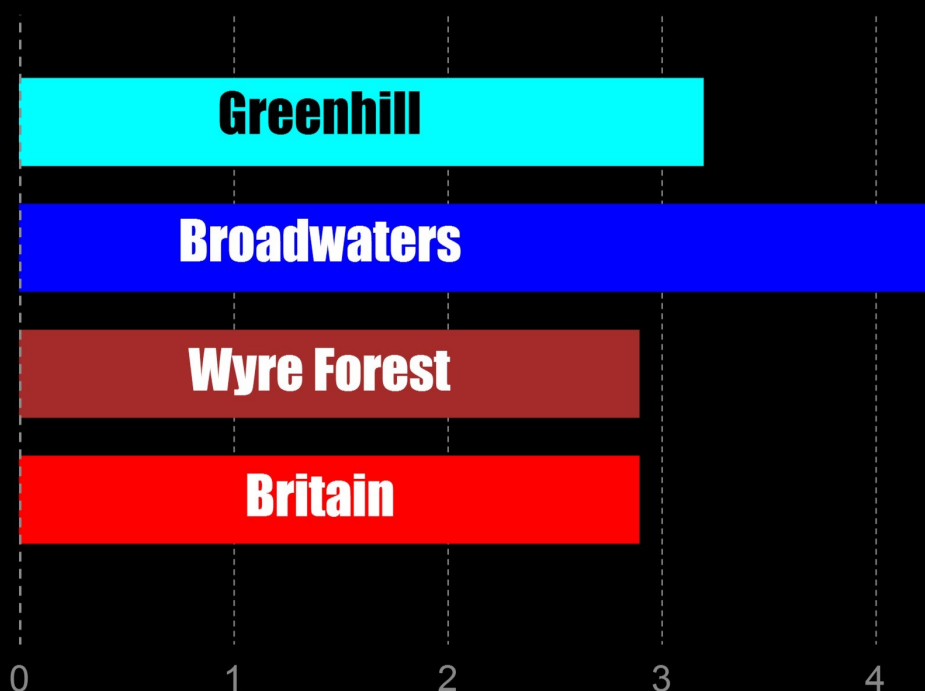
Employment & Skills

Economically Active - %



All people who were working in the week before the Census are described as economically active. In addition, the category includes people who were not working but were looking for work and were available to start work within 2 weeks. Full time students who were economically active are included.

JSA Claimants - %



The JSA claimant count records the number of people claiming Job Seekers Allowance (JSA) and National Insurance Credits at Jobcentre Plus local offices. People claiming JSA must declare they are out of work, capable of, available for and actively seeking work during the week in which the claim is made.

Average Earnings per household



Households Earnings



1 in 6 households in the Big Local DY10 area earn less than £10,000 per year

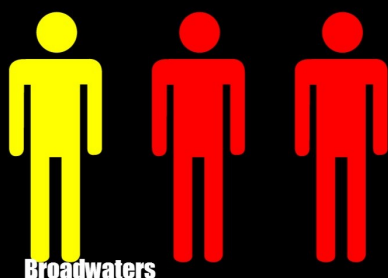


1 in 7 households in Wyre Forest earn less than £10,000 per year

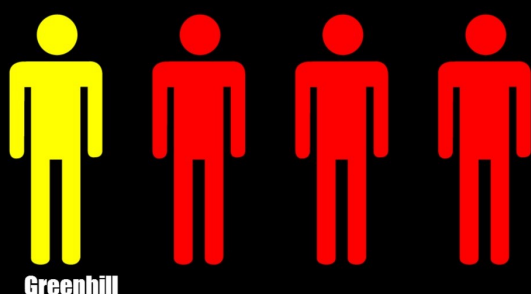


1 in 8 households in Worcestershire earn less than £10,000 per year

No Qualifications



In Broadwaters 1 in 3 people, aged over 16, do not have any formal qualifications. In Greenhill the figure is 1 in 4 people.



Within Worcestershire the figure is 1 in 4.5 people.

Level 4 Qualification



In Broadwaters 1 in 5.5 people, aged over 16, have a level 4 qualification (Degree, NVQ4, HNC, HND, medical qualification). In Greenhill the figure is 1 in 4.3 people.



Within Worcestershire the figure is 1 in 3.7 people.

"We need training for jobs"

"We want apprenticeships for young people"

"Our young unemployed need support"



Housing

Property Type



Average House Prices



Broadwaters
£126,890



Greenhill
£141,390



Wyre Forest
£171,619

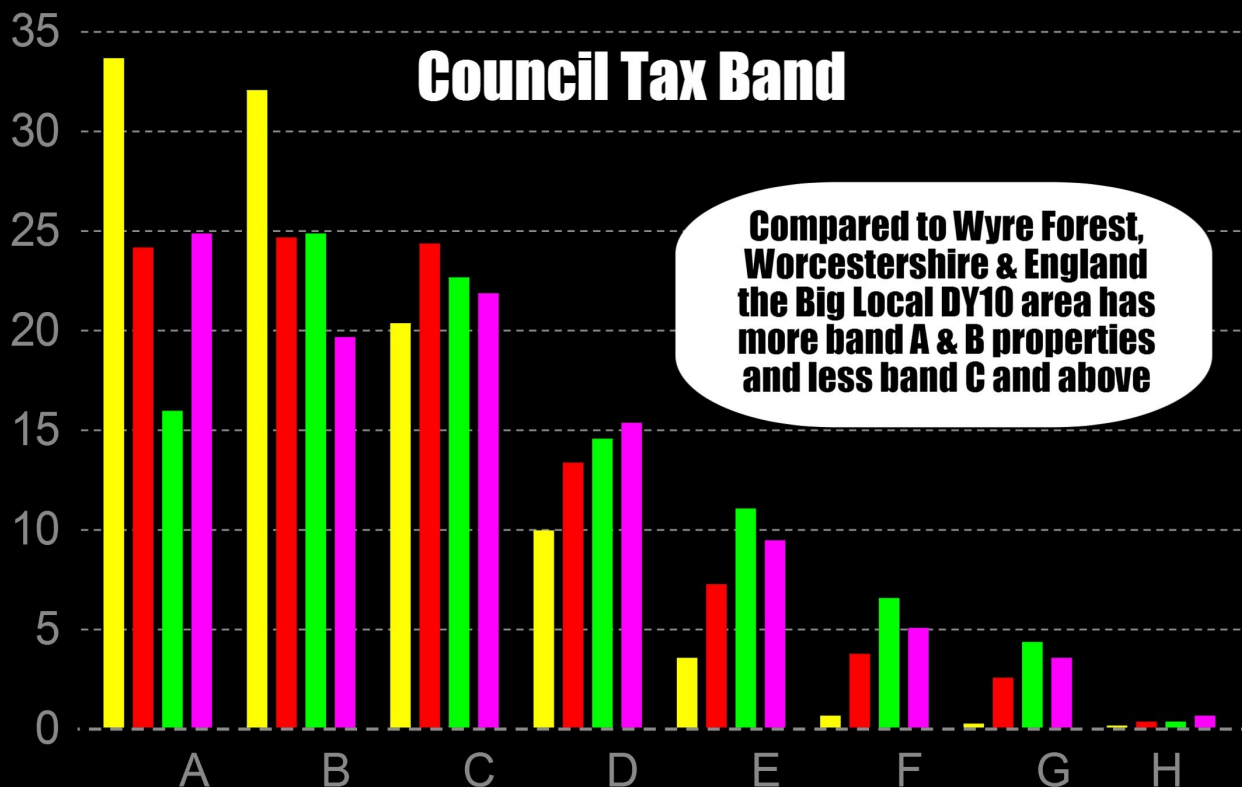
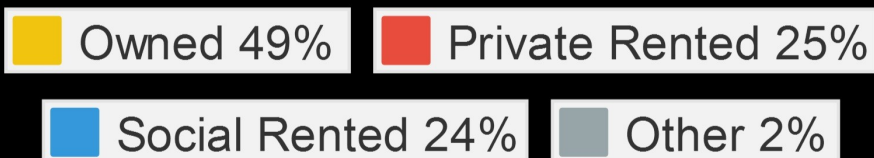


Worcestershire
£204,903

**2,977
Properties**

When people think of housing in the Big Local DY10 area they often presume it is mainly social rented properties. The chart below shows that just under half (49%) is owned, private rented accounts for 25% and social rented is 24%. The social rented is mainly spread across Broadwaters and The Horsefair and the majority of the private rented is within Greenhill.

Ownership





How Satisfied are you with your area as a place to live?

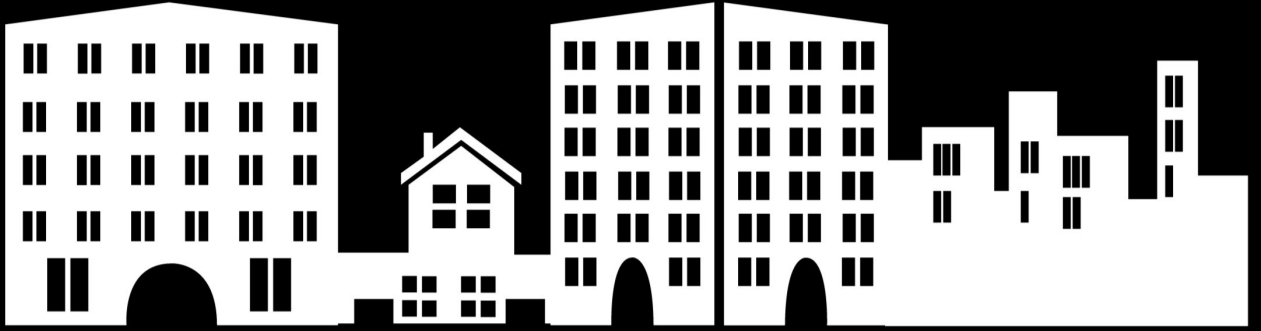


How Strongly Do You Feel You Belong To Your Local Area?



Very / Fairly Strongly

Not Very / Not At All



What is the most important thing in making somewhere a good place to live?



Crime Levels



Clean Streets



Health Services



Affordable Decent Housing



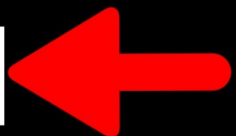
Road & Pavement Repairs



Activities for Teenagers



Job Prospects



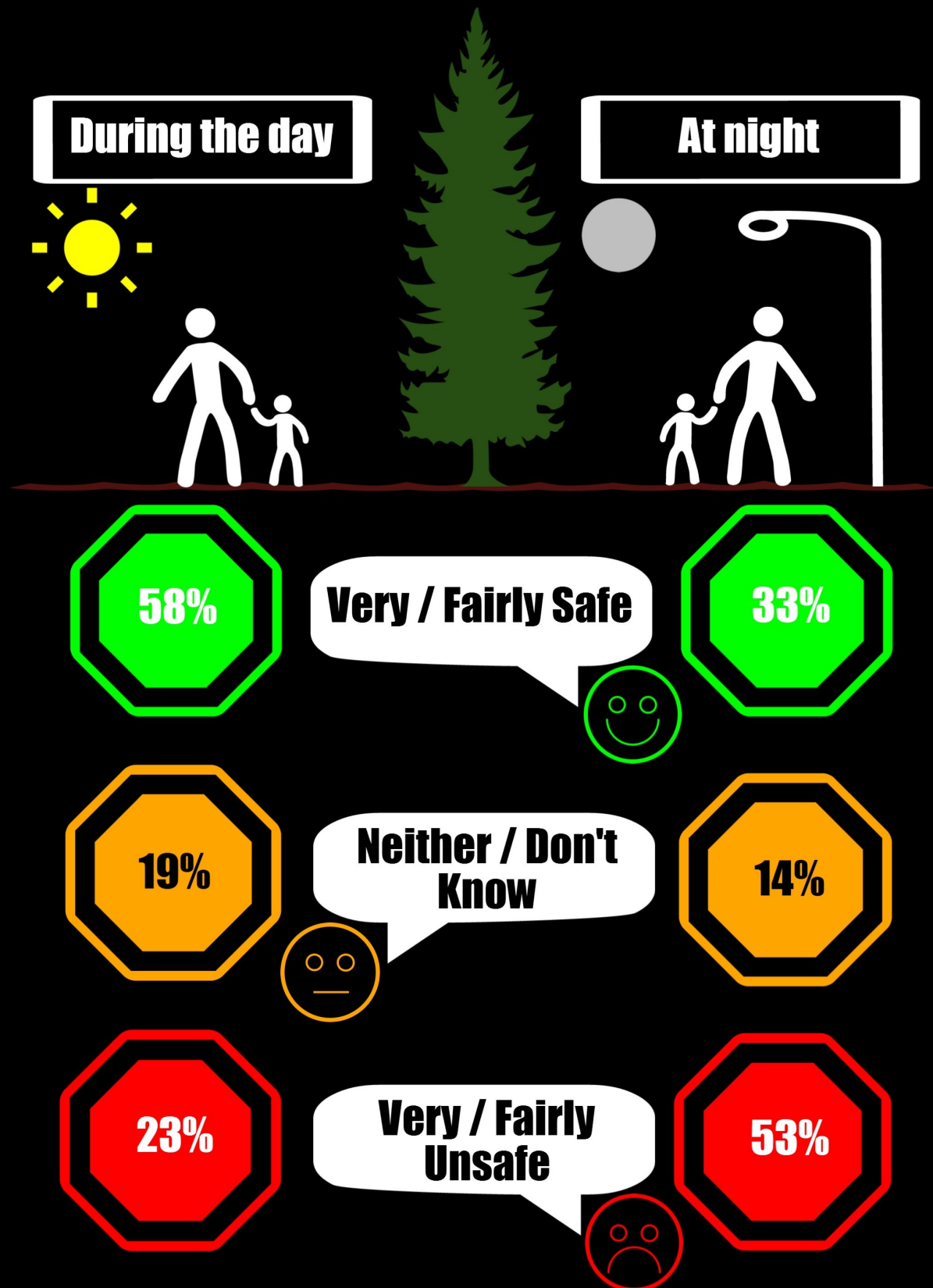
Public Transport



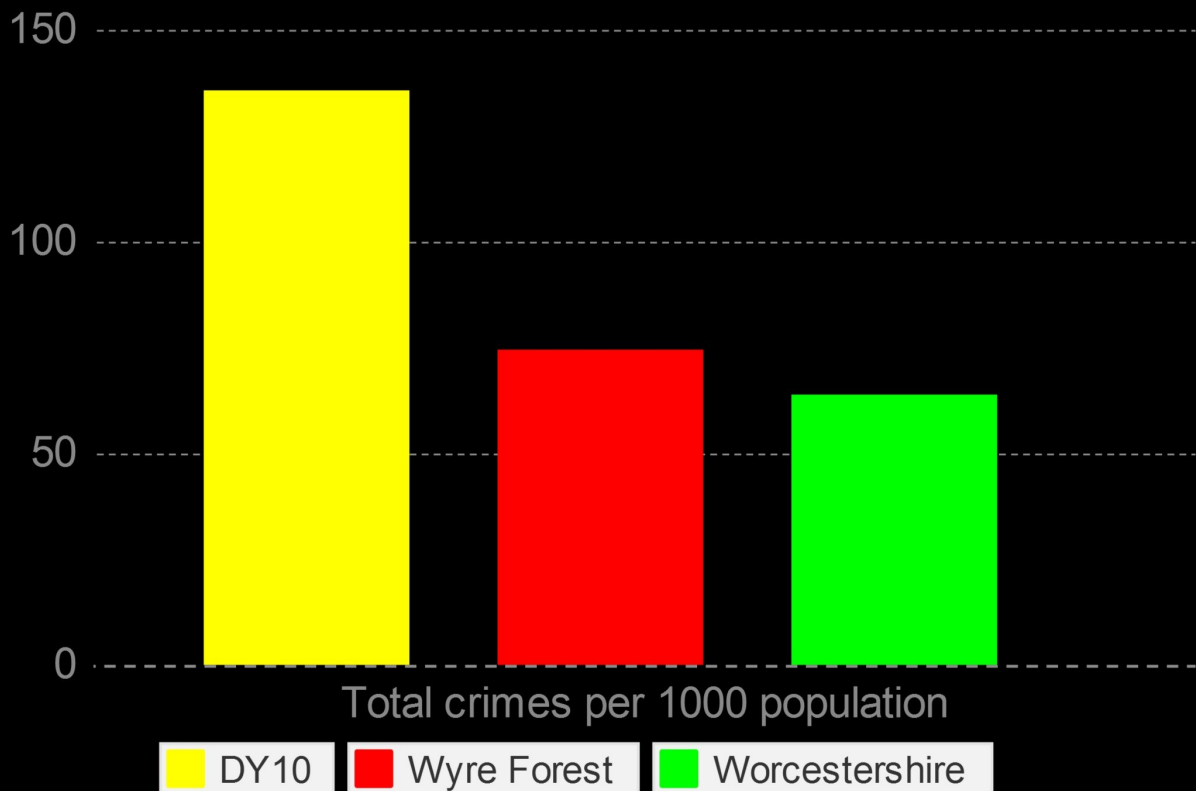
Which of these need to be improved in our area?

Community Safety

How safe do you feel when outside in your local area?



Crime Rate



Even though crime is falling there is a significantly higher crime rate in our area compared to the rest of Wyre Forest. We know the impact of crime is felt across the whole community and many people have told us they have been affected by it.

"There's ASB in the parks"

"We need to provide activities for young people to stop the ASB"

"There is a lot of vandalism & damage"

"I want to see more Police and CSO's on the street"

"More support for people involved with drugs & alcohol"

"The Horsefair feels really unsafe. I hate walking through it past 6pm"

Health & wellbeing

50

40

30

20

10

0

'Healthy' may mean different things to different people but this chart clearly shows that people in the Big Local area face some real health challenges

**Broadwaters
7.7%**

**Greenhill
9.4%**

**Wyre Forest
29.1%**

**Worcestershire
41%**

% of People classed as 'healthy'

"We need clubs & activities for kids after school"

"Teenagers need more opportunity to get involved with activities & sports clubs"

"We do not have a Doctor's Surgery or a Dentist's Surgery in the area"

"Springfield Park is a lovely peaceful area to walk in"

"We need better medical services for drugs & drink rehab"

"People with drug problems need more help & support"

"We would like cycle routes around the area"

"Meeting places for older people to come together so they are less isolated"

"We have good access to the Leisure Centre"

"Our area has sports fields, football pitches and basketball courts"

Community Questionnaire

We designed a questionnaire that would be easy to complete and would help us find out what local people liked about the area and the things they would like to change/improve. Members of the steering group trained as community researchers and completed them with friends, family and at a wide range of community activities and events that have taken place over the last year. People were also able to complete the questionnaire through our Facebook page and on our website.

We asked 5 simple open questions:

- 1 - What do you like best about the area?
- 2 - What do you think needs to be improved?
- 3 - If you could use some of the £1million to change 1 thing in the area right now what would that be?
- 4 - 'Who' or 'what' do you see as the 'heart' of your community?
- 5 - Anything else you would like to say about the area?



The following
pages show
the results

Q1 What do you like best about the area?



People suggested many different ideas for what they liked best about the area however it's no surprise that residents value the many amazing parks and green spaces that the DY10 Big Local area has to offer.

Residents told us they value how close the area is to Kidderminster town and the range of shops available in the DY10 Big Local area.

They also value the people and active voluntary community groups that work hard for the benefit of our community.

Q1b. What does this area have that's really good?



Parks

33% of you told us that the parks in our area are really good. This included the equipment, maintenance and events



Shops

32% of you told us that you value the local shops and being able to walk to town is really good



Facilities

25% of you told us that facilities like Schools, Churches, Sports areas & Clubs were good



People

6% of you told us that 'People' are what's really good about the area



Nothing

3% of you told us that 'nothing' is really good in our area

Q2 What do you think needs to be improved?



It is great to see a range of different ideas put forward on what could be improved. Most responses were about environment and neighbourhood problems such as litter, dog fouling and the general run down look in the area. Activities and facilities for the community also featured - particularly for young people.

People want the improvements made to the local Parks to continue and many people suggested that improvements to the Horsefair, as the gateway to the area, could have a positive impact on the whole neighbourhood.

Q3. If you could use some of the £1million to change 1 thing in the area right now what would that be?



As you can see the biggest response we had was the 'physical neighbourhood', many of the comments were about removing the litter, dog fouling and fly tipping. This echoes the response to question 2. The next biggest response was about activities for children and young people. People clearly think that there needs to be more activities and opportunities for young people from our area. Once again people want the improvements to the parks to continue.

Q4. Who or what do you see as the heart of your community?



We didn't quite know what type of response we would get to this question. The answers are varied and interesting. Not surprisingly 'People' came out top which is also reflected in other questions. Also, like other questions, 'Parks' is one of the top answers. There have been many comments about how volunteers have transformed the local parks over the past few years and it's obvious this has had a major positive impact on the community.

Next we have 'faith buildings', comments showed that these are often used as community venues and often offer help and support when needed.

Some people said there wasn't a 'heart' to our community.

Themes

While pulling all the information together we spotted several themes that keep coming up. We have explored these in a bit more detail and have used them to create a shared 'vision' for our area.

Vision



The following pages explore these themes in more detail

Theme 1

Clean, Safe & Green



What's good?

- # 3 amazing parks in the area
 - # There is a network of active community groups
 - # We have a history of community tidy days
 - # Part of the DY10 Big Local area is a Policing Priority area
 - # Many parts of the area look better than it used to
 - # Subway artwork has improved them
 - # "It's better than people think"
 - # "It's a nice place with a bad reputation"
-



What's not so good?

- # Dog fouling
 - # Litter & Fly-tipping
 - # Untidy shrub beds
 - # Generally run down and 'shabby'
 - # Some roads & pavements are in poor condition
 - # Vandalism and graffiti across the area
 - # Street parking is a problem
 - # Many derelict buildings
 - # Subways feel unsafe
 - # No public toilets
 - # Speeding traffic
-



What would make it better?

- # Cycle routes
- # Community centre
- # More community tidy days
- # Revamp the Horsefair - it's the gateway
- # CCTV cameras
- # More bins - in the right places
- # Continue to improve the parks
- # Better lighting to improve feelings of safety
- # More flowers planted
- # Public toilets
- # More community events in the Parks
- # Use the Schools as 'Community Centres'
- # Make sure local developments benefit the community
- # Greater Police presence in the area

Theme 2

Opportunities for young people



What's good?

- # Young people here have a strong sense of identity
 - # Many travel outside the area to access a youth club
 - # Many travel outside the area to access sports clubs
 - # Young people want more opportunities
 - # Young people have been involved in Big Local DY10
 - # Community groups in the area involve young people
 - # There are sports fields and open green spaces in the area
-



What's not so good?

- # No clubs or activities for young people
 - # Not much for young people / children to do
 - # Lack of facilities
 - # No activities during school holidays
 - # No youth clubs
 - # Nowhere for young people to go
 - # Area is affected by youth related ASB & crime
-



What would make it better?

- # Support volunteer parents to put on clubs & events
- # More sporting opportunities
- # After school clubs
- # More support at school
- # Skatepark
- # Holiday clubs
- # Clubs and activities for all ages (5-18)
- # Youth Club
- # Safe places for children to play
- # Fund youth workers in the area
- # Clubs that help young people develop skills
- # Training and support for unemployed young people
- # Apprenticeships specifically for our young people

Theme 3

Access to support



What's good?

- # There is a Childrens Centre
 - # Kidderminster Foodbank is close to the area
 - # Drugs & Alcohol Services are within walking distance
 - # People are asking for help
-



What's not so good?

- # Isolated older people
 - # Young people out of work with little opportunities
 - # People and families affected by drugs & alcohol
 - # People affected by debt
 - # Loan sharks working in the area
 - # High unemployment
 - # No Doctor's Surgery within the area
 - # No Dentist Surgery within the area
-



What would make it better?

- # Mentors to support the long term unemployed
- # Community hub where you can get advice and support
- # Support for people who are affected by drugs and alcohol
- # Older peoples clubs
- # Community transport scheme
- # Apprenticeships for young people from the area
- # Opportunities to become 'part' of the community
- # Community centre
- # Access to affordable credit
- # Community 'hub' were people can find different services
- # Support for families
- # Training on how to manage your money
- # Support for local businesses

Theme 4

Active & healthy community



What's good?

- # There is a strong sense of community
 - # People are proud to live here
 - # Many people work hard to make it a better place to live
 - # People are willing to volunteer to make things better
 - # The enthusiasm of local volunteers
 - # People are friendly
 - # Fun days in the local Parks
 - # "The area has a good heart - it just needs a helping hand"
 - # "Its variety is it's strength"
-



What's not so good?

- # Different groups in our community don't communicate
 - # Not much community spirit
 - # People don't know each other
 - # Not much respect
 - # Drug use and drinking in the Parks
 - # "We don't get to hear what events are happening"
-



What would make it better?

- # Inter area competitions (rounders?)
- # Events that build community spirit
- # Community centre
- # Community noticeboards
- # Walking/cycling routes in the area
- # Allotments to grow your own food
- # Hold a big party - get the diverse community to mix
- # Community newsletters
- # Exercise clubs in the parks
- # More entertainment - a reason for people to get together
- # Street parties
- # Opportunities to help your neighbours
- # Community worker to help bring people together
- # Opportunities for younger and older people to meet
- # Guided tours around the Parks

What next?

The Big Local DY10 Pathway



This document is the profile and vision (stage 2)



Stage 3
We are currently creating the Big Local DY10 Partnership. The partnership will be a group of at least eight people, who live, work or volunteer in the Big Local area. Together they will be responsible for guiding the overall direction of Big Local in our area.

The partnership will make sure Big Local connects with and involves many different people. They will also will keep residents at the centre of decision making and Big Local activities and will use this profile to create the detailed Big Local plan. The partnership will be reviewed every year to ensure the right people are involved.

Stage 4
Once the partnership is formed we will work with an independent consultant who will help us write our Big Local DY10 Plan. Our Big Local plan will set out what we want to achieve, why we want to do it and it will detail how we will do it. The plan will then be used to measure our progress. The plan will build on what we have done so far and will use the important lessons we learned along the way.

This profile will be used as a starting point.

Stage 5
This step in the Big Local pathway is about taking the priorities in the Big Local DY10 plan and turning them into action. The partnership will play a key role in overseeing this work, but a range of people and organisations will be involved in making the delivery of Big Local happen. The partnership will select eligible, locally trusted organisations to work closely with us to distribute grants, social investments or delivery of projects – as detailed in our Big Local plan.

Delivering the Big Local plan is not just about spending money – it's about linking with people, building on our strengths, building our skills and those of other people in our Big Local area and working together to achieve our area's vision for an even better place to live.

Quick fixes

Lasting Change



Big Local DY10

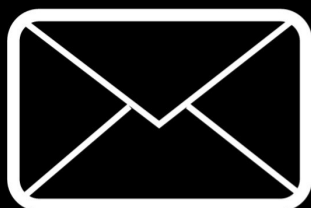
3 Neighbourhoods, 1 Voice

How to get involved

We are always looking for more residents to get involved so to find out more about Big Local DY10, the partnership or to find out how you can get involved please visit our website, send us an email or post on our Facebook page:



www.biglocaldy10.org



info@biglocaldy10.org



Big Local DY10

**Big
Local
DY10**



LOTTERY FUNDED

Local Trust | **Big Local**