

March 2007

West Euston Partnership

Action Plan

2007/08 & 2007-2009

One-year and three-year action plan for West Euston

West Euston
PARTNERSHIP

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Strategic Objectives

The Partnership Board agreed the following strategic objectives at a series of awaydays and workshops as part of the WEP continuation strategy after the end of SRB funding to the area in March 2002. The objectives were revisited in further awaydays in 2004 and 2005.

There are clearly links and overlaps between objectives:

- 1. Working to improve the delivery of local services**
- 2. Uniting and empowering a diverse community**
- 3. Building a healthier community**
- 4. Lifelong access to opportunities for learning and work**
- 5. Creating a safer and better environment**

(Throughout this plan, the objectives have been colour-coded as above for ease of reference.)

West Euston Partnership priorities for West Euston 2007/08 and 2007-2010

This plan was developed at WEP meetings in July, October 2006 and February 2007 through a series of interactive exercises and discussions. WEP staff has used this work to draw up the Action Plan which was agreed at the WEP Board meeting of 20 March 2007.

Background

The Area

The West Euston area, in the London Borough of Camden, is defined as a Neighbourhood Renewal Area (NRA) where there are high levels of multiple deprivation. The 2,000 units of social housing on the Regent's Park estate form the main part of the area, with a further 800 units of other social housing. The area is also characterised by the ongoing development of Regent's Place, a major London business district, to north of Euston Rd. To the west lies Regent's Park and to the north 500 units of Crown estate housing. The proximity of Somers Town, Camden Town, Kings Cross and institutions like the British Library and University College are also significant for the area. The 2004 Indices of Multiple Deprivation (IMD) show that the West Euston NRA is one of the most deprived areas in Camden. According to the Camden Strategy Unit study of the data, income and employment deprivation and child poverty is widespread, barriers to housing and services are acute and environmental deprivation is a major problem. There are pockets of deprivation that rank among the 5% most deprived in England. Half of all the neighbourhoods ranked among the most health deprived areas in England with one being among the 3% most deprived.

The Partnership

West Euston Partnership (WEP) is a well-established neighbourhood partnership of local stakeholders from public, voluntary and private sectors. The main aim is to work together to improve the area for people who live and work in West Euston. WEP was set up in 1992 by local people who were concerned about local issues around young people including street fighting, racial tension and the lack of facilities and opportunities. The energy to make change happen and the need to listen to local people remain the key drivers of the work of WEP, after over 15 years.

This work now extends Camden wide, particularly in terms of economic regeneration and advice work around training, careers and jobs. This is partly due to the unique location of West Euston, within central London, with big businesses like Abbey, First National Bank and one of the largest commercial developers in the country as a partner.

As a neighbourhood organisation, WEP listens to local people and works with them to influence service providers, like the Council, the Police and health services. WEP does this with community groups and resident association representatives on the Partnership Board, by running working groups and through estate wide consultations.

The Partnership also has a role in running projects and has been very successful in bringing in considerable external funding, including £6.5 million of Single Regeneration Budget funds (enabling a total of £26million being spent in the area during the 5 year SRB programme) and almost £1 million of Lottery funding. In 2006/07 WEP brought in over 600,000 of external funding from a variety of sources.

The projects themselves also help to change and influence, by showing new ways of working to benefit and involve local people. The directly managed projects are the advice and guidance work carried out at the One Stop Shop and the Integrated Youth Project. The Partnership has the lead role in the Big Lottery funded West Euston Healthy Community Project, tackling health inequalities and promoting healthy living.

The partnership became a company limited by guarantee in 1997, and hopes to become a registered Charity in 2007.

Camden Council

The relationship with Camden is vital for the partnership. Local councillors are Directors on the Board and officers from District Housing, Parks and Open Spaces, local Schools etc. attend Board meetings and work closely with the WEP. The WEP team are Camden officers and are line managed within the Culture and Environment Directorate, Community Development and Regeneration Division. Core funds from LBC have been central to the sustainability of regeneration in the area, after the end of the 5 years of Single Regeneration Budget (£6.5million) ended in March 2002. Over £26 million was spent on the area, including major housing capital improvements, carried out by LBC. Council support continues to enable the partnership to draw in considerable external funds. The Council acts as the 'accountable' body for grant funds.

1. Working to improve the delivery of local services

West Euston Partnership has the role of taking forward neighbourhood management in the area, working with local people to identify priorities and to influence service providers: - the Council, the Police and Health Services to change things for the better.

Neighbourhood management is about working with service providers to improve local services so that problems identified by the community can be dealt with. Camden Council is one of the most important service providers in the area providing services such as Housing, Social Services, street cleaning, environmental improvements and parks management. The Police and the health services, like GP Surgeries and clinics, are other providers. In West Euston this has been done very successfully, working with local people, Camden Council, local doctors and the health services and the local pharmacy and has resulted in the development of initiatives like the West Euston Healthy Community Project.

The Partnership has taken forward neighbourhood management in the following ways:

- The Open Spaces Working group, set up to enable residents to spend their own budget from the Housing capital programme, working with community representatives, the Housing Dept. and Leisure Dept.
- The Integrated Youth Project Working Group of services providers to young people meets regularly to coordinate activities for young people; review youth disorder issues and encourage innovative project work.
- West Euston Partnership Board Forum, inviting services providers, users and others to explore local priorities; e.g. services to older people 2005
- The Healthy Community Project; Access Project community participation research work, training local Bengali women to research the health needs of their own community and to challenge the service providers.
- Finding out local priorities with the Board Directors consultation in 2005, studies and commissioned consultations. Also Office for Public Management research in 2003 and 2005, Indices of Multiple Deprivation data and census information.
- Taking forward West Euston's first Action plan, part of Camden's Neighbourhood Renewal Strategy submitted to Government Office for London in September 2002, challenging service providers on community safety and environmental improvements.

What?	How?	Who?	When
<p>Ensure the concerns that local people have about local services are heard and acted on.</p> <p>Work with local people to find out their needs and priorities for West Euston.</p> <p>Improve services for local people</p>	<ul style="list-style-type: none"> • Through the West Euston Partnership board, working groups and subcommittees • Neighbourhood management issues taken up through Board meetings; raised with service providers • Consultations run by WEP • Contribution by WEP to consultations • Community festivals and events • By working in partnership with service providers proactively 	<p>WEP LBC Other service providers PCT, Police etc</p>	<p>07/08 ongoing</p>
<p>Ensure there is a strong representative neighbourhood partnership working in West Euston</p>	<ul style="list-style-type: none"> • Support working groups and partnership Board to be effective and representative • Monitor diversity of representation • Sustainable core work and delivery of project secure long term funding 	<p>WEP Board WEP staff</p>	<p>07/08 ongoing</p>
<p>Secure long term role of WEP in the delivery of Neighbourhood Management and regeneration. WEP recognition as a good practise model, borough wide and London wide</p>	<ul style="list-style-type: none"> • Achieve and use Charitable status • Agree fundraising strategy • Secure funding from Camden • Secure external funding and agree management • Secure long term premises for WEP • Agree communications strategy to raise profile of West Euston Partnership work: - include how office move communicated to residents/stakeholders etc. 	<p>WEP Board WEP staff</p>	<p>07/08 ongoing</p>
<p>Support the LBC Housing Dept to deliver a responsive and culturally sensi-</p>	<ul style="list-style-type: none"> • Set up repairs service working from Healthy Community Project building, H-pod, local venue 	<p>WEP staff. Housing</p>	<p>07/08</p>
<p>Work with the police to ensure better community safety in the area</p>	<ul style="list-style-type: none"> • Board representative on Safer Neighbourhoods group • Support possible SN young peoples forum in West Euston • Investigate the possible reopening of Albany Police station 	<p>WEP Board, Police, youth services</p>	<p>07/08</p>
<p>Ensure there are relevant services to young people that support their needs</p>	<ul style="list-style-type: none"> • Set up WEP young people strategy working group • Develop fundraising strategy for work with young people • Support the redevelopment of the Samuel Lithgow Youth Centre 	<p>WEP Board Camden Youth and Connexions</p>	<p>07/08</p>
<p>Improve GP service to local residents</p>	<ul style="list-style-type: none"> • Continue to monitor promises/agreements by service providers arising from the from the Bangladeshi Family research project 	<p>WEP team</p>	<p>07/08 ongoing</p>

2. Uniting and empowering a diverse community

The West Euston area is a diverse community. The 2001 census found that 41.7% of residents of West Euston Neighbourhood Renewal Area were Black and Minority Ethnic Groups, including 18.1% of Bangladeshi origin and 8.5% of African origin. There is also a diverse range of ages in West Euston Neighbourhood Renewal Area, the 2001 census shows that 15.1% of the population is over the age of 60 while 21.8% is under the age of 16. All this is above the Camden average.

The West Euston Partnership Board community consultation (July to October 2005) found that 27% of respondents thought that community spirit; neighbourliness and friendliness were the most important things about living in West Euston. The Blank Wall exercise held at the summer festival 2005 reaffirmed this view where 31% of participants wrote that they like the community or friendly people. The Office for Public Management surveys has shown a measurable improvement in community cohesion.

The West Euston Community Festival, on Cumberland Market, has become a key annual event to celebrate West Euston's diverse community, and to showcase community projects to local people. West Euston Partnership held the first festival in May 1993. West Euston Community Association hosted the annual festival from 1998 to 2005 and West Euston Partnership ran the most recent festival on 29 July 2006. Another key community event held every year is the West Euston Healthy Community Project Spring Fair. The West Euston Healthy Community Project, of which West Euston Partnership is the lead partner, has built the H-pod building on the Cumberland Market adjacent to the Regent's Park Medical Centre as avenue for members of the community to meet. West Euston Partnership is committed to attaining more than 50% of the Board from either local people or from representatives from local community and voluntary groups.

In 2006-07, West Euston Partnership ran a Local Area Agreement funded Community Chest for projects encouraging social cohesion. Community Chest projects had to demonstrate how they would benefit local people and encourage interaction between groups. A panel of four Board directors decided on the allocation of the £24,000.

What?	How?	Who?	When?
Encourage greater participation in West Euston Partnership by members of the community	<ul style="list-style-type: none"> • Ensure community representation on Board as required in the charitable articles of association • Invite community chest recipients who are not already on the Board to become involved 	Board directors	07/08
Support the establishment of a standing West Euston festival standing committee	<ul style="list-style-type: none"> • Apply for funding for festival committee • Support festival committee to organise and deliver West Euston summer festival 	WEP team	07/08
Increase involvement of younger people in the WEP Board and in the area	<ul style="list-style-type: none"> • Expand youth participation work in the area • Bring in resources for the development of WEP Open Spaces working group as a forum young people. (CRE bid) 	WEP team, Youth and Connexions, Samuel Lithgow	07/08 ongoing
Create better relationships between the generations	<ul style="list-style-type: none"> • Support and carry out intergenerational project work • Open Spaces Working group; find a way to continue this intergenerational work • Spend budget for resident led improvements 	WEP team, Youth and Connexions, Leisure and Open Spaces, Housing Capital programme	07/08 ongoing
WEP to become more representative of local ethnic groups	<ul style="list-style-type: none"> • See above 		ongoing
Support the development of a harmonious, cohesive community	<ul style="list-style-type: none"> • Manage and allocate community chest funds from Local Area Agreement • Explore possible residents Forum • Set up 10 year programme of community involvement? • West Euston festival standing committee to run festivals and events that bring people together 	WEP Board, WEP panel WEP team	07/08 08/09
Improve community involvement in WEP	<ul style="list-style-type: none"> • More social community events, less formal Board meetings • Invite community members to Board meetings around specific issues, participatory activities within Board meetings 	Chair and Board directors WEP team	07/08
Support the development of a new community association/community facility for all communities to share.	<ul style="list-style-type: none"> • Develop timetable for H-Pod as a community building, meeting the needs of all local people • Agree Community Space Plan under the Section 106 agreement (Regent's Place) for community use of Diorama theatre. • Set up WEP subcommittee to manage community access to space 	Healthy Community Project Steering Group and Delivery Group WEP team WEP Planning Working group	07/08 & yearly 07/08 08/09

3. Building a healthier community

The 2001 census found that 17.6% of residents in West Euston Neighbourhood Renewal Area have limiting long-term illness. This is above the Camden average. The census also states that 66.9% of residents have 'good' health, this is below the Camden average.

Healthy living has been a key issue for West Euston Partnership and the area since the end of Single Regeneration Budget funding in 2002. West Euston Healthy Community Project partnership was formed. Current partners are West Euston Partnership (lead partner), Camden PCT, Regent's Park Medical Centre, Third Age Project, Green Light Pharmacy, and Bengali Workers Association.

Several pilot projects, and the establishment of the Well-being Centre beneath Green Light Pharmacy, were developed and delivered through Neighbourhood Renewal funding and the Healthy Community Project partnership successfully bid for 5 years Healthy Living Centres funding from Big Lottery Fund. The Lottery funding began in October 2003 and will end in September 2008.

The West Euston Healthy Community Project has 3 key target groups: older people, younger people and BME people. Activities include: risk assessments and screening, healthy living talks in English and community languages, exercise classes and complementary therapies, courses and taster sessions and trips for young people.

A key aspect of the West Euston Healthy Community has been the construction and opening of the H-pod building adjacent to the Regent's Park Medical Centre on Cumberland Market as a central focal point for healthy living activities, including a community café, in West Euston. Funding for the H-pod came from the Big Lottery Fund with essential match funding by Camden Council. The building is on Council land and West Euston Partnership holds the lease for the building.

In 2006 West Euston Partnership used Neighbourhood Renewal funding to undertake a participatory research exercise into Bangladeshi family health needs. Local Bangladeshi women were trained in research techniques and spoke to over 150 women from their community. Recommendations were around relationships with family health providers, access to health and other information, housing and community safety and increasing women friendly spaces.

What?	How?	Who?	When?
Continue to work in partnership to address health inequalities in the area	<ul style="list-style-type: none"> • Get the West Euston healthy living centre, the H-Pod, open and up and running • Develop timetable of activities and encourage new partners of the Healthy Community Project to make use of the new building • Hold launch event of H-Pod in Spring 2007, inviting key officers, councillors and other dignitaries 	WEP team, Healthy Community Project Steering and Delivery Group	07/08
Ensure long term sustainable funding for Healthy Community project H-pod building	<ul style="list-style-type: none"> • Deliver on business plan and fundraising strategy to make H-Pod and HCP sustainable after the end of Big Lottery funding in September 2008 	Healthy Community Project Steering and Delivery Group WEP team Camden Primary Care Trust	08/09, 09/10
Deliver successful work from the H-pod and secure the good reputation of the HCP	<ul style="list-style-type: none"> • Agree communications strategy with partners • Ensure resources for publicity etc 		07/08, 08/09

4. Lifelong access to opportunities for learning and work

Residents of working age living in West Euston are still more likely to be:

- unemployed, under-employed (i.e. not working the hours they'd like/fulfilling their potential)
- low-skilled and holding no/few qualifications
- living on low incomes

than other people living in the borough of Camden or in greater London. Helping people to access opportunities for learning and work is therefore a key aim of the West Euston Partnership.

As a neighbourhood located in central London, West Euston is close to economically thriving areas such as Camden Town and Soho, but many of its working age residents struggle to access employment opportunities on the doorstep. It is recognised that particular groups in the community face specific barriers to entering the labour market. For example, refugees who hold overseas qualifications not recognised or valued in the UK, young people aged 16+ who left school with no/low-grade GCSEs, lone parents living on low incomes (as childcare costs in central London are the highest in the country), ex-offenders with no recent employment history and people with disabilities (physical and/or mental) trying to get back into work.

In an effort to address the above issues, the West Euston Partnership has been active in ensuring a range of careers advice; employment support and training projects are delivered in the neighbourhood since 1998. In 1999 it opened the SRB funded 'One Stop Shop', an advice centre and community resource that continues to provide local residents and people living in the wider central London area with professional, confidential and impartial advice and information on employment, training, education and careers. The centre operates as a 'neutral', easily accessible, community-based space that supports both young people and adults in achieving their learning/employment goals.

The centre has developed priorities jointly with the WEP Board. They are:

- Outreach work to hard-to-reach groups using established community bases where people meet already for other reasons.
- Cross-area working gaining from experience of wide range of providers and avoiding duplication.
- Building up links to mainstream employment and creating access pathways, particularly for BME groups.

Providing longer term supportive work, including delivering confidence coaching skills and job interview preparation.

The One Stop Shop is now a partner in a range of projects that deliver to people living across Camden and in neighbouring central London boroughs (in particular, Westminster and Islington). The centre has developed a strong track record in good quality IAG delivery and positive partnership working with other agencies. It is regarded as one of the borough's key Information Advice and Guidance (IAG) advice resources.

The West Euston Partnership Board has, since its inception, had a good relationship with key businesses based in the West Euston area. In particular, some large companies who subscribe to significant corporate social responsibility policies e.g. British Land, Abbey, and Prudential. It remains important for the Board to engage proactively with the local private sector in different ways to the benefit of the West Euston residential community.

The Head-Start Learning Centre, originally set up as a WEP SRB project, next to Netley primary school is another Partnership-supported facility in West Euston that helps residents access learning and work opportunities. Its services at Headstart are now for all Camden residents. It offers adult & family learning courses, workshops and events. Headstart is managed and funded by Camden Adult & Community Learning Service, which is part of the Children, Schools & Families department. The centre works closely with the local schools to engage and involve local parents.

What?	How?	Who?	When?
Work to support local people into local jobs	<ul style="list-style-type: none"> • Develop One Stop Shop advisors' links with local Job Broker projects (e.g. At Work Job Shop, NHS Job Shop) • Ensure One Stop Shop is involved in delivery of LDA employment programme under 'Camden Working' • Ensure construction employment & training opportunities in Camden are made accessible to local residents 	<ul style="list-style-type: none"> - WEP team - Job Broker projects - Camden Council - WEP team - Camden Council - WEP team -Kings Cross Construction Training project - British Land - Camden Council - Others (e.g.Housing Trust) 	<p>07/08</p> <p>07/08</p> <p>07/08</p>
Help the longer term unemployed and most disadvantaged residents (young people & adults) access the labour market.	<ul style="list-style-type: none"> • Ensure the long-term sustainability of the One Stop Shop and its presence in West Euston • Provide individuals with IAG (Information, Advice & Guidance) support and skills training. • Successfully run the (outreach on estates) 'Camden Housing & Employment project' (CHEP) for a second year • Keep delivering 'NextStep' Advice contract and meet Learning & Skills council (LSC) targets • Keep delivering the 'Skills Coaching' contract and meet LSC targets • Maintain links with the Youth & Connexions Service • Ensure WEP is involved in discussions about the closure of Westminster-Kingsway College's Longford St. site. 	<ul style="list-style-type: none"> - WEP team - British Land - Camden council -CHEP project - WEP team -Central London NextStep Network - WEP team - Central London NextStep Network - Jobcentre Plus - WEP team - Youth & Connexions - WEP team - WK College - Council planners 	<p>07/08 - 2010</p> <p>07/08</p> <p>07/08</p> <p>07/08</p> <p>07/08 - 2010</p>
Improve partnership working with schools, supporting wider aspects of young peoples development.	<ul style="list-style-type: none"> • Explore ways of working with the 'Extended schools' programme, working initially with Netley school who are on the WEP Board 	<ul style="list-style-type: none"> - WEP Board, WEP team, local schools 	<p>07/08</p>
Explore a possible WEP role in the impact on small businesses of the new business district and role in business development.	<ul style="list-style-type: none"> • Develop a strategic approach with officers, report to Board • Explore possibilities of bringing in investment to the area. 	<ul style="list-style-type: none"> WEP team, WEP Board 	<p>07/08,09</p>

5. Creating a safer and better environment

Over half of the 6.5 million SRB grant was allocated to the physical regeneration of housing and open spaces on the Regents Park Estate. The environmental improvements element is still to be completed (as of April 2007) with a further 2.5million from the LBC Housing Capital programme.

WEP commissioned a series of major consultations on environmental improvements including an estate wide survey, consultation with young people as well as pioneering work with the Women's Design Service on community safety audits, forming the basis for the capital improvements SRB programme.

WEP contributed to the Scrutiny panels on Environment improvements and provided a report to the Housing consultation Scrutiny panel. A number of consultations on environmental improvements and Open Spaces have been carried out with pilot work in Community Space Audits. The Open Spaces Working group was set up to agree with residents how they want to spend the £200,000 set aside for resident led improvements, which WEP has made possible in partnership with Housing Capital programme.

What?	How?	Who?	When?
Improve the physical environment for all in the area	<ul style="list-style-type: none"> • Ensure resident led improvements from the Open Space Working group are built • Work with LBC and private sector partners to ensure community benefits from Planning application in the area • Make sure the Section 106 agreements are implemented in the area e.g. public art, ball courts etc. 	<p>LBC Parks and Open Spaces, WEP team WEP Planning Working group</p> <p>LBC Planners, WEP team, Board, WEP Planning Working group</p>	07/08
Encourage greater recycling and raise awareness	<ul style="list-style-type: none"> • Get more recycling points on Regent's Park estate • Explore possible community composting on Regent's Park estate 	Camden Council Board directors and WEP team	07/08, 08/09
Raise awareness of climate change as a key issue for West Euston	<ul style="list-style-type: none"> • Show how reducing energy consumption can save people money, for example energy saving light bulbs can reduce household bills by 10% within a year • Make links with Energy Savings Trust, develop household energy audits, get free light bulbs 	Board directors WEP team	07/08, 08/09
Increase ownership of open space by residents, especially young people	<ul style="list-style-type: none"> • Get more activities for young people, especially in the evening • Get youth shelter built in 2007 • Support on going Open Spaces working group; fundraising for resources 	LBC Parks and Open Spaces, Youth and Connexions, Housing, Board directors and WEP team	07/08 ongoing



West Euston

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