

Building Communities that are Healthy and Well in Cambridgeshire Report

**A Project of the Cambridge City and South
Cambridgeshire Improving Health Partnership**

June 2008

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Building Communities that are Healthy and Well in Cambridgeshire

Executive Summary

Work undertaken by Cambridgeshire PCT¹ in May 2007 highlighted the importance of the social environment in ensuring mental health and wellbeing in new and existing communities. In response to the recommendations of this report, Cambridge City and South Cambridgeshire Improving Health Partnership commissioned Cambridge Council for Voluntary Service (CCVS) to design and lead a time limited project to answer the question “what is community development” and “what do community development workers do” and to draw up recommendations for future action for consideration by key partnerships.

A working group was set up to steer a project with the following objectives:

1. Create a body of relevant literature for future reference
2. Develop a shared understanding of what outcomes contribute to developing well and healthy communities in Cambridgeshire
3. Develop a list of actions and specific roles that are believed to be successful in reaching those outcomes
4. Make a series of recommendations about how the existing agencies and additional resources can work in partnership to meet the aim of developing well and healthy communities.

There were three major events at which different groups of individuals came together to examine the issues in a local context. Throughout the process a growing body of data was generated that has been used to develop the ‘People-Proofing’ principles, that contribute to the recommendations of this project.

Key findings and outcomes included:

- There was already considerable published research and reports on the subject of community capacity building and sustainable development (Appendix 3)
- There was a perception of little or poor communication between sectors with regard to the provision of community development services or policy development.
- A list of actions and specific roles were identified that are believed to be successful in reaching the outcome of a healthy and well community. The different agencies and interests, from transport strategy, health workers to community policing, would benefit from a single point of coordination, supported by partnership funding to help achieve people-centred solutions.
- The demographic profiles available for planning new communities may lack the dimensions to plan for the diverse needs in new communities. It was extremely

¹ Goh, S and Bailey P, The effect of the social environment on mental health: Implications for service provision in new communities. Cambridgeshire PCT May 2007

difficult to predict the eventual diversity of the new communities. Diversity was considered in terms of age, experience, culture, physical and mental ability, race and background.

- Planning for the hard infrastructure alone will not build a community and a matrix of formal and informal opportunities or supported activities will be needed. However, given the scale of the growth, it was clear that this would present a challenge to the flexibility of voluntary sector organisations to respond.
- A methodology was developed that provides principles for planning for the diverse needs of future communities. (This is based on 3 how's – how to meet up with people, how to have a say in what goes on and how to get information, on a range of issues such as health, leisure, transport, housing, education, faith, environment etc). It puts people into the planning process and helps to generate a 'menu' of roles and activities that contribute to a strong and cohesive community.

As a result of the project, the following **recommendations** have been made:

When planning new communities

- At every stage of planning, ensure that partners have a well defined and co-ordinated approach to community working.
- Include a range of community roles that reflect the needs of a diverse population and are identified by an agreed methodology such as the 'People Proofing Principles' identified by this project (see Table 1).
- As an essential supplement to section 106 funding, partners to ensure there is mainstream funding to sustain the implementation of this approach.
- Agree a monitoring system based on criteria that ensure people have opportunities for inclusion eg as illustrated by the 'People Proofing Principles'. Include an action researcher to facilitate this process and to ensure that any required adjustments to the community support infrastructure are made in a timely and appropriate manner.

Building Communities that are Healthy and Well in Cambridgeshire

1.0 Introduction - Why this project was undertaken

Work undertaken by Cambridgeshire PCT in May 2007 highlighted the importance of the social environment in ensuring mental health and wellbeing in new and existing communities. The findings from this work were presented to the Cambridge City and South Cambridgeshire Improving Health Partnership (Joint IHP) in September 2007. The key recommendations from this report are set out below:

Those responsible for the establishment of New Towns have a responsibility to influence developers to ensure they recognise and provide resources for social cohesion as well as the physical environment.

In new developments they should:

- Ensure that the concept of social and community development is considered alongside physical developments.
- Ensure community facilities are available from the start, alongside schools and health provision.
- Build the infrastructure for social cohesion and social capital into the framework e.g. ensuring development workers are part of the framework.
- Require partners in the development to agree measures of social cohesion and build these into routine monitoring indicators.
- Require regular review and evaluation of such indicators as part of a continuous improvement programme, with the local community as partners.
- Ensure sustainability (resource, management and delivery).

In addition, for existing developments they should:

- Require developers and planners to review existing provision of the infrastructure for social cohesion
- Require developers and planners to remedy deficiencies during the later phases of the build.
- Involve existing (adjacent) communities in the planning of new/the next phase of development.

Following discussion at the IHP meeting, it was proposed that further work was needed to clarify the concept of community development and community development roles. As a result of this, the IHP commissioned Cambridge Council for Voluntary Service (CCVS) to design and lead a time limited project to answer the question "what is community development" and "what do community development workers do" and to draw up recommendations for future action for consideration by key partnerships.

2.0 How this project was done

2.1 A working group was set up with members of the IHP (Appendix 1) and this met regularly between October 2007 and April 2008 to steer the project and advise on the final report. The project design (Appendix 2) was approved by the Improving Health Partnership on 17 December 2007 and Cambridgeshire Horizons provided funding for the project in January 2008.

2.2 The project had four **objectives**:

1. Create a body of relevant literature for future reference (Appendix 3)
2. Develop a shared understanding of what outcomes contribute to developing well and healthy communities in Cambridgeshire
3. Develop a list of actions and specific roles that are believed to be successful in reaching those outcomes
4. Make a series of recommendations about how the existing agencies and additional resources can work in partnership to meet the aim of developing well and healthy communities.

2.3 The project adopted an **action research approach** to ensure that all activities were relevant to practitioners. This action research involved members of the community and voluntary sector in Cambridge City and South Cambridgeshire from as many service areas and interests as possible, working alongside public sector staff from the same geographic areas. Desk-based research preceded the design of the action research days.

2.4 Building Communities Events. There were three major events at which different groups of individuals came together to examine the issues in a local context. Throughout the process a growing body of data was generated that has been used to develop the 'People-Proofing' principles, that contribute to the recommendations of this project.

| Event | Date | Attendees |
|--|-------------|--|
| Cambridge Growth agenda meeting | 21 Nov 2007 | VCS Cambridge Chief Executives Forum |
| Building Communities conference | 27 Nov 2007 | 26 VCS groups, 16 public sector (police, PCT Cambridge City, South Cambs and County Councils and PCT) |
| Putting People into the Cambridgeshire Growth agenda | 22 Feb 2008 | 23 VCS groups and 14 public sector (police, PCT Cambridge City, South Cambs and County Councils and PCT) |

The **Cambridge Growth agenda meeting** of the VCS Cambridge Chief Executives Forum was held at the Cambridge Council for Voluntary Service offices to brainstorm the issues that were highest on the agenda for community and voluntary groups in terms of supporting existing and new communities in Cambridge and South Cambridgeshire. It was agreed that the three key areas for examination were to:

- join up resources and facilities that already exist in order to identify what level of new resources are required to cope with growth
- identify what makes a community healthy and happy and what actions can be done to help deliver this
- examine whether the increased pressures on services by new growth can be met by existing voluntary sector services or whether there is the need to develop new services.

At the **Building Communities Conference** (Appendix 4) Nigel Boldero, the author of *Strong Communities* (referenced in Appendix 3), laid out the principles of community development in the context of the housing boom. The conference then took the three key areas that had been identified by the Chief Executives Forum and worked in small groups to identify actions and methods of addressing and solving the problems they generated. One of the strong outcomes from this conference was to use the principles of *Strong Communities* and to people-proof the forthcoming planning application for the biggest local development at Northstowe for c. 10,000 new dwellings.

The **Putting People into the Growth Agenda Workshop** (Appendix 5) used the outline planning application for Northstowe as the basis for scrutinising the strength of the social infrastructure development proposals.

The method that was adopted and described in detail in Appendix 5, was to create 10 households, based on people, friends and clients that were known, each with their own diverse needs, interests and experiences. Just using the contacts and knowledge of the project team it was possible to model 10 households representing a group of 34 different people and their pets on which to “people-proof” the planning application.

The results of the workshop have been used by partner agencies to inform their formal responses to the Northstowe Outline Planning Application (submitted December 2007).

3.0 What we found out

3.1 Relevant literature on community development and social inclusion

There was already considerable published research and reports (Appendix 3) on the subject of community capacity building and sustainable development, notably *Firm Foundations – the Government’s Framework for Community Capacity Building* and *UK Government Sustainable Development Strategy: Securing the Future*. The Community and Local Government Department of the government has commissioned and consulted on new towns; community development; the third sector; community assets; community governance; community leadership; community empowerment and community participation. In addition *The Community Infrastructure Levy* examines how local planning authorities can put tariffs on developers to provide for necessary infrastructure, services and amenities when they grant permission for new housing developments. Egan, who investigated what skills were needed to make communities more sustainable in

2004 came up with tool, known as the “Egan Wheel” for judging the sustainability of a community.

It was from this that the basis of the Quality of Life indicators were developed and it is referenced and developed in *The Carnegie Commission for Rural Community Development, Strengthening Communities – a guide to capacity building for communities and the public sector* by the Community Development Foundation and in the seminal work on *Strong Communities* by Nigel Boldero about the growth area of Milton Keynes and the South Midlands. At the time of writing *A Quality Charter for Growth in Cambridgeshire* was out for consultation by Cambridgeshire Horizons.

3.2 Communication and Co-ordination

At both the Chief Executives Forum and the Building Communities conference there was a perception of little or poor communication between sectors with regard to the provision of community development services or policy development. It was agreed that there needed to be commitment to ensure that the growth agenda community development activities were joined-up and understood by all parties to maximise the resources available and the effectiveness of working .

3.3 Human and Financial Requirements

When examining what was needed to support a healthy and well community, the Health and Well-being group at the Building Communities Conference identified a list of actions and specific roles that are believed to be successful in reaching the outcome of a healthy and well community. They looked at how all the different agencies and interests, from transport strategy, health workers to community policing, would benefit from having a single point of coordination, supported by partnership funding to achieve people-centred solutions. To illustrate this, the notes from the group are set out in Table 1.

Table 1
Health and Well-being working group comments- Building Communities Conference

| |
|--|
| <i>Health and Well-being group</i> |
| <p><i>“what we need is:</i></p> <ul style="list-style-type: none"> ○ <i>Community development – linking officers, CVS,</i> ○ <i>Welcome packs for newcomers</i> ○ <i>Places to meet, groups, schools (formal and informal)</i> ○ <i>Provide long-term sustainability (e.g. through VCS and community chest)</i> ○ <i>City and South all working more closely together</i> ○ <i>Local police officers – dedicated to the community</i> ○ <i>Skills development – VCS and capacity building</i> ○ <i>Community ‘trust’ development</i> ○ <i>Action researcher</i> <p><i>Need funding support to do all of this! “</i></p> |

The approach taken in the Putting People into the Growth Agenda workshop further identified actions and roles that contribute to a healthy community (see 3.4) .

At all of the events the participants emphasised the problems of predicting the eventual diversity of the new population. Diversity was considered in terms of age, experience, culture, physical and mental ability, race and background. However, it became clear that it would be beyond the flexibility of most of the voluntary sector organisations to respond to the increase in numbers.

One of the VCS participants reported that, for instance, 5-10% of people currently use Citizens Advice Bureau services. Another 32,000 households in the immediate area could generate 1,600 – 3,200 more inquiries per year, but there is no prospect of increased funding to develop and expand the service. This would apply to much of the safety-net of voluntary and community activity that is funded on a status-quo basis at the moment, without even yearly inflationary uplifts. Clearly the public sector support services would be similarly affected.

3.4 Putting People first

Planning for the 'Putting people into the growth agenda' workshop highlighted that the demographic profiles available for planning new communities may lack the dimensions to plan for the diverse needs in new communities. There is a risk that we plan for stereotypes and fail to reflect in our plans the diversity of service provision which would actually be required.

The workshop demonstrated that planning for the hard infrastructure alone would never build a community and that it would only be done by a matrix of formal and informal opportunities or supported activities. There was a strong imperative for designing facilitated activities to meet the needs of future citizens and their households if they were to take part in, and join together with, other households to build a strong and cohesive community or indeed different communities.

A quick list of agencies that should be involved, individuals and organisations, paid and unpaid, were: Voluntary or church group, CCVS, Housing Association, Carers Support group, healthcare service, befriending service, youth groups Advice service, emergency support group.

A methodology was developed that provides principles for planning for the diverse needs of future communities. (This is based on 3 how's – how to meet up with people, how to have a say in what goes on and how to get information, on a range of issues such as health, leisure, transport, housing, education, faith, environment etc). It puts people into the planning process and helps to generate a 'menu' of roles and activities that contribute to a strong and cohesive community. The methodology also acts as a useful catalyst in bringing together those involved in the planning process and in encouraging a pragmatic approach to seeking sustainable solutions.

The methodology can be adapted - (see 'People Proofing Principles below) to monitor and review whether the social inclusion needs of communities are being met as communities grow and change.

Table 2 – People Proofing Principles

The People Proofing Principles for the growth agenda

Set up a coherent social development team structure at the outset

Agree the evaluation method at start

Design all activities and actions designed to meet **People Outcomes**

People Outcomes

1. **I can meet up with people I know**
2. **I can meet new people**
3. **I can have a say in how things are run around here**
4. **I can run things around here**
5. **I can easily get the information I need for health, leisure, transport, housing, education, environment etc**
6. **I know who to go to for help with.....**

Monitor actions against outcomes

Review effectiveness of actions as a team

Change or design new actions

Survey local population about improvements using People Outcomes

Cycle of monitoring and reviewing (at least annually)

4.0 What should happen now

As a result of the project, the following **recommendations** have been made:

When planning new communities

- At every stage of planning, ensure that partners have a well defined and co-ordinated approach to community working.
- Include a range of community roles that reflect the needs of a diverse population and are identified by an agreed methodology such as the 'People Proofing Principles' identified by this project (see Table 1).
- As an essential supplement to section 106 funding, partners to ensure there is mainstream funding to sustain the implementation of this approach.
- Agree a monitoring system based on criteria that ensure people have opportunities for inclusion eg as illustrated by the 'People Proofing Principles'. Include an action researcher to facilitate this process and to ensure that any required adjustments to the community support infrastructure are made in a timely and appropriate manner.

The recommendations from the project represents an ideal opportunity for partners to consider how these can be integrated into the wider Local Area Agreement eg through opportunities to define local relevant indicators for health and wellbeing in new communities.

A1 Members of working group

| Name | Organisation |
|---------------------------------|---|
| Inger O'Meara | Cambridgeshire Primary Care Trust |
| Tom Dutton | Cambridgeshire Primary Care Trust |
| Iain Green | South Cambridgeshire District Council |
| Susannah Harris (meeting 1 - 2) | South Cambridgeshire District Council |
| Tricia Pope (meeting 4 - 7) | South Cambridgeshire District Council |
| Ken Hay | Cambridge City Council |
| Jez Reeve | Cambridge Council for Voluntary Service |

Additional attendees and editorial support:

Tom Dutton, Chair of the Improving Health Partnership, Cambridgeshire PCT
(meetings 6 and 7)

Dr Lincoln Sargeant, Consultant in Public Health, Cambridgeshire PCT (meeting 7)

Meetings held

02 October 2007

14 November 2007

11 December 2007

16 January 2008

04 February 2008

13 February 2008

08 April 2008

A2 Building communities that are healthy and well in Cambridgeshire - Project Outline

“Those responsible for the establishment of New Towns must influence developers to ensure they recognise and provide resources for social cohesion as well as the physical environment.... A key challenge is to incorporate evaluation as part of an ongoing continuous improvement process, identifying suitable, simple valid measures meaningful to local communities. ”

Goh, Suan, *The effect of the social environment on mental health: Implications for service provision in new communities* Cambridgeshire PCT 2007

“Faced with huge pressures to build new housing in Cambridgeshire there needs to be a step change in both the types of housing and the processes for development if the new communities are to be successfully integrated with existing places, stand the test of time, avoid repeating past mistakes and apply good practice in every field.”

A Quality Charter for Growth in Cambridgeshire, Draft September 2007, page 4

1. Aim of Project

In order to ensure that the health and well-being of communities are developed in line with the building of new housing developments this project proposes to identify the outcomes that should be prioritised and the activities which will deliver those outcomes in the context of resources that are already available in Cambridgeshire, and make recommendations of how these should be sustained, supplemented and funded. It will result in a shared understanding of Community Development in its widest sense.

The **objectives** of the project are to:

1. Create a body of relevant literature for future reference
2. Develop a shared understanding of what outcomes contribute to developing well and healthy communities in Cambridgeshire
3. Develop a list of actions and specific roles that are believed to be successful in reaching those outcomes
4. Make a series of recommendations about how the existing agencies and additional resources can work in partnership to meet the aim of developing well and healthy communities.

2. Background

The joint Improving Health Partnership (IHP) of the City and South Cambs Local Strategic Partnerships, made up of Primary Care Trust, Local Authority and Voluntary Sector representatives, has been charged with examining the lessons learnt from recent new community developments in Cambridgeshire and elsewhere and converting them into recommendations for improved social cohesion and generation of well and healthy communities. A small working group of the partnership has been formed to prepare the initial work on this in the desire to find some practical locally-specific solutions.

The stimulus for the project was a presentation to the IHP (24/09/07) by Dr Suan Goh, Consultant in Public Health for Cambridgeshire PCT, on the impact of the social environment on mental health using the example of Cambourne new community. A key recommendation from her paper² was that those responsible for the establishment of new towns must influence developers to ensure they recognise and provide resources for social cohesion as well as the physical environment. As part of this it was recommended that the concept of social and community development was considered alongside physical developments.

The working group proposes to take these recommendations forward through a two-fold process of desk-based assessment of extant literature and active research in the communities most likely to be affected by the housing growth around the City of Cambridge. This growth is estimated in the 2006 Cambridge Local Plan to be 12,000 new homes and 25,000 more people living in the City, 14,500 new homes in South Cambs and approximately 9000 more people living on the outskirts of the City, (East, Southern Fringe, Northern Fringe and North West).

The project will be within the context of the Quality Charter for Cambridge³ which acknowledges the need for a step change in the processes for development in new communities.

3 Project Description

3.1 Objectives of the project

The project aims to identify what actions and specific roles can be developed to achieve health and well-being outcomes to meet the aim of generating places that are socially cohesive and dynamic. It is hoped that the project will generate a practical list of outcomes with associated actions and specific roles that need to be employed to reach those outcomes building on the skills and capacity of existing resources. These will form the basis of a strategy to meet the Quality Charter Community objective: "Places where people live out of choice, not necessity, creating healthy communities with a good quality of life and identify how the community development needs of old and new communities can be met and

² The effect of the social environment on mental health: Implications for service provision in new communities Cambridgeshire PCT 2007

³ A Quality Charter for Growth in Cambridgeshire, Draft September 2007

regularly evaluated alongside the new housing developments in the Cambridge area”.

There are many agencies, existing job roles within those agencies, voluntary organisations and community groups already working in the geographic area, whose expertise and opinion will be sought in the process of this project. This project does not investigate the built environment, but assumes that people in growth areas need access to well resourced and locally supported community facilities from the outset of new building developments.

By the end of the project there will be a series of recommendations, based on a body of shared understanding, about who should be engaged to do what, with which partners, to support the building of well and healthy communities in the new building developments in and around the City and South Cambridgeshire.

An evaluation methodology will be an intrinsic part of the project deliverables.

The **objectives** of the project are to:

1. Create a body of relevant literature for future reference
2. Develop a shared understanding of what outcomes contribute to developing well and healthy communities in Cambridgeshire
3. Develop a list of actions and specific roles that are believed to be successful in reaching those outcomes
4. Make a series of recommendations about how the existing agencies and additional resources can work in partnership to meet the aim of developing well and healthy communities.

3.2 Integration

This work is supported by a grant from Cambridgeshire Horizons and will be delivered by the working group of the Health Improvement Partnership made up of PCT's Health Improvement Specialist, Environment , Cambridge City Council's Head of Community Development, South Cambs Community Development Officer, and Environmental Health Officer and Chief Executive Officer of Cambridge Council for Voluntary Service (CCVS), under the project management of CCVS.

The work is part of the Local Strategic Partnerships of City and South Cambridgeshire.

4 Project Plan

4.1 Management

The working group of the IHP will direct the project, with the day-to-day management of the project being undertaken by CCVS. An interim report will be made to the IHP meeting of 17 December.

4.2 Activities and Outputs

| Objective | Description | Activity | Outputs | Who's involved |
|-----------|---|--|---|--|
| 1. | Create a body of relevant literature for future reference | Working group recommendations CCVS research | <ul style="list-style-type: none"> Up to date bibliography of literature relevant to this area of work | Working group CCVS |
| 2. | Develop a shared understanding of what outcomes contribute to developing well and healthy communities in Cambridgeshire | Workshops to identify well and healthy outcomes and activities at "Building Communities" conference 27 Nov 07 Draft interim report Scenario workshop with planners (date tbc) | <ul style="list-style-type: none"> First list of outcomes Interim report to IHP 17 Dec 07 Tested list of outcomes | Voluntary staff and volunteers and Statutory employees IHP Local authority planners & Cambridgeshire Horizon staff? |
| 3. | Develop a list of actions and specific roles that are believed to be successful in reaching those outcomes | Match specific roles and actions to outcomes (workshop) Jan 08 Match specific roles and actions to outcomes (workshop) Jan 08 | <ul style="list-style-type: none"> Real time assessment of what activities be done with current resources Identified matrix of specific roles | VCS or community group (Trumpington residents Assoc?) Northstowe stakeholders group? |
| 4. | Make a series of recommendations about how the existing agencies | Working group analysis of literature and results of 4 workshops Feb 08 | <ul style="list-style-type: none"> Components of recommendations developed Draft report | Working group |

| | | | | |
|--|--|--|--|-----------------|
| | and additional resources can work in partnership to meet the aim of developing well and healthy communities. | CCVS first draft report Working group review Final draft CCVS | <ul style="list-style-type: none"> Project report to IHP 10 Mar 08 | CCVS IHP |
|--|--|--|--|-----------------|

4.3 Project evaluation

The outputs of the project have been designed to meet the project aim by identifying **what** activities have to be done by **whom** with which **partners** using what **specific roles**. A matrix table showing these relationships will be essential to constructing the recommendations and monitoring the effectiveness of these components.

Timeline

| Activity | Nov 07 | Dec 07 | Jan 08 | Feb 08 | Mar 08 |
|----------|--------|--------|--------|--------|--------|
| 1.1 | | | | | |
| 1.2 | | | | | |
| 2.1 | | | | | |
| 2.2 | | | | | |
| 2.3 | | | | | |
| 3.1 | | | | | |
| 3.2 | | | | | |
| 4.1 | | | | | |
| 4.2 | | | | | |
| 4.3 | | | | | |
| 4.4 | | | | | |

Principles on which this proposal is based

- I have proposed the minimum amount of development work I believe is required to deliver the desired outcomes within the budget available.
- The project shall be responsive to the needs of stakeholders as they arise during the work.
- I rely on the co-operation and support of stakeholders to carry out the work.
- Where possible, I will use existing opportunities for workshops e.g. planned meetings
- The project may vary in response to access to appropriate people and venues

Organisation Contact Details

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A3 Body of relevant literature for future reference

Communities and Local Government, *The Community Infrastructure Levy*, 2008

Goh, Suan, & Bailey, Peter *The effect of the social environment on mental health: Implications for service provision in new communities* Cambridgeshire PCT, 2007

Communities and Local Government, 2007, *Third Sector Strategy for Communities and Local Government: Discussion Paper June 2007*

The Carnegie Commission for Rural Community Development, " *A Charter for Rural Communities – The final report of the Carnegie Commission for Rural Community Development, 2007*

Cambridgeshire Horizons, *A Quality Charter for Growth in Cambridgeshire, Consultation Draft, 2007*

Cambridgeshire Together, *Cambridgeshire Vision 2007-2021*, Cambridgeshire Local Area Agreement, 2007

Boldero, Nigel, *Strong Communities: A social infrastructure plan for voluntary and community action in the Milton Keynes and South Midlands Growth Area*, Voluntary and Community Action South Bedfordshire on behalf of the MKSM Social Infrastructure Group and the Bedfordshire and Luton Voluntary and Community Sector Infrastructure Consortium, 2006

Skinner, Steve, *Strengthening communities – a guide to capacity building for communities and the public sector*, Community Development Foundation, 2006

Communities and Local Government, *The Community Development Challenge*, 2006

Communities and Local Government, *Transferable lessons for the New Towns*, 2006

HM Government, *UK Government Sustainable Development Strategy: Securing the Future*, HMSO, 2005

ODPM, *Local Quality of life indicators – supporting local communities to become sustainable*, 2005

Bennett, Jim, *From New Towns to Growth Areas (learning from the past)*, IPPR 2005

Scott, Duncan & Russell, Lynne, *Researching voluntary and community action: The potential of qualitative case studies*, Joseph Rowntree Foundation, 2005

Egan, *The Egan Review: Skills for Sustainable Communities, 2004* (see wheel below)

Home Office, *Firm Foundations – the Government’s Framework for Community Capacity Building*, 2004

Berkman & Kawachi eds., *Social Epidemiology*, OUP, 2000

A4 Building Communities Conference Report

Building Communities Conference Cambridge VCS and the Growth agenda

27 November 2007 St Andrews Hall Chesterton

Report on a successful conference

Summary

A cross section of colleagues from voluntary and community groups and statutory employees attended a successful and informative day which resulted in many new partner opportunities and a series of actions for improved joint working between statutory and VCS employees and volunteers.

We were provided with a thought-provoking presentation by **Nigel Boldero**, who has written a seminal report for Milton Keynes and South Bedfordshire on how to adapt and improve community support in the context of a massive increase in housing and population, "Strong Communities: A social infrastructure plan for voluntary and community action in the Milton Keynes and South Midlands Growth Area", published by Voluntary and Community Action South Bedfordshire on behalf of the MKSM Social Infrastructure Group and the Bedfordshire and Luton Voluntary and Community Sector Infrastructure Consortium.

Three intensive workshops produced some challenging responses to key questions around the locality issues, how to promote health and well-being and the impact of changing demographics on the shape and scale of local services.

"Voluntary and Community Organisations and the growth agenda" Nigel Boldero

Nigel introduced the issues by clearly describing:

- What's a 'strong community'?
- What's needed to build community capacity in 'new' communities?
- What's the role of the VCS?
- How can we plan and invest in community capacity building?

He used the model expounded by the Community Development Foundation model for strong communities in "Strengthening communities- a guide to capacity building for communities and the public sector" by Steve Skinner, Community Development Foundation, 2006. This articulates the six interdependent elements required to create strong communities as:

Strong Communities are

- **Active** people tackling problems and improving the quality of life
- **Organised** coming together to solve problems and provide services
- **Participative** contributing to decision-making, civic life and governance
- **Accepting** understanding and accepting of different cultures, traditions and beliefs; valuing diversity
- **Connected** sense of belonging; contact, communication and joint working between groups
- **Fair** similar life opportunities, equal access to services, employment and resources; groups actively tackling exclusion and discrimination

In identifying what is needed to build new communities in the context of growth areas he covered both capital elements and revenue and support elements. The capital elements were described as the need for a community facility from the outset of new developments, sometimes simply provided as one of the new-built houses as a temporary base until it is clear what the new community determine its needs to be. This model has worked provided that developers reserve a site for a community facility at a later date. Also part of the capital element was a community chest-type grant funding to help catalyse new groups forming around locally-specific issues. Revenue funding for existing community groups was seen as a vital contribution to assist in community development and to provide local support for building confidence and helping to draw out the inherent skills within the new community. One clear message from the experience of other new town developments was that the community development strategy had to be stepped in line with the increase in the size of the growth area and maintained for a few years after the completion of the residences themselves. This point was echoed by attendees with experience of the example of Cambourne new settlement.

Nigel challenged the conference to come up with some solutions for building communities at the growth area sites on the fringe of Cambridge City and in South Cambridgeshire. Three workshops were formed to tackle this from three different perspectives; the locality issues, how to promote health and well-being and the impact of changing demographics on the shape and scale of local services.

Workshop 1 - Cambridge and South Cambs. locality issues, or, "What's already happening in each area"

Summary

City and South Cambridgeshire Community Development workers joined voluntary sector support service personnel and specialist service deliverers in the areas of acquired deafness and community advice information and guidance. The most

astonishing outcome of this workshop was that there was much already going on at some of the growth area sites, but it was only known to one of the attendees. It was clear that there was no voluntary sector site for accessing information about what was happening in each area. The new CCVS website was suggested as an appropriate space, as it could easily host or signpost visitors to information regardless of whether it referred to events in either District of the City of Cambridge or South Cambs. The use of the new community calendar was promoted as a potential solution to setting dates for community events and avoiding unnecessary clashes.

A practical timeline needed to be drawn up to show interested parties how all these growth areas linked together and to help inform the VCS and colleagues in both Districts. It was felt that Cambridgeshire Horizons, the not-for-profit company that had been set up to drive the growth agenda, was not closely engaged enough with the VCS or local community development issues and that this conference was a turning point in this respect. It became clear that community engagement was not absent, but was missing out on the input of established Cambridge and South Cambs groups and their local expertise. The Northstowe stakeholders group was a clear example, which was trying to address this deficit.

Actions

1. Sally Roden (City Council Community Development) to liaise with CCVS to populate an information page on the growth agenda for the CCVS website re Cambridge City community development activities
2. Susannah Harris to provide information re South Cambs as above
3. CCVS to approach Cambridgeshire Horizons regarding VCS interface
4. Subsequent timeline to be put together from combined details

Workshop notes:

All areas

- o Need coherent involvement
- o Need a timeline
- o Liked idea of using houses on new developments for community
- o Lots going on (lots of examples shared in group, but not widely known or joined up)
- o CVS website – calendar could act as the medium for knowing what is going on and what’s booked around the county
- o Need clarity around definition of community development
- o CEO Forum – a positive step forward
- o When attending events CEOs and others should represent both own organisation and the sector as a whole – importance of feedback.
- o Felt that consultation does take place at early stage – with residents – but that this does not include voluntary sector – voluntary sector takes account of issues that may not be considered by residents.
- o Felt that the voluntary sector should have a template/plan of how it should engage with new developments; what the issues are and what is needed. Once developed this could be used in the future.

Trumpington

Cambridge City money has been given to improve local pavilion.
It was felt that other funds had also been earmarked for this area

Talk about new community facility

What about the temp space being used by GP?

What about the magistrates court space?

Arbury Park

Practitioners' Group: school governors, residents, housing association (Bedford Pilgrims has Community Development Worker – supporting all residents), South Cambs, CDWs

Sports & Arts Development, Parish Council. Police also attend. Want to widen further to include youth workers and voluntary organisations.

Current Facilities in area: Buchan Street, Meadows, Arbury, Manor, Red Hen, Nun's Way Pavilion. Confirmed there will be new facilities on the Park

Christmas event planned for new and existing community.

Northstowe

Linking with Oakington Parish Council

Recreation area to be revamped

Role of army barracks in future?

Consultation for 12 weeks from Jan 7

South Cambs consulting stakeholders

Community Development Plan – still out for consultation

Marshalls

Linking with existing facilities

Abbey Action, a local residents' group – Marshalls funding discussion on community development plan – in advance of plans – bringing in existing community.

Workshop 2 - How to promote health and well-being in new communities, or, "What's needed to make a healthy and happy community and what actions will help deliver this?"

Summary

Workers and volunteers who had local knowledge of different client groups at various locations in Cambridge City and South Cambridgeshire came together to examine what it would take to provide active mentally engaged communities, who did not suffer from "new town blues", in particular problems of mental distress, born of isolation and youth disaffection, born from lack of facilities and opportunities. The Cambourne example, as documented in the insightful paper by Dr Suan Goh of Cambridgeshire Primary Care Trust, was referenced: "The effect of the social environment on mental health: Implications for service provision in new communities".

Emphasis throughout the discussion focussed on a more coherent communication strategy between statutory and voluntary sectors with CCVS taking a role. Both sectors' workers believed that a designated community worker should work closely with the "new communities" team in order to represent local issues and integrate voluntary sector involvement. CCVS could have a role in identifying need through a series of

networks and provide training and development to new and existing voluntary and community organisations.

Actions

1. Social Infrastructure impact assessment, for assessing health and well-being elements, of planning applications with joint statutory and VCS sub group to be organised: Northstowe
2. Health and well-being assessment of Northstowe application would be a practical way of refining the Northstowe Community Development Strategy.

Workshop notes:

I feel like I belong

- o Welcoming central place/events to attend
- o Knowing people and friendliness
- o Knowing/understanding your environment
- o Being able to go to a group

Actions

- o Develop/find a location to meet - Central, flexible, informative e.g. sales office, existing housing, schools
- o Community Co-coordinator (PAID ROLE)
Start support groups
Local knowledge
Link with VCS – vital for sustainability and statutory agencies, e.g. Police
Working with existing community

Opportunities to meet

- o Pub/Café
- o Post Office/local shop
- o Play areas/parks
- o Organised events
- o Gossip area (covered)
- o Including 'teenage areas', 'older people', 'disabled people'
- o Sports activities
- o Specific events e.g., artwork (building on relevant/existing issues – road signs example giving)

Actions

- o Community development – linking officers, CVS,
- o Welcome packs for newcomers
- o Places, groups, schools Co-ordination
- o Provide long-term sustainability (e.g. through C & VS)
- o City and South working more closely together
- o Local police officers – dedicated to the community
- o Skills development – CVS and capacity building
- o Community 'trust' development

Need funding support to do all of this!

Can we respond to local planning applications by evaluating its fitness for purpose from a social infrastructure point of view?

**Workshop 3 - Changing Demographics, or,
“Are new services needed or just more of existing ones?”**

Summary

A good cross section of both statutory and voluntary sector representatives discussed the impact of the changing demographics of the new communities on service provision. Members of the group did not know if there were predictions for the demographics of each new community, or where to find these if they were available. It was also pointed out that demographic predictions for Cambourne had proved wrong – there were many more families than had been predicted leading to a lack of school places. Also, the influx of older people had come much sooner than predicted. No one present seemed to know if these were issues peculiar to Cambourne or whether similar patterns were to be expected in other developments.

The issues of “new services or more of the same” was thought to be closely linked to the demographics. All agreed that “more of the same” would definitely be required. The “new” element would be matching services to the mix of whatever needs the new population presented. The extra numbers of people and the ability of the VCS to reach them might present challenges which would necessitate new ways of working. In particular, many groups were Cambridge based and did not currently have funding to do much outreach.

It was agreed that giving a large amount of information to new people was not the best way of meeting their needs. Information must be available as and when people need it. It was felt that community development workers needed to be much more aware of the services the voluntary sector could offer.

It was accepted that although we were talking about looking at needs and then finding resources to meet them, that in the voluntary sector, it often worked the other way round – it was a question of meeting as much need as the available resources would allow. Changing patterns of funding were discussed – in particular the individual budgets and direct payments which Health are bringing in. It was feared that the individuals using these payments would not spend them on voluntary sector services – or that if they did ask for a service, the organisation may have ceased to exist by then because of lack of core funding.

Much interest was expressed in the Citizens Advice Bureau “Advice Hub” model. Kim Stollard from CAB explained how they were hoping to empower groups of local people to deliver CAB advice to their own communities. The CAB would train these people and oversee the quality of advice given. This was thought to be an excellent model, both in terms of empowering local people and in resource terms.

Actions

1. CCVS to approach Cambridgeshire Horizons regarding demographic predictions for all the planned new communities.
2. CCVS and others who found useful information about new communities should circulate it (via CCVS) to the voluntary sector as a whole.
3. CAB would provide information on the “Advice Hub” model to any interested group

Workshop notes:

- o Demographic predications not always accurate
- o More older people
- o Inequalities – creating tension?
- o Get VCS information to CD Workers
- o City fringe new settlements
- o Enable local people to give Info, advice etc when needed
- o Cambs is used to a large population with ‘churn’
- o Diversity and other languages
- o S Cambs – travellers
- o Idea of planning for unknown numbers
- o Fringe developments will place increasing demand on city services even though dwellings in South Cambs
- o Older people downsizing to live outside the city
- o Health & social care – direct payments and individual budgets will impact on grants to CVS
- o VCS planning may be resources led rather than needs led
- o CAB advice hub model
- o Lack of local volunteers?
- o Most new residents in employment
- o Migrant workers need English to volunteer
- o Perceptions of migrant workers as being needy – may be highly skilled and want to work with communities – not always aware of what is out there
- o Info and signposting – focal point
- o Unpredictability of change – dynamic
- o City Council Future Fund

Outcomes

- o Positive benefits for existing and new communities
- o Confidence with and in community
- o Long-term sustainability

Conclusions of the Building Communities Conference

- More coherent information exchange required - through communication hub (CCVS website)
- “Social Infrastructure proofing” of planning applications with joint statutory and VCS sub group to be organised: (Northstowe)
- Welcome pack development for all growth areas (locally specific stuff to be added by site)
- City and South Cambs. District Councils and Cambridgeshire PCT to work together with VCS on Building Communities project.

A5 Putting People into the Cambridgeshire Growth Agenda Workshop - 22 February 2008

Background

The two events that took place in November 2007: The Cambridge Chief Executives Forum and the Building Communities Conference (see Appendix 4) both concluded that there was a need to “social-infrastructure-proof” the planning applications that form the backbone of the new growth in Cambridgeshire. As the planning application for Northstowe was due to be consulted upon from January to March 2008 another workshop was planned to implement this idea, using the Northstowe planning application as a pilot.

What is social infrastructure?

“Social Infrastructure means providing community development staff, supporting and funding new community groups, helping to organise volunteering, providing a place for people and local groups to meet, and developing community leaders. Through investment the capacity of the community will be developed so that it has all the hallmarks of a ‘strong community’ “

Building Strong Communities by Nigel Boldero 2006

The Improving Health Partnership working group on Building Communities prepared the ground by considering each of the contributory reports that formed part of the Northstowe planning application and made recommendations for which areas would be fruitful to examine from a social infrastructure point of view. The population profile reflected in the Demographic Report (No 22) that had been used to model the planning application was seen as too limited, so “real people” with diverse needs were generated to test the application at the workshop.

The Workshop

Nearly 40 people attended the Putting People into the Cambridgeshire growth agenda workshop, held on 22 February (workshop evaluation page 15). They were made up of paid professionals from the City, and South Cambs District Councils, Cambridgeshire PCT, the Police, housing associations, and voluntary and community organisations. The task for the workshop, divided into smaller groups of 8, was to examine the needs of a surrogate community of 10 diverse individuals and their households.

Each potential Northstowe individual was represented by a photograph with information on age and sex (Table 1) and other personal attributes (Table 2) alongside a personalised “My story” or why I moved to Northstowe scenario (See *People Stories Annex 1*). The profiles and people stories were purely fictitious and put together to reflect the diversity of people’s lives and to illustrate the different needs that result.

Table 1 Putting People households by age and sex

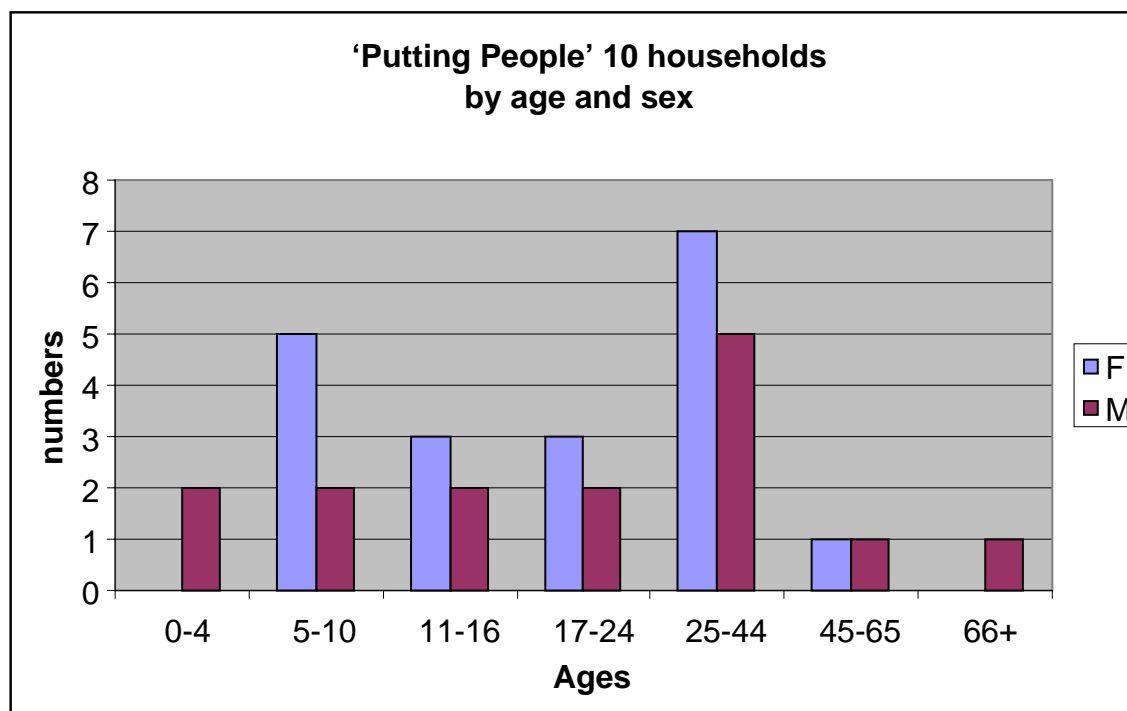


Table 2 Attributes of 10 Putting People Householders

| Named householder | Personal attributes |
|---------------------------|---|
| Employed/Carer | 5 employed, 3 unemployed, one retired, one scholar |
| Education | 4 x tertiary, one school certificate, 2 x A levels, one GCSE, one none, one at school |
| Faith (active?) | 2 Xian, one Russian Orthodox, one Jehovah Witness, one Muslim & 5 none |
| Sexuality | 9 heterosexual, one gay |
| Health | 6 x fit and active (one with hearing loss), one disabled child, one agoraphobic, one overweight, one arthritis and dementia |
| Where born? | 3 x Cambridge, Huntingdon, Birmingham, Estonia, Southampton, Norwich, York, Leicester |
| Nationality | 9 x British, one Russian |
| In a relationship? | 2 single, one under 16, 3 in a relationship, 4 married, one widow |
| Pets | 3 dogs, tank tropical fish, hamster, guinea pig, goldfish rabbit and cat |

Using this information, the groups first completed the *'Putting People' Household Survey* (page 13) considering what practical needs and access arrangements would be required by that person and their household – in total 34 different

individuals and their pets. Having done this, and to some extent, having got under the skin of the surrogate resident, the groups then articulated how that person would live in the new Town, considering their lifestyle choices and abilities. This led finally to a quantification of what human resources and skills would be needed to ensure they and their household had what they needed in terms of:

- Meeting people
- Having a say
- Getting information.

It was an animated afternoon, with all group participants taking the opportunity to add to the developing picture of what sort of community development skills and activities would have to be planned and paid for in order to build relationships within the new Town. These relationships were between the mini communities of the diverse households in the context of a complex set of concerns and interests.

The exploration of the built aspects of the planning application, which formed the first part of the exercise, highlighted that the planning of buildings and spaces alone was not enough to build a new town.

Ten detailed profiles were generated, which attempted to capture the diverse needs of the households by concentrating on three “how” questions:

The Three Hows:

1. How can I meet up with people
2. How can I have a say in what goes on
3. How can I get the information on health, leisure, transport, housing, education, environment etc.

Using the responses to the three “hows” it was possible to infer some of people’s choices, personalities and lifestyles and generate examples of community development skills and resources that would be needed (see figures 1–3).

The results of the workshops were used to inform responses to the Northstowe outline planning application by partner organisations of the steering group. It will also be used to inform a revision of the Northstowe Community Development Plan, which forms part of the application.

Figure 1 How to meet up with people

| 'Households' | | | | | | | | | | |
|--------------|-------------------------------------|-----------------|---|-----------------|---|---------------------------|---|--------------------------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Responses | Baby sitting, child minding circles | Pub | Sports development worker to harness enthusiasm | Football club | Through children and their friends' parents | Schools | Transporting children to football, brownies, guides, cubs, gym, sport centre, pubs, village social events e.g. fetes, plays etc | Through youth facilities | Health centre | People coming in to the home – e.g. volunteer car workers/ local groups |
| | Continued education | Work | School premises for community activities | Pubs | Neighbours | Carers and toddlers | Walking to and from local shops | After school club | Neighbours | Out to community groups – day centre |
| | Sports keep fit | On the bus | National sporting body | Walking the dog | Community hub – if close | On the bus | Pub | Sports centre | Shops | |
| | Shopping | Shopping | After school activities | | Church | At the shops/ supermarket | Internet groups | Facebook | Keep fit | |
| | Pub | Internet | Book clubs | | Shop | Youth agencies | Commuter network | School | Café | |
| | Neighbours | Church | After school support group | | CDW | GP waiting room | Community trust | School bus | Asian women's group | |
| | Car share scheme | GP | | | Adult education/ home learning | Coffee mornings | Parish Council | Holiday club | As volunteer bookkeeper for local charity | |
| | | Café | | | | Walking the dog | Welcome packs | | | |
| | | Cultural events | | | | | Children activity clubs | | | |
| | | | | | | | Community cafe | | | |

Figure 2 How to have a say in what goes on

| ‘Households’ | | | | | | | | | | |
|------------------|---------------------|------------------------------|--------------------------------------|------------------------|-----------------|------------------------------|-----------------------|--|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Responses | Parish magazine | Housing officer | Residents association | Coaching football | Housing officer | Adult learning | Town/parish council | Youth facility, voice or council | Internet | Needs advocacy – family or son may not be available |
| | Parish/town council | Church | Daughter’s friends and their parents | Vote in local election | Faith group | Housing officer | Residents forum | School council | Join a group or organisation through community centre – get daughter involved | Need to offer help to son |
| | School governor | Community development worker | Local consultation exercises | | Internet | Social worker | Newsletters | Pro-active Parish Council | She may want to get involved in public life – as a Development Trust member? – may need encouragement to get involved | Support for day-to-day needs |
| | | | PTA | | | Primary school | Website | Community development worker | | Advocacy organisations |
| | | | School governor | | | Community development worker | Residents Association | Young peoples involvement the building and maintaining local environment – youth | | |

Figure 3 How to get the information

| 'Households' | | | | | | | | | | |
|------------------|--------------------------|------------------|----------------------------|---------------------------|------------------|-------------------------|--------------------|----------------------------------|--|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Responses | Notice boards in library | Internet | Start new basket ball team | CCVS | Internet | Neighbours and children | Via his wife | Website | Welcome pack – in other languages | Good liaison with care staff – importance of key worker |
| | Community facilities | Free newsletter | Website development | Parish Council newsletter | Children | Word of mouth | Gym, sports centre | Leaflets/posters – carers' group | Information wall in community centres | |
| | Internet | Notice-boards | Leaflets | Website | Housing officer | School clubs | Web | Waiting room | Discount for early residents! | |
| | At the school gate | Leaflets | Newsletters | Notices in shops | Voluntary sector | Health service visitors | Library | Welcome pack | Through leaflet drops, community centre/library – through daughter | |
| | CEN | Shop windows | TV | Library | CAB | Vets | Doctors | Library notice board | Doctors | |
| | South Cambs DC magazine | Church | | Sports centre | Church | Dog training sessions | Welcome pack | Shop | Internet | |
| | | Community events | | | | Job Centre | Website newsletter | Social club | | |
| | | | | | | GP | Youth workers | | | |
| | | | | | | | Library services | | | |
| | | | | | | Civic hub | | | | |

What happens next

Results of the *Putting People* workshop

It was agreed at the outset that all the data collected through the workshop activities would be used to:

1. comment on Northstowe planning application from a “people point of view” – Improving Health Partnership members
2. generate recommendations for the final project report to influence all future community development agendas in Cambridgeshire to promote health and well-being – Building Communities working Group
3. to form part of a workshop report for circulation – CCVS

The report of the *Putting People into the Cambridgeshire Growth Agenda* forms part of the final *Building Communities that are Healthy and Well in Cambridgeshire* report for the Improving Health Partnership for the Local Strategic Partnerships of Cambridge City and South Cambridgeshire. The final report will contain a body of reference material, an evidenced list of human skills and activities that contribute to building healthy and well communities and specific recommendations for all participants and stakeholder that are engaged in the growth agenda in Cambridge. It will include a draft evaluation mechanism to ensure that community development continues throughout new housing development projects. Future work in this area will be able to build on the final recommendations.


Future Work Programme 2008


Cambridge Fringe Action Planning – mapping and connecting all stakeholders who are strategically or operationally engaged in the Cambridge Fringe growth agenda to generate some joint action plans – funded by Horizons and Cambridge City Council.


What works well at Neighbourhood level - research and action into successful models of community action that can be followed and generated in the growth agenda – funded by City Cambridge Council

**Annex 1
Putting People in the Cambridgeshire growth agenda People stories**


| | |
|--|---|
| My name is | Irina Balanovska |
| <p>My Story</p>  | <p>I came to England 8 years ago because I wanted a better career than I would ever get in my native Estonia. I now work in the HR department of a large firm in Cambridge. Mehmet works shifts in a factory and also has a job as an administrative worker in an office. My widowed mother has now also moved to Cambridge and stays with us sometimes and helps with the children. She might move in with us now that she is getting older and we have more room.</p> <p>We moved to Northstowe because we were really keen to get on the housing ladder and prices are a little lower than in Cambridge. We have a beautiful 4 bedroomed house. It means working very hard and taking in a lodger to pay the mortgage, but it is well worth it. It is all a bit hectic – we drive the children to school in Cambridge and then go to our jobs. Even with the after school clubs, it is sometimes a struggle to meet school pick up times, but we manage.</p> |


| | |
|--|---|
| My name is | Jasper Arkwright |
| <p>My Story</p>  | <p>Steph and I met while we were studying for our nursing degrees, and by the time we were qualified we knew we wanted to stay together. I would have quite liked to stay in London, but it has worked out really well here with us both getting jobs at Addenbrookes. We chose to live in Northstowe because of the guided bus really – we thought it would be so convenient popping in and out to work for our shifts. It’s really annoying that because of the delays its still not ready, but it shouldn’t be long now and that will make things a lot easier.</p> <p>We have not really had time to make friends here – when we do get time off together we tend to go back to visit friends in London, or one or other of our parents, or ex-fellow students who have scattered to the four winds.....but it seems to be coming together.</p> |


| | |
|--|---|
| My name is | Rosie Prentice |
| <p data-bbox="236 331 376 360">My Story</p>  | <p data-bbox="539 331 1345 743">We have moved to Northstowe as I have taken up a post with Children’s Services, based in Huntingdon. We wanted to get away from North London and get better schools than there were in Barnet. We really liked the idea of living somewhere fresh and new in the countryside. Anna works in PR and advertising and can continue with many of her London clients, but hopes to build up work more locally. We hope to have another child soon, but may consider adoption or fostering if this does not work out. I’m really into sport – particularly basketball and I’m hoping I can find, or even start, a women’s team locally.</p> |


| | |
|---|--|
| My name is | Tim Taylor |
| <p data-bbox="236 882 376 911">My Story</p>  | <p data-bbox="539 882 1345 1350">I work on the Science Park, so its really easy to get there on the Guided Bus. Sometimes I cycle to work keep fit, but then I’m not always so keen when it comes to getting back home. I get on well with Chris, but Alex and I don’t really click. Alex is a bit serious – hardly drinks and wants to study in the evenings. I often go out with the others from work, or sometimes I go out with Chris. Alex doesn’t like me and Chris coming in late and cheerful! Alex is always going on about sticking to the landlord’s rules about not having overnight guests and no pets (I hope he does not know about Chris’ new puppy). Perhaps we could ease him out and get a different sharer.</p> <p data-bbox="539 1395 1345 1608">I go to the gym near work two or three times a week and most Saturday’s in the season I play for a football team in Cambridge and I socialise a lot with them too. I might try to play for a team in Northstowe if they got one together and the standard was not too bad, and meet some local people.</p> |


| | |
|--|---|
| My name is | Sonia Withers |
| My Story  | <p>I'm really glad to get a house at Northstowe, because I see it as a new start. Everyone knew my partner had a drink problem, but no one really expected him to die last year.</p> <p>This move has been really difficult for us because I'm agoraphobic and so is Cherylanne, but at least I can get out of the house if its not far or if I have someone with me. Cherylanne has hardly been out at all since she left school. I'm worried about Lee, I know he's bunking off school and smoking pot, but I think there might be more he's not telling me.</p> <p>I think a fresh start is what we all need. My only worry is getting into Cambridge to the Kingdom Hall. They have been really supportive and my friend has said she will come and get me but I don't want to be a nuisance.</p> |

| | |
|--|--|
| My name is | Shannon Smith |
| My Story  | <p>People don't realise how much I've grown up in the last year – now I'm 21 I'm really grown up and I'm going to prove to them all what a good mother I can really be. Its much better now that Joe can help. I never really coped while he was inside – they were thinking about taking the children away – but its not that I'm not a good mother or that I don't love them, it was just that awful house and it was impossible to keep clean and tidy and there was no one to get the children to be quiet.</p> <p>Now we get the children to school every day and I wash all their clothes. Joe is ever so good with Darius. He takes him out with the dogs. We usually get the older two to contact too, although that is difficult because it's a bus into Cambridge and their dad comes in from Willingham to pick them up. Then we have to get back to the bus station to pick them up when he brings them back. Sometimes he's late and Joe gets angry and shouts and he says they were in another caravan and he couldn't find them. Not sure why he wants them if he doesn't even know where they are.</p> |

| | |
|---|--|
| My name is | James Morgan |
| My Story | <p>I was born and brought up in Birmingham but moved to Cambridge for my work. Here I met and married Lottie 17 years ago. Now I work in London and commute by train when I have to. However I can often work from home and my work also takes me abroad quite often. Our eldest child has cerebral palsy. He can do most things for himself, but he uses a wheelchair to go outside the house and has learning difficulties. Lottie has not worked since John was born and enjoys getting involved in lots of community activities when the children are at school.</p> <p>All the children attend school in Cambridge and Lottie drives them in, but we might move the 3 younger ones when the secondary school opens and they can go there.</p> <p>We moved from a 3 bed terraced house in Cambridge to Northstowe where we were able to buy a 5 bedroomed house so that the children could have a bedroom each and I can have an office.</p> |
|  | |

| | |
|---|--|
| My name is | Amy Michaels |
| My Story | <p>I don't know why mum moved us here – I hate it! I'm miles from my friends and we don't even have broadband internet or cable TV. This is supposed to be a modern estate but I'm completely cut off!!!! Mum says she'll get it sorted so at least I can spend time on facebook again but I don't think she will. Since she split up with Dad she's just been so miserable she hardly gets round to anything. She only speaks to tell me to tidy up or ask if I've done my homework!</p> <p>I'm considering running away to Dad's or refusing to come back after a visit. At least Dad lets me spend the whole time on facebook and stay up as late as I like watching movies. Bethany doesn't want to live with Dad though, so I suppose I ought to stay and look out for her for a bit longer, but I don't know what to do about Mum and I can't stand this pokey little house!!!</p> |
|  | |

| | |
|--|---|
| My name is | Amina Ahmed |
| <p data-bbox="236 331 376 360">My Story</p>  | <p data-bbox="539 331 1345 651">It's good here – it's the sort of house we've always wanted. We've moved here from Peterborough where my husband has a clothes shop. It's a good business and Rubina and I help out all the time and it has made us good money to buy this house. I'm a bit sad that neither Jobrul or Shaweb wanted to follow Sahid into the family firm – he would have liked it if they did, but he always said they should be allowed to make their own choices.</p> <p data-bbox="539 696 1345 981">I'm not sure how Rubina will like it here – she's more outgoing than I am and she's talking about getting her own place in Peterborough. I don't want her to leave home, I wouldn't have wanted to come if I'd known she would use it as a reason to leave. I'm disappointed she's not married - she says there's still time but I'm not so sure. At least the boys are both married with children, although it's a pity they don't live closer.</p> |

| | |
|--|---|
| My name is | Fred Smithers |
| <p data-bbox="236 1106 376 1135">My Story</p>  | <p data-bbox="539 1106 1313 1171">(From notes taken by care worker at the "Great Oaks" residential home)</p> <p data-bbox="539 1216 1345 1720">My son brought me to live here because I've been ill. It's just a temporary thing. I want to go back home because Ruby needs me. Ruby's not so good. I miss her. I think there's a party today. I think it's a party because there's so many people. I don't know how long I've been here, but John or come and see me – they are very good. I should be going home soon, they will miss me at work. They need me at work, it never goes properly with a locum postmaster. I wish Ruby could come and see me, but Ruby is not so well. I hope she's all right, she doesn't really like taking Rufus out on her own. Oh I do miss Ruby – I dream I'm at her funeral, I hope it's only a dream. Is Ruby dead? I don't really want to go on without Ruby.....</p> |

**Annex 2
Putting People Household Survey**

My name is:

| Subject Area | What I want from Northstowe |
|-----------------------------------|------------------------------------|
| Transport, Travel and Parking | |
| Environment & Recycling | |
| Footpaths | |
| Community Facilities | |
| Type of Housing | |
| Play, Sport and Active facilities | |
| Business and Employment | |
| Education and Learning | |
| Shops etc | |
| Health | |
| Faith | |
| Public Art | |

Now you know a bit more aboutand her/his household and what s/he wants from Northstowe, **how** do you think s/he will want to do the following:

| What | How? | |
|--|------|----|
| Meet local people | | |
| Have a say in what goes on | | |
| Get information | | |
| Does s/he need help from someone to do any of the above? | Yes | No |
| If so : Who? | | |
| If so : Where will they come from? | | |

Note to workshop groups:

| What will happen to this information? | |
|---------------------------------------|--|
| 1 | CCVS will use it to critique and comment on Northstowe planning application from a “people point of view” |
| 2 | A report will be compiled and circulated from the workshop |
| 3 | Recommendations will be drawn out by Building Communities steering group for the final project report to influence all future community development agendas in Cambridgeshire to promote health and well-being |

A6 The People Proofing Principles

The People Proofing Principles for the growth agenda

Set up a coherent social development team structure at the outset

Agree the evaluation method at start

Design all activities and actions designed to meet **People Outcomes**

People Outcomes:

1. I can meet up with people I know
2. I can meet new people
3. I can have a say in how things are run around here
4. I can run things around here
5. I can easily get the information I need for health, leisure, transport, housing, education, environment etc
6. I know who to go to for help with.....

Monitor actions against outcomes

Review effectiveness of actions as a team

Change or design new actions

Survey local population about improvements using People Outcomes

Cycle of monitoring and reviewing (at least annually)