



deliverington

Our vision is to enable local people to create a new Kensington which will be a location of choice for people and businesses, managed by the community for the community.



contents

Foreword	1				
Looking forward	3				
SECTION ONE: Introduction	5				
1.1 Overview of the New Deal for Communities initiative	5				
1.2 Overview of the area	5				
SECTION TWO: The Kensington NDC programme 2008 – 2010	7				
2.1 Introduction	7				
2.2 Planning for sustainability	7				
		SECTION THREE: Summary of the 2008 – 2010 NDC financial commitment	9		
		3.1 2008 – 2009 financial commitment	9		
		3.2 2009 – 2010 financial commitment	10		
		SECTION FOUR: A place to learn, work and do business	11		
		4.1 Employment, enterprise and lifelong learning – the context	11		
		4.2 Employment, enterprise and lifelong learning – the challenge	11		
		4.3 What's been done to date	16		
		4.3.1 Kensington NDC activities	16		
		4.4 The key themes and priorities	17		
		4.4.1 Introduction	17		
		4.4.2 Education and skills – key themes	17		
		4.4.3 Employment and worklessness – key themes	17		
		4.4.4 The priorities and projects	18		
		SECTION FIVE: A better, smarter place to live	21		
		5.1 Housing and neighbourhood services – the context	21		
		5.2 Housing and neighbourhood services – the challenge	22		
		5.3 What's been done to date	24		
		5.3.1 Kensington NDC activities	24		
		5.4 The key themes	25		
		5.5 The priorities and projects	26		
		SECTION SIX: Community and quality of life	27		
		6.1 Introduction	27		
		6.2 A safer community	27		
		6.2.1 A safer community – the challenge	27		
		6.2.2 What's been done to date	29		
		Kensington NDC activities	29		



6.2.3	The key themes and priorities	32	6.4	A stronger community	37	SECTION SEVEN: How we operate		41	SECTION EIGHT: The priorities and proposals		45
	Introduction	32	6.4.1	A stronger community – the context	37	7.1	Status of the Partnership	41	8.1	Communications	45
	The key themes	32	6.4.2	A stronger community – the challenge	37	7.2	Role and purpose of the Partnership	41	8.2	Strategy and mission	45
6.3	A healthier community	33	6.4.3	What’s been done to date	38	7.3	Board structure and Constitution	41	8.3	Principles	45
6.3.1	A healthier community – the context	33		Kensington NDC activities	38	7.4	Conflict of interests	42	8.4	Our audience	46
6.3.2	What’s been done to date	36	6.4.4	The key themes and priorities	38	7.5	Board meetings	42	8.5	The Kensington Regeneration 2007-2009 communications programme	46
	Kensington NDC activity	36		Introduction	38	7.6	Committees and theme-based projects	42	8.6	Events, forums and festivals	47
6.3.3	The key themes and priorities	36		The key themes	39	7.7	Accountable body	43	8.7	Photography and film	48
	Introduction	36		The priorities and project	39	7.8	Finance	43	8.8	Other means of communication	48
	The key themes	36				7.9	Company model	43	8.9	Diversity and cohesion	48
	The priorities and projects	37									



foreword



A warm welcome to the Kensington Regeneration Delivery Plan for the 2008/10 financial years. There are now just two years left of our programme so we are entering a very important period for the organisation in two distinct ways.

One first priority will be to complete the remaining major projects as these schemes will be a key part of the new Kensington we have all worked to create.

Our second priority will be to plan for 2010 and beyond, after Kensington Regeneration has closed its doors for the final time. We need to work closely with our partners to ensure that as many of our key projects and services as possible can continue to benefit local residents in the future.

As you can see, even though we are now well into the last quarter of our programme, there is still a huge amount of work to do to ensure that we achieve all our regeneration objectives for Kensington.

For this reason, I would like to take this opportunity to thank everyone who has supported our work in the past, and to ask for your continued support over the all-important next two years.

By working together we can continue to make a difference and to look forward to further significant change for the better in our area.

A handwritten signature in black ink, appearing to read 'N Williams', written on a light blue background.

Norma Williams
Chair of Kensington Regeneration

looking forward



Our Delivery Plan for 2008/10 sets out how we will build on the improvements we have made to life in Kensington over the last eight years. These improvements have become increasingly evident in recent times, and not just in terms of large projects like Kensington Community Sports Centre, the Academy and the Life Bank.

Look at the figures – the hard work of the Police has resulted in a 31.5 per cent reduction in robberies and a 27 per cent increase in public confidence in the area. Look at the achievements of schools – several primary schools have received remarkable Ofsted reports. Look at the achievements of individuals – 228 residents found work and 673 obtained qualifications in just one 12-month period. And look at the environment – there have been major improvements to many homes, shops and public areas.

These – and many other changes like them – are all extremely positive results, and it's very encouraging that the improvements have received official recognition both in terms of the findings of a recent MORI survey and by Kensington Regeneration being acknowledged as an 'Excellent Partnership' by the Government.

The good news is that the improvements will continue over the next two years with the housing schemes on Tunnel Road and Gilead Street, the new neighbourhood centre on Beech Street and the wide range of other projects that we are funding as part of our Delivery Plan.

I would like to thank the Kensington Regeneration Board and staff team, and our partners, for their contribution to this success. Most of all though, I would like to thank the many local residents who are involved in our work. It is their ideas, their local knowledge and their commitment which is making the regeneration of Kensington a reality.



Chief Executive of Kensington Regeneration



1 INTRODUCTION

1.1 OVERVIEW OF THE NEW DEAL FOR COMMUNITIES INITIATIVE

The New Deal for Communities (NDC) is a government backed initiative for the intensive regeneration of 39 of the UK's most disadvantaged neighbourhoods. The programme supports regeneration schemes that tackle such problems as:

- poor job prospects;
- high levels of crime;
- educational underachievement; and
- poor health.

The NDC's goal is to reduce the gaps, in terms of deprivation and inequality, between some of the poorest neighbourhoods and the rest of the country. The NDC is based on partnerships that are firmly rooted in, and representative of, the community. These partnerships bring together residents, voluntary organisations, local authorities and other public agencies and business – all those with a contribution to make to the regeneration of the neighbourhood.

Liverpool's bid to the government to make Kensington a New Deal for Communities area was successful and Kensington

Regeneration, a community-based regeneration partnership was set up to deliver the programme and became operational in 2000. NDC funding will cease in March 2010.

Kensington Regeneration (KR) is an unincorporated partnership set up to run the New Deal for Communities initiative for the people in the New Deal area. It was created to develop and strengthen the partnership between the local community and the organisations that serve it. With strong, elected community representation on the Board, local people are taking the lead in deciding their own future.

The KR Operations Committee endorsed this Delivery Plan 2008-10 on the 19th March 2008.

The involvement of the Board, with its community representatives, mainstream providers and other partners has ensured that the programme is realistic, deliverable and based on the needs of the residents of the Kensington New Deal area.

This document reviews progress to date and sets out priorities and actions for the period April 2008 – March 2010. It will serve as a tool for the Board and the officers of Kensington Regeneration in the instigation,

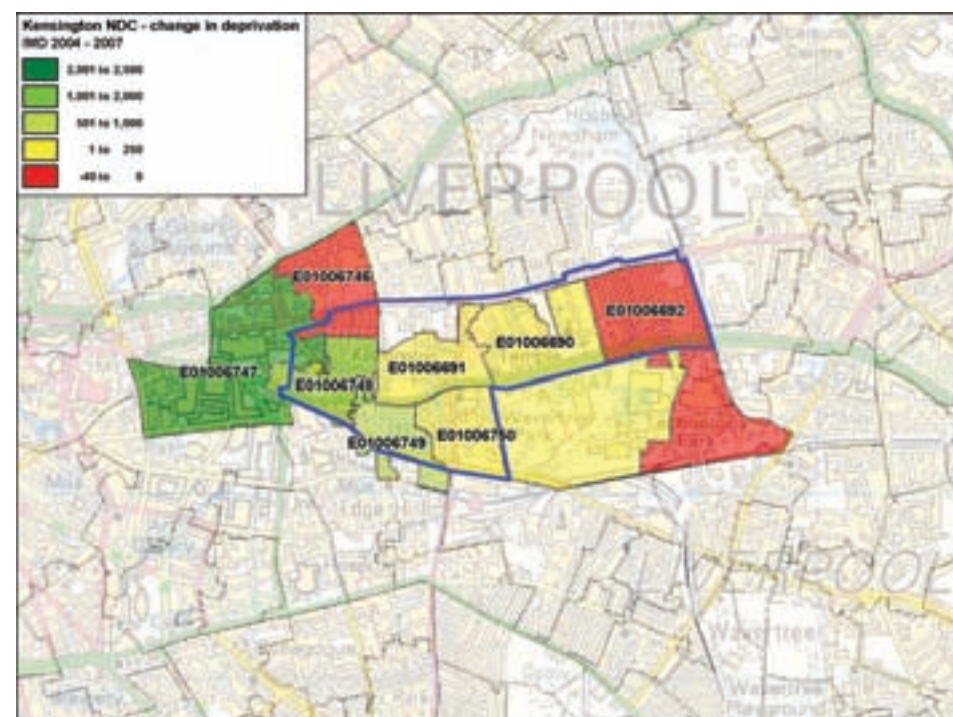
delivery and monitoring of the programme. The actions identified will be delivered through close joint working with the community and a range of other partners in the public, private and voluntary and community sectors.

1.2 OVERVIEW OF THE AREA

Kensington NDC area still has some way to go in attaining socio-economic standards

comparable with those across the City of Liverpool, but there are clear indications that encouraging progress is being made.

The recently published 2007 Index of Multiple Deprivation (IMD) enables direct comparison at a small area level with conditions pertaining in 2004. The IMD is a holistic measure of deprivation based on seven domain indices¹ to generate a relative rank of deprivation for all Lower Layer Super Output Areas in England. As shown on



Map 1. Kensington NDC: Change in deprivation (IMD 2004 – 2007)

© Crown Copyright 2008

¹ IMD 2004/07 – seven domain indices: income; employment; health, deprivation and disability; education, skills and training; barriers to housing and services; crime; and living environment.

Map 1, the Kensington NDC area includes eight Lower Layer Super Output Areas (LSOAs) (although there is not a precise fit in terms of boundaries). The map compares the national rankings of the Kensington LSOAs in terms of deprivation between 2004 and 2007 (see also Table 1).

Six of the eight Kensington LSOAs have demonstrated an improvement in their IMD rank over the three year period, indicating a relative reduction in the level of deprivation. Three LSOAs (all at the western end of the area and in closest proximity to the City Centre) have undergone significant positive change, indicated by their movement up a percentile band. Generally the extent of improvement has been least in the east of the NDC area (indeed, the Fairfield area has

shown a continued relative decline). Results from the 2006 MORI Household Survey largely confirm this general impression that overall the area is improving and therefore by implication that the on-going work of Kensington Regeneration is generating benefits. For example, with regard to the area as a place to live the following responses were recorded:

- 81% thought the quality of life in the area was fairly / very good, an increase from 77% in 2004;
- 58% were very / fairly satisfied with the area, an increase from 47% in 2004;
- the proportion of people who have lived in the area for 2 years or more who thought the area was much / slightly worse than 2

years ago fell from 37% in 2004 to 34% in 2006; and

- 90% of respondents had heard of KNDC, of which 50% felt that NDC had improved the area a great deal / fair amount, an increase from 32% in 2004.

These improved perceptions of the area are substantiated by several of the key indicators which are identified in subsequent sections of this Delivery Plan. In summary:

- educational attainment at all levels has improved significantly, and is on course to achieve targets;
- numbers of 16 year olds staying on in full-time education has improved by almost 60%;
- all key employment and worklessness indicators show improvements – in particular, the percentage of residents who are economically active and in employment have both increased substantially and have either exceeded or are on course to achieve targets;
- property prices have increased at a rate well above the Liverpool average; and
- the performance on all key crime indicators has been better than that in the City as a whole.

Notwithstanding these significant improvements, major issues of deprivation remain. In addition skills levels amongst the adult population remain very low and, while unemployment rates have improved, the gap with the Liverpool average has remained constant.

Table 1.1: Kensington NDC LSOA's – 2004 – 2007 change						
Code	LSOA	IMD 2004		IMD 2007		Change
		Rank	Percentile	Rank	Percentile	
1	E01006690	457	Bottom 5%	699	Bottom 5%	Improved
2	E01006691	72	Bottom 1%	231	Bottom 1%	Improved
3	E01006692	241	Bottom 1%	204	Bottom 1%	Worsened
4	E01006746	112	Bottom 1%	99	Bottom 1%	Worsened
5	E01006747	2,971	Bottom 10%	5,386	Bottom 20%	Improved
6	E01006748	923	Bottom 5%	2,236	Bottom 10%	Improved
7	E01006749	137	Bottom 1%	698	Bottom 5%	Improved
8	E01006750	46	Bottom 1%	154	Bottom 1%	Improved



2: THE KENSINGTON NDC PROGRAMME 2008 – 2010

2.1 INTRODUCTION

The initial ten-year Delivery Plan was produced in 2000 and set out a vision for Kensington's future. It was based on the results of a detailed analysis of the area and outlined what had to be achieved in ten years time. The plan described how an extensive process of local consultation, surveys and community work had identified the key themes that needed to be addressed. Strategic outcomes and targets were defined for each theme; details of what would be delivered; and milestones for achieving them. The Plan also set out the baselines against which progress was to be measured and compared these with data for Liverpool and England. The identified themes formed the framework for the work of Kensington Regeneration. They were:

- employment and enterprise;
- lifelong learning;
- crime and community safety;
- housing and the environment;
- promoting neighbourhood services;
- health and the quality of life; and
- community.

These seven themes have since been consolidated into three overarching delivery strands:

- A place to learn, work and do business;
- A better, smarter place to live; and
- Community and quality of life.

An anticipated overall programme cost of £309.8m was estimated comprising:

- £61.9m from NDC – government funding; and
- £242.9m from other sources.

2.2 PLANNING FOR SUSTAINABILITY

This Delivery Plan is for the final two years of NDC funding to Kensington. A key priority for the period will be to plan for ensuring that the benefits achieved to date are sustained and consolidated post-2010. The Partnership has in 2007-08 completed 'A Kensington Regeneration Succession Strategy Consultation Study' and an Appreciative Inquiry model NDC Partnership away day. It has also established a cross-agency succession group. This work now needs to be taken forward into a detailed plan. The plan will consider in detail:

- what the succession needs are;

- how they are best met i.e. whether through existing structures and/or some form of Kensington Regeneration successor body; and
- how they will be resourced.

Development of the Plan will require wide and detailed consultation with local residents, community and delivery organisations and partner agencies (including in particular Liverpool City Council).

The scope of this planning will include consideration of future arrangements and priorities for:

- the continued engagement and participation of the Kensington community in the future regeneration of the area and in influencing plans and service delivery. This needs to be considered in particular in the context of the evolving approach in the City towards neighbourhood management. It will require detailed discussion with Liverpool City Council to explore the degree to which Kensington Regeneration's role in 'providing a community voice' will be absorbed within the new arrangements and to what extent there will be a need for a continued Kensington-specific forum;
- key projects that have been supported through NDC resources and for which

there is a continuing need post-2010.

Kensington Regeneration staff will work with individual projects to assess requirements and develop appropriate plans for ensuring sustainability. An example is the work that has already commenced on preparation of a business plan for Kensington Community Learning Centre. A range of options for individual projects will need consideration including, in some instances, merger and the sharing of resources. Where relevant, successor bodies to take over responsibility for projects and/or provide specialised support will also require identification;

- influencing mainstream service delivery and ensuring its responsiveness to the area's needs and opportunities. A top priority throughout the Kensington NDC programme has been to ensure a multi-agency, partnership approach that embeds the lessons learnt into statutory provision. The scope of future arrangements and extent to which there is a continuing need for a forum or agency to provide inputs will be subject to detailed discussion with relevant agencies; and
- the closure, or 'wind-down', of activities that have fulfilled their remits.

Consideration of the above will inform

decisions on the detailed form and responsibilities that any successor body(ies) should take. The partnership has already created Kensington Regeneration CIC as a Community Interest Company limited by guarantee to act as a potential succession vehicle. It complies with Government requirements in terms of legal structure for a succession body and potentially provides a long-term vehicle for attracting funding and locking in and recycling assets for the good of the local community. Detailed definition of its future role will require consideration of the future 'successor roles' to be played by both:

- mainstream agencies – including in particular the City Council and Community 7; and
- local community organisations – including Parks Options.

The plan will also identify the means by which post-NDC activities will be resourced. A range of options will be explored including:

- provision of legacy funding for an initial period;
- use of income generated through existing assets including recycled funding from the Kensington Property Investment Fund;
- acquisition of new income-generating assets to be vested in the successor body;

- contributions – both financial and 'in-kind' – from the existing partner agencies;
- use of other regeneration funding including the Working Neighbourhoods Fund; and
- the potential for the successor vehicle to act as a social enterprise undertaking trading activities – including, for example, the management of assets in the area held by other agencies (such as the City Council and Community 7).



3: SUMMARY OF THE 2008 – 2010 NDC FINANCIAL COMMITMENT

3.1 2008 – 2009 FINANCIAL COMMITMENT

A summary of the Kensington Regeneration NDC financial commitment for 2008 – 2009 is given in the table:

Table 3.1 Summary of the NDC financial commitment 2008 – 2009					
SUMMARY	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL (£)
A PLACE TO WORK, LEARN AND DO BUSINESS					
EDUCATION AND SKILLS					
Capital	0	0	0	250,000	250,000
Revenue	133,750	133,750	275,250	275,250	818,000
Sub total	133,750	133,750	275,250	525,250	1,068,000
EMPLOYMENT AND WORKLESSNESS					
Capital	0	0	0	250,000	250,000
Revenue	152,500	152,500	288,500	288,500	882,000
Sub total	152,500	152,500	288,500	538,500	1,132,000
A BETTER, SMARTER PLACE TO LIVE					
HOUSING AND NEIGHBOURHOOD SERVICES					
Capital	97,396	320,179	1,405,500	2,726,925	4,550,000
Revenue	125,000	125,000	125,000	125,000	500,000
Sub total	222,396	445,179	1,530,500	2,851,925	5,050,000
COMMUNITY AND QUALITY OF LIFE					
A SAFER COMMUNITY					
Capital	37,500	37,500	37,500	37,500	150,000
Revenue	103,750	103,750	121,250	121,250	450,000
Sub total	141,250	141,250	158,750	158,750	600,000
A HEALTHIER COMMUNITY					
Capital	0	50,000	50,000	50,000	150,000
Revenue	38,750	38,750	93,750	93,750	265,000
Sub total	38,750	88,750	143,750	143,750	415,000
A STRONGER COMMUNITY					
Capital	0	0	100,000	100,000	200,000
Revenue	67,500	92,500	137,500	182,500	480,000
Sub total	67,500	92,500	237,500	282,500	680,000
CROSS CUTTING THEMES					
Capital	0	0	0	0	0
Revenue	61,250	76,250	156,250	156,250	450,000
Sub total	61,250	76,250	156,250	156,250	450,000
MANAGEMENT AND ADMIN	151,250	151,250	151,250	151,250	605,000
TOTAL 08/09 BUDGET	968,646	1,281,429	2,941,750	4,808,175	10,000,000

3.2
2009 – 2010 FINANCIAL
COMMITMENT

Detailed allocations 2009 – 2010 have yet to be determined. Table 3.2 presents a broad summary of the proposed spend broken down by revenue and capital allocations.

Table 3.2: Proposed KNDC spend 2009 – 10		
Theme	Revenue (£)	Capital (£)
Themes	1,533,657	4,000,000
Cross cutting themes	300,000	0
Management and administration	459,313	0
Total	2,292,970	4,000,000



4: A PLACE TO LEARN, WORK AND DO BUSINESS

4.1 EMPLOYMENT, ENTERPRISE AND LIFELONG LEARNING – THE CONTEXT

The policy context for Kensington's employment, enterprise and lifelong learning activities has continued to evolve over the past year. At a national policy level the Welfare Reform Green Paper 'A new deal for welfare: Empowering people to work', published in January 2006, set out an aspiration of achieving an employment rate equivalent to 80% of the working age population. Underpinning this aim three headline targets were identified:

- reduce by 1 million the number on incapacity benefits;
- help 300,000 lone parents into work; and
- increase by 1 million the number of older workers.

The paper also introduced the idea of City Strategies – joint sub-regional approaches to tackling high levels of worklessness. Merseyside was successful in achieving City Strategy pathfinder status and a consortium – led by Knowsley Council and comprising

key partners including Liverpool City Council, Jobcentre Plus and the Learning and Skills Council – has developed a 2 year delivery plan for April 2007 to March 2009. The consortium is focusing on achieving the Local Area Agreement 4th Block targets, which includes increasing the Liverpool employment rate to 64.4% by 2010, through collectively targeting agreed groups including lone parents, residents on incapacity benefit, people with no/ow qualifications, young people who are not in employment, education or training, people over 50 years, people from BRM communities, women returners and residents of low income households where children are living in poverty. The primary focus will be on workless residents in the identified Deprived Areas Fund wards – including Kensington.

With regard to lifelong learning, the Greater Merseyside Learning and Skills Council has identified two priority areas for targeting resources to benefit the adult population. The targets set out in 'Transforming learning and skills – our annual statement of priorities' will aim to:

- reduce by at least 40% the number of adults in the workforce who lack an NVQ Level 2 or equivalent by 2010. This will be achieved through the roll out of the Train

to Gain programme from August 2006. Train to Gain will provide 'Skills Brokers' to undertake skills analysis of the workforce; work with employers to agree the training required; identify training providers; advise on funding options; and review the training package with the employer. As well as accredited training providers the Train to Gain programme will also provide access to flexible training; and

- improve basic skills through targeting the existing Skills for Life programme more effectively.

The remaining two years of the NDC programme will see greater priority given to supporting Kensington residents in achieving higher level qualifications and enhancing employability. The focus for interventions will include basic skills, apprenticeships and NEET young people (not in education, employment or training). Additional funding will be sought from the new European programme (which will run from 2008 – 2013) and co-financed funds through Learning and Skills Council and Jobcentre Plus.

Kensington NDC's approach to employment, enterprise and lifelong learning in the area is to bring all partners together to provide joint leadership and overview in pursuit of its strategic aims and targets. The programme is

co-ordinated through the Education, Lifelong Learning, Employment and Enterprise Committee, which comprises representatives of the community and the key agencies. The aim is to influence mainstream delivery and where appropriate deploy NDC resources to add value and fill gaps.

Partner agencies deliver a wide range of services and activities in the area. Much of the focus of KNDC has been on working with and influencing this mainstream provision. This work is being further developed through formalised local service delivery agreements – for example between Jobcentre Plus and the Jobs, Education and Training Team. In addition to strategic co-ordination through the NDC board and committee structure, there is regular liaison and joint working at the operational level to inform and develop delivery in line with local needs and objectives.

4.2 EMPLOYMENT, ENTERPRISE AND LIFELONG LEARNING – THE CHALLENGE

Table 4.1 sets out the latest position in the Kensington Regeneration area with regard to the NDC baseline targets for both Education and Skills and Employment and

Worklessness. It also includes a number of supplementary indicators (in *italics*). The table provides an ‘at-a-glance’ view of whether absolute improvements are being achieved as well as the likelihood of targets being met.

Overall, encouraging progress has been made. With the exception of ‘adults with no qualifications’, the area has improved across all indicators and appears to be on course to meeting most other targets. The main exception to this is the very challenging target of reducing unemployment to within 10% of the City average.

The following presents a brief summary of progress achieved:

Table 4.1. Targets, baselines and progress to date					
Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target if identified
EDUCATION AND SKILLS					
1. Increase the percentage of pupils obtaining five or more GCSE's at A* – C grade to at least the Liverpool average	NDC (2002) 26.7% Liverpool avg (2002) 38.3% Source: SDRC NDC Evaluation (30.3% below the Liverpool avg)	29% of pupils achieving	NDC (2007) 34.0% Liverpool avg (2007) 58.0% Source: LCC (41.3% below the Liverpool avg)	IMPROVING	NO
2. Increase the number of 11 year olds achieving Key Stage 2 Level 4+ in English, Maths and Science to the Liverpool average	NDC (2001) English 57%* Maths 50.5%* Liverpool avg (2001) English 69.7% Maths 63.7% Source: LCC	The Liverpool average	NDC (2007) English 72.7% Maths 66.2% Science 76.3% Liverpool avg (2007) English 76.7% Maths 73.4% Science 84.1% Source: LCC	IMPROVING	YES
3. Reduce the proportion of total poor numeracy and literacy to no worse than the Liverpool average	NDC (2002) Spelling 17% Reading 8% Writing 13% Maths 24% Source: MORI Survey	No intermediate target	NDC (2006): Spelling 15% Reading 7% Writing 8% Maths 15% Source: MORI Survey	IMPROVING	YES
4. Reduce the proportion of adults (aged 16 – 65 years) possessing no qualification to 20%	NDC (2002) 27% Source: MORI Survey	26%	NDC (2006) 31% Source: MORI Survey	WORSENING	NO

Table 4.1. Targets, baselines and progress to date

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target if identified
5. Increase the rate of post 16 year olds staying on in full-time education	NDC (2001) 34.2% Liverpool avg (2001) 43.9% Ratio NDC : Liverpool avg 0.78 : 1 Source: SDRC NDC Evaluation	No intermediate target	NDC (2005) 53.9% Liverpool avg (2005) 59.9% Ratio NDC : Liverpool avg 0.89 : 1 Source: SDRC NDC Evaluation	IMPROVING	YES
EMPLOYMENT AND WORKLESSNESS					
6. Reduce unemployment to no more than 10% above the Liverpool average	NDC (2000) 12.4% Liverpool avg (2000) 7.2% Ratio NDC : Liverpool avg 1.72 : 1 Source: SDRC NDC Evaluation	Within 30% of the Liverpool average	NDC (2007) 9.1% Liverpool avg (2007) 5.1% Ratio NDC : Liverpool avg 1.78: 1 Source: LCC	IMPROVING	NO
7. Increase the proportion of household members aged 16 years+ who are economically active to 55%	NDC (2002) 44% Source: MORI Survey	50%	NDC (2006) 52% Source: MORI Survey	IMPROVING	YES
8. Increase the proportion of residents in paid employment to 40%	NDC (2002) 31% Source: MORI Survey	35%	NDC (2006) 43% Source: MORI Survey	IMPROVING	ACHIEVED ✓
9. Increase the average household income to no more than 10% below the Liverpool average	NDC 26% below Liverpool average	16% below the Liverpool average	NDC (2006) 14%* below the Liverpool average Source: CACI Kensington and Fairfield ward £23,135 Liverpool avg £26,800	IMPROVING	YES

Table 4.1. Targets, baselines and progress to date

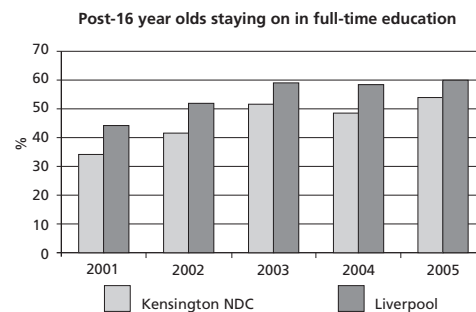
Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target if identified
ADDITIONAL INDICATORS					
10. Work limiting illness	NDC (2000) 19.3% Liverpool avg (2000) 15.2% Ratio NDC : Liverpool avg 1.27 : 1 Source: SDRC NDC Evaluation	No intermediate target	NDC (2007) 17.3%** Liverpool avg (2007) 12.2%** Ratio NDC : Liverpool avg 1.42 : 1 Source: SDRC NDC Evaluation	IMPROVING	
11. Work limiting illness exit rates (IB/ SDA)	NDC (1999/00) 17.2% Liverpool avg (1999/00) 19.2% Ratio NDC : Liverpool avg 0.90 : 1 Source: SDRC NDC Evaluation	No intermediate target	NDC (2003/05) 19.7% Liverpool avg (2003/05) 21.2% Ratio NDC : Liverpool avg 0.93 : 1 Source: SDRC NDC Evaluation	IMPROVING	
12. Low income (as a proportion of total people aged 0-59 that are living in families receiving IS or JSA-IB)	NDC (2000) 47.2% Liverpool avg (2000) 29.2% Ratio NDC : Liverpool avg 1.61 : 1 Source: SDRC NDC Evaluation	No intermediate target	NDC (2005) 38.6% Liverpool avg (2005) 23.7% Ratio NDC : Liverpool avg 1.63 : 1 Source: SDRC NDC Evaluation	IMPROVING	
13. Worklessness exit rates (not receiving IB/ JSA/ SDA)	NDC (1999-01) 28.3% Liverpool avg (1999/00) 30.0% Ratio NDC : Liverpool avg 0.94 : 1 Source: SDRC NDC Evaluation		NDC (2003/05) 28.5% Liverpool avg (2003/05) 29.7% Ratio NDC : Liverpool avg 0.96 : 1 Source: SDRC NDC Evaluation	IMPROVING	

* Figure for Kensington ward ** calculated on the basis of 2005 mid-year population estimates for Kensington NDC and Liverpool.

A. Education and skills

Educational performance of school age residents has continued to strengthen:

1. In 2007 34.0% of KNDC's GCSE pupils achieved 5 or more A*-C qualifications, exceeding the 2005/06 intermediate target by 5%. Overall, GCSE attainment amongst NDC pupils has improved by 7.3% on 2002. The Kensington Academy is the fastest improving school in the country for attainment at GCSE – achieving 44% 5 A*-C GCSE's in 2007. Despite this, the gap between the Liverpool and Kensington NDC averages in terms of GCSE achievement has grown, from 30.3% in 2002 to 41.3% in 2007.
2. Results at Key Stage 2, level 4 in English, maths and science showed good improvement with overall KNDC results of 72.7% in English and 66.5% in maths. Local primary schools experienced notable successes:
 - Sacred Heart achieved its best ever results with 80% of pupils achieving L4 in both maths (33% in 2006) and science. The 2007 OFSTED for Sacred Heart stated that 'this is an improving school showing energetic leadership with a determination to drive up standards'.
 - St Sebastians maintained its high standards with pupils achieving 82% L4 in maths and 98% in science.
 - Kensington Infants achieved Grade 1 with 'outstanding' results in its 2007 OFSTED inspection.
 - Overall performance in English and Maths at Key Stage 2 level 4 has improved significantly on the 2001 NDC baselines – with a 28% and a 31% increase in attainment respectively – and rates are converging with the Liverpool average (the 2010 target).
3. Attendance at local schools remains strong with 93% in 2006 and 94% in 2007, surpassing the city-wide average for attendance.



- Improved school age performance has also been reflected in post-16 staying-on rates. In 2005 58% of Kensington

16-18 year old residents stayed on in full-time education (compared with 36% in 2001). As shown in the graph below, this was a better rate of improvement than in the City as a whole:

However skills levels among the adult population remain a significant issue:

- While the data regarding numeracy and literacy that provided the basis for KNDC's original target is no longer available, the MORI survey for Kensington indicates that in 2006 there were significant numbers of people in the area who needed support with literacy and numeracy – although in all cases these showed an improvement on 2002. 7% of the working age population feel they need to improve their reading, 15% their spelling, 8% their writing and 15% their maths. In addition 33% would like to participate in education / training. These figures do also however need to be seen in the context that 15% of respondents stated that English was not their first language.
- Between 2001 and 2004 there was a considerable increase in MORI respondents with no qualifications – from 27% to 34%. While by 2006 this figure had reduced to 31%, it is still well

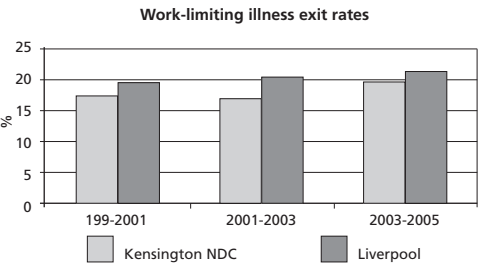
short of the intermediate target (2005/6) of 26%.

B. Employment and worklessness

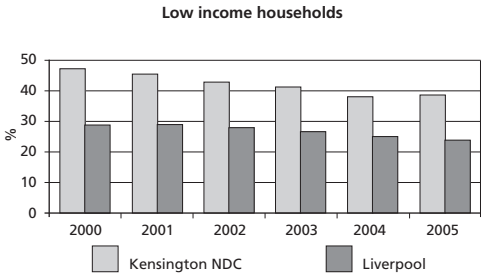
- The JSA claimant unemployment rate in Kensington has fallen by over a quarter from 12.4% in 2000 to 9.1% in 2007. However, the gap with the Liverpool average has widened slightly from 72% in 2000 to 78% in 2007 – in a movement away from the intermediate and baseline targets.
- Evidence gathered from the MORI survey identifies barriers for local people accessing local jobs with a quarter of respondents who were looking for work considering that they did not have sufficient skills and experience. This supports earlier findings concerning the low skills base of the area. 42% of respondents had NVQ level 2 qualifications or equivalent, with only 15% having NVQ level 4 or equivalent.
- The proportion of household members aged 16 years plus who were economically active in 2006 was 52% – a significant increase since the baseline year of 2002 (when it was 44%), and above the interim target of 50%.
- Considerable progress has been made in increasing the proportion of residents in

paid employment from 35% in 2004 to 43% in 2006 – thus exceeding the 2010/11 key indicator target of 40%.

- There has been an improvement in the average household income between 2004 (£18,776) and 2006 (£23,135) in the Kensington Ward. The Kensington Ward figure is 14% below the Liverpool average which means the intermediate target (2005/6) has been met. It would also suggest that KNDC is on target to meet the final target of not more than 10% below the Liverpool average.
- The proportion of KNDC and Liverpool residents experiencing a work limiting illness continued to fall in 2007. Work limiting illness exit rates increased over the same period, reflecting in a fall in the number of IB and SDA claims. The graph below demonstrates this recent improvement.



- Between 2000 and 2005 the proportion of KNDC residents aged 0-59 living in a low income household fell from 47.2% to 38.6%. Despite this positive step, in 2005 – as in 2000 – Kensington NDC continued to exceed the Liverpool average by more than 60% following a slight increase in the rate of low income households between 2004 – 2005.



- Evidence from October 2007 indicated there remained significant numbers of young people in Kensington NDC who are not in education, employment or training (NEET) – 16%. The gap with the Merseyside average – 11.7% – can be bridged but the Partnership will have to undertake further activity in the NEET area.

4.3 WHAT'S BEEN DONE TO DATE

4.3.1 Kensington NDC activities

Kensington NDC aims to ensure that its supported activities genuinely add value, are integrated with mainstream activities and meet otherwise unmet local needs. To this end a strategy for employment, enterprise and lifelong learning in the area was developed and real progress is being achieved as the effects of joined up working take hold. The approach adopted has also included some major investments in the capital infrastructure for provision in the area. These have included:

- the development of the country's first faith Academy of St Francis of Assisi, opened in September 2005;
- the establishment of a new Family and Lifelong Learning Centre – known as the Life Bank; and
- opening of the Field of Dreams Nursery (2004) and Phoenix School (2004).

Underpinning Kensington Regeneration's work is a close partnership with schools, colleges, training agencies and community agencies which has been aided by continuing liaison with agencies such as Greater Merseyside LSC, Jobcentre Plus and Liverpool

City Council. The newly appointed Kensington Extended Schools Manager together with the Skills for Life Manager and the Lifelong Learning and Employment and Enterprise team at Kensington Regeneration manage this strategic activity on behalf of Kensington NDC.

The Partnership continued to offer quality support to local people to assist in education and skills improvement, with 879 residents achieving a qualification through NDC projects between April 2000 and December 2007:

- Kensington Community Learning Centre had over 300 residents enrolled on courses with qualifications achieved up to NVQ 3.
- Kensington Fields Community Association engaged with over 250 residents and their accredited courses included 64 young people.
- Prospects 2000 delivered the educational and residential programme that is aimed at supporting not only young pupils but also parents from within the NDC area.
- Facilities for family and community learning have improved at local community venues including six local schools, Life Bank, Kensington CLC and Field of Dreams nursery.
- An increased number of childcare places

are now available at the Children's Centre, Field of Dreams and in local schools. This represents a significant improvement on the low level of childcare provision available at the start of the programme.

The Lifelong Learning and Employment and Enterprise programme strengthened its work with excluded groups in Kensington. Over 50% of beneficiaries at Kensington Community Learning Centre and one third of Bursary students were from BME groups. The Curriculum Support and the Christmas in the Curriculum initiative's provided valuable learning support for schoolchildren and parents from groups including lone parents, long-term unemployed, BME and the disabled.

4.4 THE KEY THEMES AND PRIORITIES

4.4.1 Introduction

For KNDC 2008 – 2010 will continue the movement towards a commissioning approach as reflected in the employment, enterprise and lifelong learning projects. The following outlines the key themes, priorities and proposed expenditure for 2008-10.

4.4.2 Education and skills – key themes

Kensington NDC recognises the importance of innovative approaches to engagement from the earliest age if the area's problems of low levels of educational attainment and skills are to be addressed. Consequently this plan comprises a range of proposals developed in conjunction with key partners – including in particular local schools and post-16 agencies – and designed to augment, complement and support mainstream provision.

The measures proposed aim to achieve the following:

1. support for early years development and parental support;
2. raising levels of attainment in schools and improving attendance;
3. development of extended activities in local schools and children's centre;
4. support to return to learning and training for disadvantaged and excluded young people;
5. support for young people aged 14-19 years who are not engaged in education, employment or training (NEET) or who are identified as at risk of becoming NEET;
6. promotion of community and family learning; and

7. support for adult learning and increasing qualifications amongst post-16 residents.

Kensington NDCs approach to lifelong learning over the coming period reflects a number of priorities including:

1. an increasing focus upon working with the Academy of St Francis of Assisi and the Children's Centres as key partners; and
2. continued targeting of excluded groups, such as pupils with SEN, those residents who need EAL support and post-16 learning.

Kensington NDC aims to ensure that provision is appropriate to the differing needs of communities within its area. It is important to note the profile for BME residents in terms of education, skills and training:

- at Key Stage 2 BME NDC area resident pupils perform less well than White British students in science and maths;
 - however, a greater proportion of BME students achieve five or more GCSEs A*-C than White British students in the NDC area;
3. the working age BME population of Kensington NDC is on average better

qualified than the White British population – with a smaller proportion of BME residents possessing no qualifications and a significantly greater proportion of BME residents possessing Level 4/5 qualifications compared to the White British population. This will in part reflect the proximity of the area to the universities, the availability of relatively cheap accommodation and the function of parts of the area as a 'transit' area; and

4. 73% of the BME population of the NDC area do not possess English as their first language.

4.4.3 EMPLOYMENT AND WORKLESSNESS – KEY THEMES

Six key themes underpin Kensington NDC's approach to employment and worklessness and the proposals contained in this Delivery Plan:

1. securing benefits for local residents and businesses in terms of jobs, incomes and increased economic activity arising from the improved local economic performance and of programmes such as the regeneration of the City Centre;

2. developing linkages with other programme areas – such as construction, transport, environment and health – to maximise training and employment opportunities for residents; and
3. ensuring an integrated and broad programme of partnership support is available which meets local needs;
4. enhancing residents' access to local jobs through support for skills development;
5. working with young people not in education, employment or training (NEET); and
6. delivering opportunities for skills development to Kensington businesses.

In order to facilitate achievement of these aims, Kensington NDC seeks to maximise the leverage of its resources in securing other investment. This is particularly important with regard to mainstream agency expenditure.

4.4.4 The priorities and projects

The projects and proposed expenditure for Employment and Enterprise and Lifelong Learning in 2008 – 2009 are summarised in Tables 4.2 and 4.3:

Table 4.2 Employment and Enterprise – proposed expenditure		
Project	Description	Projected NDC Expenditure £'s 08/09
KATE – HEAT's Access to Training and Employment Project	Offering advice and employment services to refugees, IB and DLA claimants. Also trains local residents for employment in the advice and legal services sector.	80,000
TEP – Transitional Employment Programme	The project aims to assist hard to reach unemployed residents back to sustainable work, by providing salaried 10-13 week placements with employers and access to permanent work.	100,000
Income Maximisation	Offers support and advice to residents, in a local setting, to access benefits and funding to enhance their standard of living and to obtain employment.	15,000
Kensington Community Learning Centre	Provides a range of accredited training and learning packages for residents, including BME, lone parents and young people, centred around ICT.	200,000
Guidance Boost	Delivered by Eastern Link JET, the Project provides flexible support to KNDC residents to enhance job prospects as well as recruitment subsidies and grants towards training, equipment and travel costs.	40,000
Business Leaders/ Dream High	Engages with local businesses to provide advice and support and offers advice and encouragement to new business start-ups.	15,000
ICE – Initiative for Construction Employment	Working with developers to support local residents into employment and training within the important local construction sector.	50,000
Employability Development	Developing a programme of training and employment, with partners, for local residents to improve their ability to obtain jobs in growth occupational areas.	352,000
Upskilling	Developing and enhancing the existing skills base amongst local residents to enable the achievement of higher qualifications and access to higher incomes.	
BME Employability	A project to assist excluded BME residents into training and sustainable employment that will focus upon assistance.	
Business Support	A range of services designed to support existing and new business and to intensify work with local small traders.	30,000
Construction Apprenticeship	A scheme that provides quality training, work experience and qualifications with construction employers operating in the area.	
Infrastructure		250,000
TOTAL		1,132,000

Table 4.3 Lifelong Learning – proposed expenditure

Project	Description	Projected NDC Expenditure £'s 08/09
Kensington Bursary Project	Provides bursaries to KNDC residents undertaking full-time degrees courses in return for 40 hours voluntary work.	105,000
Yellow House	Arts and cultural programme providing outreach activities in schools and in-house to local young people and disadvantaged people.	15,000
Kensington Fields Community Association	Offers community based ICT, lifelong learning, drama and training programmes in a local setting.	120,000
Well Being Project	Delivered by Edge Hill Youth Club, the Project provides training to young people in youth work, particularly around training, health and exercise.	18,000
Prospects	Provides outward bound residential training and personal development progression modules for local young people.	72,500
Music for Life	Offers a broad ranging music education programme for school children, parents and the wider community. Provided in partnership with the RLPO.	20,000
Lifelong Learning, Employment and Enterprise Team	Managing strategic funding to develop lifelong learning and employment projects based upon local need.	170,000
Young People Development	A programme of activities to engage young people and develop their skills to enable them to progress in education and future employment.	297,500
NEET	Working with local agencies to support and offer strategic advice to young people who are not in education, employment or training.	
Basic Skills	Providing a range of literacy, numeracy and language programmes to increase employability.	
Parental Support	Working with parents to develop their skills and involve them with their children's education and the wider school community.	
Infrastructure		250,000
TOTAL		1,068,000



5: A BETTER, SMARTER PLACE TO LIVE

5.1 HOUSING AND NEIGHBOURHOOD SERVICES – THE CONTEXT

The housing programme is founded on a number of key strategies. The Kensington Blueprint is the overriding strategy consisting of an environmental audit and strategy, housing regeneration implementation strategy and urban design guide. In addition there are detailed strategies which contain specific projects which have been or are currently being implemented, namely:

- Kensington Fields Urban Design Strategy
- Clint and Crosfield improvement strategy
- Holly and Fairfield Environmental improvement Strategy
- Holt Environmental Improvement Strategy

Interventions in the retail areas of Kensington and Prescott Road are guided by the Kensington Retail Strategy. During the last three years acquisitions along the Kensington Fields have been a priority to enable sites to be assembled for future development. At the same time improvements have been taking place to ten shopping blocks to deliver an

enhanced shopping centre along Kensington and Prescott Road.

A joint delivery approach has been adopted by partners; Kensington Regeneration, Liverpool City Council, and Community 7 to achieve aims under the housing, environment and neighbourhood services themes. There is a comprehensive physical programme covering all proposals of a physical nature, whether they be environmental or housing. The funding to implement the proposals is provided by whichever partner is responsible for that particular part of the programme. Sometimes joint funding packages are put together – for example, Kensington Regeneration will normally provide funding for environmental improvements projects, whilst new housing development will be supported and promoted by LCC through the HMRI. Most importantly, regular partnership meetings have resulted in the development of complementary projects and interlinked programmes.

Close working with residents has ensured more responsive delivery mechanisms have developed, which is tailored to local circumstances. The quality of service provision is scrutinised and problems resolved quickly where possible due to partnership working with the residents through the neighbourhood services task group.

Housing Market Renewal Initiative

In February 2003, the Government announced the establishment of the Housing Market Renewal Fund as part of its Sustainable Communities Plan. Nine areas have been chosen to receive HMRI money. Merseyside is one of the nine areas. This covers parts of Sefton and Wirral, as well as Inner Liverpool.

The HMRI aims to tackle poor housing stock and housing market failure in parts of the City's inner area. This includes houses in a poor condition in which people still live, as well as houses which have been abandoned or are unpopular because no-one wants to live there anymore. Through redevelopment, refurbishment and intensive neighbourhood management, HMRI aims to help local communities to live in decent, desirable homes, have access to job opportunities, better transport facilities and more attractive, healthier living environments.

The second phase of the Merseyside HMRI, totalling some £152.5 million, was confirmed in February 2008 thus safeguarding funding for housing improvement and new build activity for the period 2008 – 2011.

Neighbourhood Renewal Assessment

The City Council commissioned a Neighbourhood Renewal Assessment (NRA)

in the Kensington area to look at the condition of the housing and the environment; household circumstances and residents' views about what they would like to see happen to achieve the physical regeneration of the area. The NRA focused on the 5 neighbourhoods in the Kensington NDC boundary and the Elm Park area.

Based on this information the NRA has put forward a proposal for each of the neighbourhoods and recommended that the most appropriate way of delivering the proposals would be to declare the area a renewal area for the next 10 years. Liverpool City Council declared the Neighbourhood Renewal Area in December 2004. This gives the area "special status" which encourages all key partner organisations and agencies to work together in order to tackle the problems and issues identified. It also puts in place a legal framework which the City Council will act within.

Renewal Area status means that a prioritised work programme for each neighbourhood will be developed and work undertaken (subject to financial resources) in a phased approach over the 10 year life of the Renewal Area status.

The NRA has identified a number of key issues that need to be addressed to secure

the long term future of the Kensington NDC area:

- High levels of long term vacant properties;
- Poor environmental conditions;
- Assistance for elderly and other vulnerable home owners;
- High level of multi-occupied private rented properties;
- A need to ensure a co-ordinated and comprehensive approach to private sector renewal in Kensington.

Community Seven (C7)

Community Seven is the principal housing association covering the Kensington NDC area. It has been a key delivery agent in HMRI and has worked in close partnership with Kensington Regeneration on the development and financing of the physical improvement programme. Community Seven has broadened the choice of housing types and tenures available to residents in particular through the development of starter properties, reduction in the previous oversupply of aging terraced properties and promotion of opportunities for shared ownership and owner occupation. Kensington Regeneration has continued to work closely with Community 7 in order to promote its objectives for the area.

**5.2
HOUSING AND
NEIGHBOURHOOD SERVICES –
THE CHALLENGE**

A. A better, smarter place to live

The long term vision for Kensington NDC is to reduce the density of properties and to create more quality space and safe play areas so that residents get better value from their homes and its environment. The existing empty properties and land, together with the wider Merseyside HMRI programme, provide a chance to redevelop areas and to facilitate this. As Kensington NDC moves into its eighth year of operation, physical change driven by housing stock development and improvement in the target neighbourhoods is coming to fruition.

B. Promoting neighbourhood services

The challenge is to provide quality services in the area that are reliable and targeted at dealing with the key concerns of residents and, in turn, help ensure that improvements to the physical environment are sustained. In terms of neighbourhood management the challenge therefore is to develop a model for the future that is both distinctly relevant to the Kensington area and is sustainable.

The 2006 MORI Household Survey identified the key concerns of local residents

concerning neighbourhood services. The services that local people stated required the greatest increase in quality were:

- litter and rubbish in the streets (68%);
- run down or boarded properties (60%);
- vandalism, graffiti and other deliberate damage to property (59%);
- the speed and volume of road traffic (56%);
- car crime (e.g. damage, theft or joyriding) (52%);
- poor quality or lack of parks and open spaces (48%); and
- dogs causing nuisance or mess (47%).

Table 5.1 charts the progress to date in achieving the targets set out for housing and the public environment in Kensington.

Key features of the Kensington NDC area regarding housing and the environment include:

1. The MORI 2006 survey indicates that around 43% of residents of the KNDC area are owner occupiers. This lies just below the intermediate target for 2005/2006 but is a slight improvement on the baseline position of 41%.
2. In 2006 63% of KNDC residents surveyed by MORI had lived in the area

for 3 years or more, representing a significant increase compared to 53% of residents in 1999. This lies slightly below the 2005/2006 target but represents a considerable increase compared to the 1999 figure. The area's population – and particularly its BME population – however remains dynamic with high levels of residential churn. In 2006, 39.7% of BME residents and 12% of British White residents had lived at their current address for less than one year.

3. Between 2001 and 2006 the average price of a three bedroom terrace property in KNDC increased by more than 200% to £77,156, with an increase of 15% in the last year alone. This places KNDC within 23.0% of the average price for an equivalent property in Liverpool a gap that has been closing since 2003, as the graph below indicates.

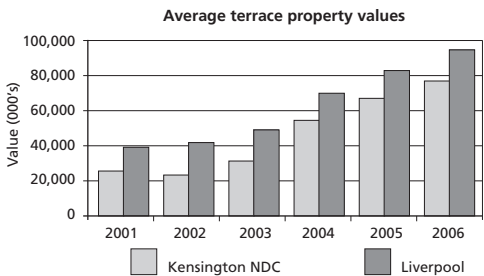


Table 5.1. Targets, baselines and progress to date

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target
A better, smarter place to live					
1. Increase the levels of owner occupation from 36% to 50% of the total tenure	NDC (2002) 41.0% Source: MORI Survey	43%	NDC (2006) 42.2% Source: MORI Survey	IMPROVING	NO
2. Increase the proportion of residents who have lived in the area for 3 years or more to 70%	NDC (1999) 53%	65%	NDC (2006) 63% Source: MORI Survey	IMPROVING	YES
3. Average three bedroom terrace property values to be increased to within 20% of the City average	NDC (2001) £25,335 Liverpool avg (2001) £39,193 (35.4% below the Liverpool average) Source: SDRC NDC Evaluation	No intermediate target	NDC (2006) £77,156 Liverpool avg (2006) £94,940 (18.7% below the Liverpool average) Source: SDRC NDC Evaluation	IMPROVING	ACHIEVED ✓
4. Eradicate all unfit housing	NDC (1999) 34.5%	No intermediate target	NDC (2006) 34% Source: LAMP social housing only	IMPROVING	NO
5. Increase in satisfaction with the quality of the local environment to 75%	NDC (1999) 21.3%	No intermediate target	NDC (2006) 58.0% Source: MORI Survey	IMPROVING	YES

4. The most recent figures for KNDC shows the proportion of the housing stock which is classified as 'not decent' has fallen by only 0.5% compared to the 1999 figure. The figures do not indicate that any substantial improvements in quality have been made amongst KNDC's housing stock to date. However, this reflects inevitable lead in times on the housing improvement programme with significant improvements anticipated in the 2008 LAMP and MORI surveys in light of the major programme of NDC housing stock clearance and redevelopment currently underway.

5. Satisfaction with the quality of the local environment amongst residents of KNDC increased substantially between the baseline year and 2006 according to the MORI data. The current satisfaction rating of 58% shows the area to be on course to meeting the 2010 target (75%).

Insight into Kensington NDC as a place to live comes from the 2006 MORI household survey:

1. 72% of respondents indicated that they were satisfied with the state of repair of their home. This is a significant improvement on 2002 (63%).

2. 48% of respondents stated that they wished to move in the next 2 years (against 37% in 2002) – whilst 40% intended to stay.
3. Run-down or boarded-up properties were regarded as a problem by 39% of respondents in 2006. However, this has significantly declined from 47% in 2002.
4. Owner occupation amongst BME households is markedly low at 19.4%, compared to 46% of British White households.

Within the original Delivery Plan, targets were set for levels of satisfaction with street lighting and street cleaning services. Information is not available from MORI to update these indicators, although it is possible to assess the extent of resident satisfaction on other related indicators. These include:

- resident dissatisfaction with litter and rubbish on the street remains high at 68%, although this remains a slight improvement on 2004 (74%).
- the quality of life in the area is viewed as ‘good’ by 81% of MORI respondents (up from 77% in 2002).
- 58% of residents stated that they were satisfied with the NDC area as a place to live, up from 43% in 2002.

- 34% of local residents feel that the area has become much/slightly worse over the past 2 years (59% of residents felt that the area had become worse over the preceding 2 years in 2002).

5.3 WHAT’S BEEN DONE TO DATE

5.3.1 KENSINGTON NDC ACTIVITIES

A. Housing

2007/08 has been another year of significant progress and change for the Kensington Physical Programme, with activity focusing particularly around the construction of new housing and neighbourhood facilities, as well as improvements to the public realm. Strong cross-cutting implications for other domains are expected to emerge from developments within the built environment of the Kensington NDC, particularly in terms of employment and the degree of satisfaction with the area. The community of Kensington NDC has played an important supporting role in determining this activity.

Key achievements under the housing and neighbourhood services theme for 2007/08 are listed here:

- Lovell, LCC, Community 7, English Partnerships, Housing Corporation and Kensington Regeneration began work on £42 million scheme to create 175 new homes at Gilead Street.
- Commencement of housing construction on three major development sites:
 - 126 homes on Tunnel Road;
 - 87 homes to date on Gilead Street; and
 - 80 homes on Lomond Road.
- Approval for development of the landmark neighbourhood centre was secured and work is progressing. The mixed-use scheme will include shops and around 80 new apartments. The centre will incorporate a new fire station with community facilities. Investment partners include CTP Limited, Liverpool City Council, Kensington Regeneration and Merseyside Fire Service.
- Kensington Fields was awarded conservation area status. This has in part reflected the successful implantation of improvement works in previous years – including works to restore Victorian features to the area such as period style street lamps.
- Development plans for the £60 million Littlewoods complex on Edge Lane have been approved by Liverpool City Council.

Urban Splash will create a range of new residential and commercial space including 276 apartments and new parkland.

- Careful management of the KNDC neighbourhood redevelopment programme to prevent against community displacement caused by the programme of improvements, including for example:
 - At least 34 of the 43 first phase properties on Tunnel Road will be owned by residents affected by clearance within the Edge Hill and Holt Road neighbourhoods. Kensington Regeneration has subsidised the price of the houses to meet local need to ensure that they are affordable to existing residents.
 - The Gilead Street development offers new properties for sale, to rent and for home ownership. A number of properties on this development are costed at a lower price for residents affected by clearance to make them affordable.
- Blocks of derelict shops have been demolished along Kensington in the Kensington Fields neighbourhood thereby creating new development sites. Further acquisitions are taking place.
- A “good neighbour agreement” has been launched in the GEARS area of Fairfield

which encourages residents to play a leading role in the neighbourhood management of their area.

- The wardens and 'Clean Team' continue to be a driving force in supporting residents to keep the area clean, well managed and safe.
- Environmental improvements are taking place through the following projects:
- New front boundary walls to properties in the Holt neighbourhood;
- Traffic management measures installed throughout the Holt Road, Holly Road and Fairfield neighbourhoods;
- Face lifting works to retail blocks along Holt Road;
- New gateways and pathways on the "campus" site;
- Public realm improvements along Holt Road; and
- Public realm improvements in the "GEARS" area of the Fairfield neighbourhood.

B. Promoting neighbourhood services

Kensington Regeneration has been very careful to ensure that the neighbourhood services activities that it supports complement, enhance and are additional to services normally provided by Liverpool City Council.

A Comprehensive Neighbourhood Services Programme has been introduced and is being delivered via a partnership between Kensington Regeneration, Community 7, and Liverpool City Council. This programme includes a warden scheme, a 'Clean Team', and a community skip programme.

The success of multi-agency working in terms of neighbourhood services is, in a large part, down to the commitment and involvement of the neighbourhood services task group. Residents from each neighbourhood attend the task group, and together, they guide the manner in which services are provided across all neighbourhoods.

The key initiatives in 2007-2008 included the following:

- Continuation of the community wardens scheme;
- Additional work and projects undertaken by the 'Clean Team';
- Continuation of the community skips programme;
- Early development work looking at future neighbourhood management;
- Targeted enforcement action using Liverpool City Council legal powers; and

- Exploring ways in which community management might continue post 2010 through for example, income generating activities.

5.4 THE KEY THEMES

A. A better, smarter place to live

The following key themes will be addressed through Kensington's range of housing and neighbourhood programmes during 2008/10:

- Completion of existing projects eg Holt Road, Holly and Fairfield neighbourhoods.
- Extending the retail strategy for Kensington NDC to increase the attractiveness and value of development sites and encourage private sector investment.
- Commence work on new capital projects, specifically works relating to the retail and environmental improvement strategies and underpinned by the 'blueprinting' exercise undertaken in 2003.
- The possibility of establishing a Community Land Trust controlled by a selected organisation, to receive and safeguard land owned by Kensington Regeneration for the future benefit of Kensington residents. At present, the KNDC development sites

created as a consequence of the regeneration programme are currently held on Kensington Regeneration's behalf by Community 7. It is expected that these sites will be transferred to an organisation of Kensington Regeneration's choice so that the value of these sites will remain in the area to be recycled at the appropriate time.

B. Neighbourhood services

The key neighbourhood services themes are:

- targeting the gaps in provision where this has been highlighted as a problem area in Kensington;
- investigating advanced services over and above the established mainstream provision;
- developing a bespoke neighbourhood management model; and
- commencement on-site of the new mixed-use Neighbourhood Centre.

5.5 THE PRIORITIES AND PROJECTS

The projects and proposed expenditure for the housing and neighbourhood services strands within the Kensington NDC area over the period 2008 – 2009 are summarised here:

Table 5.2 Housing and neighbourhood services – proposed expenditure		
Project	Description	Projected NDC Expenditure £'s 08/09
Housing		
Retail strategy	Improvement to retail across Kensington Fields neighbourhood.	900,000
General Environmental Improvements	Cross neighbourhood improvement programme.	2,450,000
Kensington Property Investment Fund (KPIF)	Kensington Regeneration's appreciation loan aimed at bridging the equity gap between houses of lower and higher value.	150,000
Neighbourhood Centre	Gap funding to develop a new mixed-use Neighbourhood Centre.	1,000,000
Kensington's Community Assistance Programme (KCAP)	A range of measures to support residents through the re-housing programme.	50,000
Neighbourhood Services		
Neighbourhood Wardens	Annual funding contribution to support the neighbourhood wardens project.	202,832
Neighbourhood Management	Support funding to resource a range of measures aimed at providing effective, efficient and enhanced neighbourhood services.	167,168
Staff resources		130,000
TOTAL		5,050,000



6: COMMUNITY AND QUALITY OF LIFE

6.1 INTRODUCTION

This section examines the three broad themes that comprise the 'community and quality of life' strand of the Kensington NDC programme – crime, health and community. Together these are key factors in determining the quality of life of Kensington residents and in influencing the area's sustainable future as a desirable place to live.

6.2 A SAFER COMMUNITY

Underpinning Kensington Regeneration's is recognition of the link between deprivation and higher than average crime rates. It has prioritised tackling the causes of crime, introduced measures to reduce the incidence of crime and recognised the need to reduce the fear of crime in the local community. Kensington Regeneration has been working with Merseyside Police, Liverpool City Council, Kensington Crime Alert, Community 7 and the residential community in developing projects that deal with the problems systematically.

The broader context for Kensington's activities is provided by the Liverpool Partnership Group's Crime and Disorder Reduction Partnership (known as City Safe).

- Anti-Social Behaviour
- Young People
- Violent Crime
- Domestic Burglary
- Drugs/Alcohol
- Vehicle Crime
- Feelings of Safety
- Business Crime
- Cost of Crime
- Youth Offending

The City Safe Strategy recognises that crime and community safety are the responsibility of everyone not just the police. Activities in Kensington as a result of this mainstream approach include targeted work with young people who are most likely to offend; action to end anti-social behaviour and neighbour nuisance including enforcement of tenancy conditions; and support for vulnerable families.

The causes of crime (and fear of crime) are complex. In recognition of this Kensington Regeneration has worked closely with a

diverse range of local partners. Examples of this approach have included the 'Together As One Project' in Fairfield where a targeted community-led approach is combating anti-social behaviour; and the local Housing Association – Community 7, in conjunction with LASBU have funded an anti-social behaviour officer. The Officer along with neighbourhood wardens can act as professional witnesses in court to protect victims.

6.2.1 A safer community – the challenge

Reducing the incidence of crime remains a key priority for Kensington Regeneration. Table 6.1 charts the progress made to date towards achieving the NDC 2010 targets for crime and progress on a number of additional measures. While crime and community safety remain an issue, considerable progress has been made – particularly when seen in the context of city wide trends. Table 6.1 summarises progress to date against the baseline indicators.

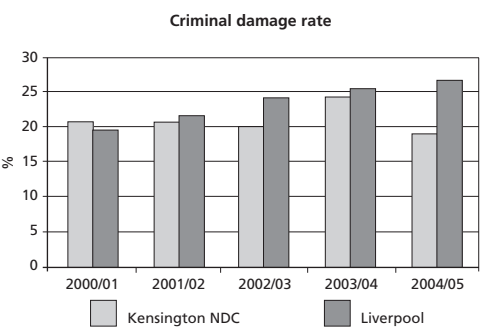
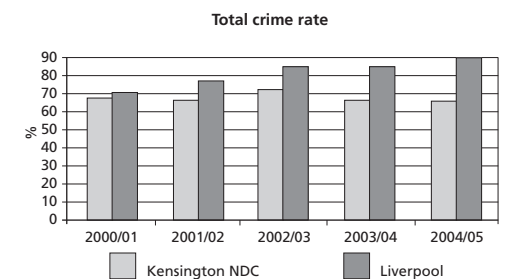
These improvements have also been partly reflected in perceptions of residents. For example MORI find that in 2006 47% of residents felt safe walking home after dark, compared with 33% in 2002. However some key concerns remain, particularly concerning anti-social behaviour. For example, teenagers

hanging around on the streets were viewed by 69% of MORI respondents as either a problem or a significant problem (down from 75% in 2002). Disturbances from crowds, gangs or hooliganism were cited as a problem by 55% of the KNDC residents interviewed.

Strategies developed to reduce the incidence of crime and increase resident safety in Kensington NDC have experienced mixed success over the last year:

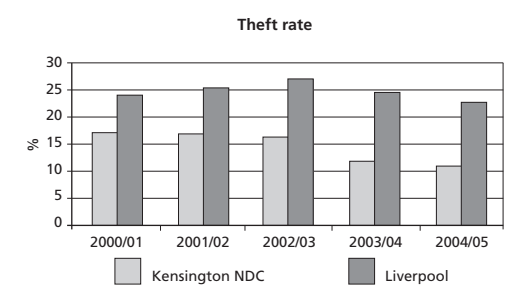
1. The rate of all recorded offences has fallen by 8.6% in twelve months from 194 offences per 1,000 population in 2005/06 to 177.3 offences in 2006/07; placing crime levels in KNDC back below the 2000/01 baseline position. A greater fall in all recorded offences has been recorded at a city-wide level however (11.9%); widening the disparity between total crime in KNDC and Liverpool to 10.9% compared with just 6.9% last year. At present, Kensington Regeneration has met the intermediate target for this indicator however it is not clear whether the 2010 target will be achieved.
2. Over the past twelve months the rates of household burglary in both the Kensington NDC area (+107%) and

Liverpool as a whole (+132%) have more than doubled. Despite the increased incidence of burglary, Kensington Regeneration has closed the gap with the city-wide rate of burglary by 14.5% – from 35.9% in 2005/06 to 21.4% in 2006/07 – meaning the 2010 target of 25% has now been achieved.



3. The proportion of residents who feel safe walking home after dark has risen from 33% in 2002 to 47% in 2006, according to the 2006 MORI survey. This has exceeded the interim target of 40% and is on course to achieving the 2010 target.

6. The theft rate has shown a 37% fall in the KNDC area from 17.2 instances per 1,000 population in 2000/01 to 10.9 instances in 2004/05. The average theft rate across Liverpool is now more than double that of Kensington NDC.



More recent information reinforces the impression that significant improvements are being achieved. Table 6.2 gives instances of reported crimes in the Kensington NDC area in 2006/07 and 2007/08. It shows significant reductions across all crime categories.

4. The violent crime rate has decreased significantly from 64.8 instances in 2005/06 to 41.1 instances in 2006/07. While these figures must be set against a falling crime rate at a district level they have decreased at a greater rate in the Kensington NDC area (-36.6%).

5. Kensington NDC experienced a fall of 3% in the rate of total crime committed over the four years – 2000/01 to 2004/05. This is a positive achievement particularly when set against the city-wide total crime average, which saw an increase of 27% across the same period.

7. The criminal damage rate has shown a small overall decline in the KNDC area from 20.8 to 19.1 instances per 1,000 population between 2001 and 2004. Again this compares favourably against the large increase in the rate of criminal damage in Liverpool – an increase of 37% from 19.5 to 26.8 instances per 1,000 population.

The 2006 MORI survey provided further information on residents’ experience and perceptions of crime and community safety issues in the area which in general supports the view that overall positive progress is being made:

- 1. Vandalism, graffiti and other deliberate damage to property was viewed as a problem by 68% of MORI respondents, down slightly from 2002 (72%).
- 2. Car crime (e.g. damage, theft, joyriding) and drug dealing continue to be viewed as significant issues by local residents (52% and 51%), although these figures represent substantial reductions from 2002 (72% and 67%).

Table 6.1 Instances of recorded crime in Kensington NDC area 2006/07 to 2007/08			
	2006 – 2007	2007 – 2008	Absolute change
All reported crime	1,547	1,122	- 27.4 %
Violence	292	211	- 27.7%
Robbery	50	21	- 58%
Burglary – dwelling	183	173	- 5.4%
Theft of motor vehicle	71	34	- 52.1%
Theft from a motor vehicle	56	52	- 7.1%
Criminal damage	447	261	- 41.6%

3. Getting attacked or harassed was viewed as a problem within the NDC area by 34% of respondents, although this represented a significant reduction compared to 2002 (54%).
4. 54% of all respondents stated that they trusted the local police service, which represented a slight decrease from 2002 (58%).
5. Racial harassment in the NDC area was viewed as a problem by 23% of all respondents, a small increase from 2002 (22%).
6. Disturbance from gangs or hooliganism was viewed as a problem by 48% of MORI respondents, although this figure represents a significant decrease from 2002 (62%).
7. Teenagers hanging around on the streets was viewed as a problem by 69% of respondents, a decrease compared to 2002 (76%).

Notwithstanding this general improvement, the impact of crime on particular groups – especially BME groups – remains a serious issue. Kensington ward consistently ranks amongst the five worst performing wards in Liverpool in terms of incidence of crime against BME victims, across all categories of

crime. In the 2006 MORI survey, 34.7% of all BME respondents considered that ‘people being attacked or harassed’ was a problem within their area, compared with 33% of British White respondents. 47.2% of BME respondents aged 16+ admitted to worrying about being the victim of an attack due to their skin colour, ethnic origin or religion. In 2003/2004 there were 243 reported incidents of crime in an NDC area against a BME victim – 21.8% of all criminal incidents. BME residents of Kensington NDC therefore would appear to stand a slightly greater relative chance of being a victim of a criminal offence than White residents (relative to respective total population size). However there would appear to be a greater level of trust between BME residents and the police – 29% of BME respondents to the MORI Survey stated they had little or no trust compared with 39% of British White respondents.

6.2.2

What's been done to date

Kensington NDC activities

Although Kensington Regeneration has continued to make good progress in 2007 – 2008, reducing the incidence of crime remains a key priority for the Kensington Community – as can be clearly seen from an analysis of the 2006 MORI survey. Although

the report indicates improvements from the baseline in both the numbers of people who feel safe going out after dark and satisfaction with the police, there still remains a large proportion of people concerned over community safety issues locally.

The key themes in respect of this area of work have been:

- the reduction of crime and making people safer in their homes; and
- tackling the causes of crime by working proactively with all agencies and partners in the City Safe Strategy.

Kensington has continued to support projects such as the Kensington Police on the Beat Team which has brought neighbourhood policing to the area. Kensington Police Team received a top award as Neighbourhood Team of the Year and four new Community Support Officers were recruited supporting improved local intelligence gathering and community liaison.

The improvement in relationships between Kensington residents and the agencies is demonstrated by the development of the Community Safety Task Group which brings together Agencies such as Merseyside Police, Kensington Regeneration, Community 7, Neighbourhood Wardens, Chamber of

Commerce, and City Safe into regular meetings with members of the local community. This facilitates information exchange and opens lines of communication between local people and agencies. The group has facilitated a pilot project installing Carbon Monoxide Alarms into local homes.

Domestic violence however remains a key concern locally. A domestic violence project has been established with support from a number of local agencies and has adopted a strategic planning approach to developing solutions to local issues. The project is seeking long-term funding from the local authority and National Lottery to develop service provision in the local area.

Tackling race crime also continues to be a priority. Local community safety agencies and representatives of the local BME community are now engaging with the partnership. Improvements in this area will remain a priority during 2008/09.

In November 2007 over three hundred local children attended the ‘Your Choice Conference’. The event aimed to broaden the knowledge and understanding of anti-social behaviour amongst the audience and considered from a creative perspective what young people can do to combat ASB.

Table 6.2. Targets, baselines and progress to date

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target
A safer community					
1. Reduce the rate of all recorded offences to the Liverpool average per 1,000 of population	NDC (2000/01) 185 instances per 1,000 population Liverpool avg (2000/01) 136 instances per 1,000 population (36% higher than Liverpool average) Source: LCC	Within 20% of City average	NDC (2006/07) 177.3 instances per 1,000 population Liverpool avg (2006/07) 159.9 instances per 1,000 population (10.9% higher than Liverpool average) Source: LCC City Safe	IMPROVING	ACHIEVED ✓
2. Reduce the rate of house burglaries to be no more than 25% higher than the Liverpool average per 1,000 of population	NDC (2000/01) 26 instances per 1,000 population Liverpool avg (1999/00) 15 instances per 1,000 population (73% higher than Liverpool average) Source: LCC	Within 50% of City average	NDC (2006/07) 32.9 instances per 1,000 population Liverpool avg (2006/07) 27.1 instances per 1,000 population (21.4% higher than Liverpool average) Source: LCC City Safe	WORSENING	ACHIEVED ✓
3. Increase to 50% the proportion of residents who feel safe walking alone in the area after dark	NDC (2002) 33% Source: MORI Survey	40%	NDC (2006) 47% Source: MORI Survey	IMPROVING	YES
4. Reduce the rate of recorded violent crime offences to the Liverpool average per 1,000 of population	NDC (1999/00) 26 instances per 1,000 population Liverpool avg (1999/00) 19 instances per 1,000 population (36.8% higher than Liverpool average) Source: LCC	Within 20% of City average	NDC (2006/07) 41.1 instances per 1,000 population Liverpool avg (2006/07) 31.7 instances per 1,000 population (29.7% higher than Liverpool average) Source: LCC City Safe	WORSENING	NO

Table 6.2. Targets, baselines and progress to date

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target
Additional indicators					
5. Total crime rate* per 1,000 population	NDC (2000/01) 68.0 instances per 1,000 population Liverpool avg (2000/01) 70.8 instances per 1,000 population (4.0% below the Liverpool average) Source: SDRC NDC Evaluation	No intermediate target	NDC (2004/05) 65.7 instances per 1,000 population Liverpool avg (2004/05) 90.1 instances per 1,000 population (27.1% below the Liverpool average) Source: SDRC NDC Evaluation	IMPROVING	
6. Theft rate per 1,000 population	NDC (2000/01) 17.2 instances per 1,000 population Liverpool avg (2000/01) 24 instances per 1,000 population (28.3% below the Liverpool average) Source: SDRC NDC Evaluation	No intermediate target	NDC (2004/05) 10.9 instances per 1,000 population Liverpool avg (2004/05) 22.6 instances per 1,000 population (51.8% below the Liverpool average) Source: SDRC NDC Evaluation	IMPROVING	
7. Criminal damage rate per 1,000 population	NDC (2000/01) 20.8 instances per 1,000 population Liverpool avg (2000/01) 19.5 instances per 1,000 population (6.7% above the Liverpool average) Source: SDRC NDC Evaluation	No intermediate target	NDC (2004/05) 19.1 instances per 1,000 population Liverpool avg (2004/05) 26.8 instances per 1,000 population (28.7% below the Liverpool average) Source: SDRC NDC Evaluation	IMPROVING	

* Total crime rate calculated as: Numerator (Total violence + burglary + theft + criminal damage offences per area per year),
Denominator (Total 'at-risk' population [total resident population + total workplace population])

6.2.3
The key themes and priorities

Introduction

The range of projects proposed for targeting crime in 2008 – 2010 is comprehensive, comprising initiatives that are both proactive and reactive in nature as well as addressing the different elements of crime most prevalent within the area. The programme of activity seeks to build further upon successful initiatives from previous years and continues to seek to influence mainstream provision.

The key themes

Kensington NDC’s programmes address the following key themes:

1. The reduction of crime and making people feel safer in their homes – residents have identified this as their number one priority.
2. Work with partners – Police and Community 7 – on the preparation of a mainstream continuation strategy for the Police on the Beat Team following NDC withdrawal from Kensington in 2010 in order to build upon the programme’s successes to date through expansion of the Team.
3. Ensuring a comprehensive range of projects is available in the battle against

- anti-social behaviour, including Neighbourhood Wardens, Police on the Beat and CCTV.
4. Working with local organisation to ensure effective action in countering issues of racial harassment.
 5. Targeting areas of known youth anti-social behaviour – particularly Botanic Park – and actioning diversionary measures to remove the associated problems of ASB, for instance under-age drinking and drug misuse.
 6. Communication within the community to ensure an appreciation for incidents that warrant an emergency call and disseminate understanding of the system for prioritising emergency calls.

The priorities and projects

The projects and proposed expenditure for achieving a safer community in 2008 – 2009 are summarised in Table 6.3.

Table 6.3 A safer community – proposed expenditure		
Project	Description	Projected NDC Expenditure £’s 08/09
Police on the Beat	To provide increased resources to combat criminal and anti-social behaviour in the Kensington New Deal Area and to make the local community a safer place.	250,000
Youth Inclusion Project	A project jointly funded by the Youth Justice Board to target young people at risk of anti-social and criminal activity and providing diversionary activities.	105,000
Kensington Crime Alert Project	Providing support to local businesses and the public sector, including schools and health facilities in minimising the effects of crime.	40,000
Domestic Violence	Working with partners such as Merseyside Police, Central Liverpool PCT, Liverpool City Council, Community 7 and Sure Start to develop locally the foundations for a long-term project providing advice and support to victims of domestic violence and to agencies dealing with issues arising from domestic violence.	20,000
Commissioning		35,000
Infrastructure		150,000
Total		600,000

6.3 A HEALTHIER COMMUNITY

6.3.1 A healthier community – the context

The Community Health Action Plan (2001) has formed the basis of the Health Programme in Kensington. The programme is co-ordinated by the Community Quality of

Life sub-committee (CQL) of the Kensington Board supported by the work of the Health Task Group. The Health Task Group comprises local residents and public agencies working within the area and makes recommendations to the CQL sub-committee.

Liverpool Primary Care Trust provides a range of Primary and Community services within

the KNDC area and a senior officer from the PCT sits on the KNDC Board. PCT staff are represented on a number of community-led health projects, including amongst others the Family Support Group, the BME Health Group and the Domestic Violence Project. Smoking Cessation sessions take place in Kensington and there is substance misuse support in the area. The PCT also supports

the Family Support Group, which provides counselling and advisory services to the families and friends of narcotic abusers.

The PCT have recently opened a new medical centre on the Kensington Reservoir site as a temporary measure to provide an increased health service locally. Additionally the facilities listed on page 33 are all used by local people:

Table 6.4. Targets, baselines and progress to date

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target
A healthier community					
1. Reduce the gap in life expectancy by at least 10% between Kensington and England's population as a whole by 2010	NDC (1998/01) SMR 2.167 Liverpool avg SMR 1.449 England (1998-01) SMR 1.000 Source: SDRC NDC Evaluation	3%	NDC (2002/05) SMR 1.945 Liverpool avg SMR 1.458 England (2002/05) SMR 1.000 (10.2% decrease) Source: SDRC NDC Evaluation	IMPROVING	
2. Reduce the conception rates of those under 18 years old in Kensington, by at least 60% by 2010	Kensington ward 60.7%* pregnancies per 1,000	26%	Kensington ward (2001/03) 74.94* pregnancies per 1,000 Source: ONS	WORSENING	NO
3. Reduce adult smoking in all social classes so that the overall rate falls from 28% to 24% or less by 2010	NDC (2002) 38% Source: MORI Survey	25%	NDC (2006) 36% Source: MORI Survey	IMPROVING	NO

Table 6.4 continued. **Targets, baselines and progress to date**

Targets 2010	Baseline Position	Intermediate Target 2005/06	Latest Actual	Absolute change	On course to achieve 2010 target
Additional indicators					
4. Mental illness rate	NDC (2001) 7.2% of adults under 60 Liverpool avg (2001) 6.8% of adults under 60 Source: SDRC NDC Evaluation	No intermediate target	NDC (2005) 7.5% of adults under 60 Liverpool avg (2005) 7.5% of adults under 60 (4.2% increase) Source: SDRC NDC Evaluation	WORSENING	
5. Low birth weight rate	NDC (1997/01) 9.5% of single live births Liverpool avg (1997/01) 6.8% of single live births Source: SDRC NDC Evaluation	No intermediate target	NDC (2001/05) 10.7% of single live births Liverpool avg (2001/05) 7.2% of single live births (12.6% increase) Source: SDRC NDC Evaluation	WORSENING	
6. Standardised illness ratio (based on count of residents receiving illness or disability-related benefits. 1.0 is the 'expected' value for an area based on the age and gender profile)	NDC (2001) SIR 3.159 Liverpool avg (2001) SIR 2.206 England 1.000 Source: SDRC NDC Evaluation	No intermediate target	NDC (2005) SIR 2.743 Liverpool avg (2005) SIR 2.007 England 1.000 (13.2% decrease) Source: SDRC NDC Evaluation	IMPROVING	

* figure for Kensington ward.

- NHS Walk in-Centres in Liverpool City Centre/ Rope Walks district, Smithdown Road and Old Swan;
- Liverpool Women's Hospital;
- Royal Liverpool and Broadgreen University Hospital Trust;
- Royal Liverpool Children's Hospital Trust;
- The Cardio-Thoracic Centre; and
- Mersey Care (Mental Health Trust).

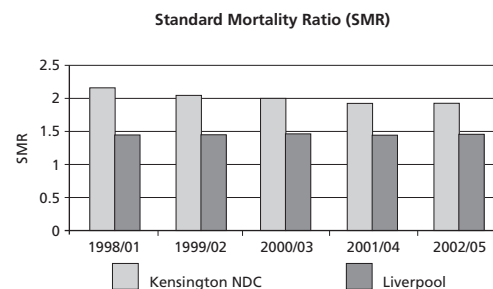
The PCT is also in the process of consulting with the local community with regard to the provision of new long-term health care premises and a whole range of new additional services. Some of these services will directly target the BME community and through consultation, tailor health care provision to the specific needs of BME clients, removing the barriers to use.

Table 6.4 charts the progress made to date in achieving the targets set out for health in the Kensington NDC area.

While some improvements are beginning to become apparent, the Kensington area continues to be characterised by relatively poor levels of health. Key features include:

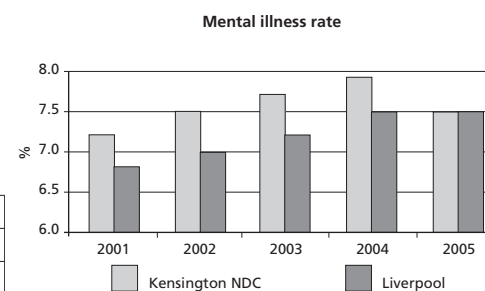
1. The Standard Mortality Ratios (SMRs) for all causes within the KNDC area displays an improvement upon the baseline

indicator, dropping from 2.167 to 1.945 compared to the average for England of 1.000. Despite this improvement, Kensington residents are still almost twice as likely to die earlier than the average person within England. However, the beneficial effects of the health related projects undertaken by Kensington NDC may not be felt until the longer-term.

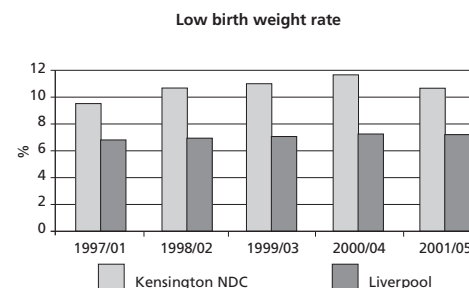


2. The conception rate for those under 18 within the Kensington ward has risen from the previous count (70.5 in 2000-2002) and at 74.9 remains higher than the national conception rate of around 60 per 1,000.
3. The percentage of adults smoking within the KNDC remains higher than the national average (25%) at 36%. This is a slight improvement on 2002 (at 38%), although it remains significantly higher than the 2005/2006 intermediate target.

4. In Kensington NDC the mental illness rate has fluctuated, increasing marginally from 7.2% of adults to 7.5% between 2001 and 2005. As the graph below indicates, there has been a more steady increase in the rate of mental illness at a city-wide level.



5. The percentage of new born infants with a low birth weight in the KNDC area (10.7%) has remained significantly higher than the Liverpool average (7.2%) over the 2001-2005 period. This rate has also worsened at the district and national levels over this time period.



6. Consistent improvements in Kensington's standardised illness ratio over the period 2001 – 2005 reflect the decreasing number of residents in receipt of illness/disability related benefits. Despite improvements, Kensington NDC remains a long way from aligning with the city and national averages.

Further information on health conditions of KNDC residents is available from the 2006 MORI survey which revealed that:

- The percentage of respondents who reported having a limiting long-term illness has fallen from 30% in 2002 to 23% in 2006. However, this figure still lies significantly above the average for England. 16.7% of BME respondents reported having a limiting long-term illness compared to 23% of British White residents – possibly a reflection of the different age profiles.
- The percentage of residents who described their own health as 'good' was 80% in the 2006 survey. 87.5% of BME respondents described their health as 'good' compared to 79% of British White respondents.
- 91% of the Kensington NDC MORI respondents aged 16+ engaged in some form of physical exercise for at least 20 minutes per day.

- Over 80% of respondents reported that they had a 'great deal' or 'fair amount' of trust in their health services.
- 1 in 5 people believe their health to be 'worse' than one year ago.
- In excess of 1 in 4 people report signs of anxiety and depression.
- 23% of people expressed difficulties in seeing a doctor when required.
- 9% of respondents reported being long-term sick/ disabled, a figure that is more than twice the national average.

Furthermore the ethnic diversity of the area demands solutions to particular problems. There are a number of disorders of which diabetes, sickle cell anaemia and mental health disorders are examples that affect a disproportionate number of BME, refugee and/or asylum seeker groups. Furthermore, asylum seekers are known to experience barriers to health care access. 15% of NDC BME residents do not have English as their first language and as a result may experience difficulties in communicating with a health care worker.

6.3.2 WHAT'S BEEN DONE TO DATE

Kensington NDC activity

Kensington Regeneration recognises that improvements in health are likely to only become fully evident in the long-term. Moreover they are largely dependent on improvements in the overall levels of deprivation in the area – with factors such as declining worklessness, feelings of increased security and a better quality living environment likely to have the greatest effect. Notwithstanding this Kensington Regeneration continues to recognise the importance of certain health-specific activities. The key priorities are:

- to continue to make the key link to other delivery areas such as housing and the environment which have a close relationship with health;
- to develop the active involvement of key providers such as the PCT in addressing local issues; and
- promotion of healthier lifestyles and improved well being.

Achievements during 2007/08 under the health theme have included:

- Consultation between the Royal Liverpool and Broadgreen University Hospitals Trust and Kensington residents, following which plans for the new hospital were revealed.
- The establishment of the Flexible Health Fund and continued support for the Sports Centre, the Health and Energy Advice Team and the Healing Space Project to promote healthier lifestyles, well being and alternative treatments.
- The family support project and addiction work with partners is continuing to develop initiatives in respect of substance misuse. There is clearly an overlap in this area of work with the work undertaken on the crime programme area.
- The Health Task Group and events organised by it have enabled the development of closer links between the local community and the PCT. The PCT have also been very active in the Community and Quality of Life Committee. The Health Task group has worked closely with the PCT in the development of a number of community events.
- Housing and environmental improvements are accelerating in the final years of the partnership with the longer-term associated improvements in health expected.

6.3.3 The key themes and priorities

Introduction

It is accepted that in Kensington, there is an inequality between peoples' expectations for their health in comparison with those who live in more affluent areas. There is a need to continue to raise community aspirations by a range of interventions and support that adds value to the mainstream provision.

Kensington Regeneration has sought to involve the community in influencing health provision locally. The Health Task Group and its sub-group the BME Health Group have enabled members of the community to link in to the activities of the partnership and address key areas of concern in respect of health.

The key themes

The key health priorities for 2008/10 are to:

- work in partnership with Liverpool PCT to establish an accurate profile of the health issues affecting KNDC residents through the compilation and tracking of key health indicators;
- target substance misuse within the public realm of the KNDC community, by way of also tackling issues concerning community safety and anti-social behaviour;

- continue to engage with the BME community in developing specialist support for BME and non-English speaking residents wishing to access health care services.
- strengthen the relationship between Kensington Regeneration and Liverpool PCT; in particular secure PCT representation on the committee;
- work in partnership with mainstream health agencies to develop a succession strategy for small community health initiatives – such as The Healing Space – centred around continued financial support following NDC withdrawal from Kensington; and
- continue to make the key link to other delivery areas such as housing and the environment which have a close relationship with health.

The priorities and projects

The projects and proposed expenditure for health during 2008 – 2009 are summarised in Table 6.5.

6.4 A STRONGER COMMUNITY

6.4.1

A stronger community – the context

Greater community engagement and involvement is a particular priority for the Kensington Regeneration Partnership and it

is working closely with both mainstream agencies and local community organisations in pursuit of this aim. There is a particular need to take into account the diversity of the area's population and the need to develop approaches to community engagement that are sensitive to different cultural backgrounds.

There has been limited mainstream provision of community engagement initiatives in the widest sense. However, many organisations are welcoming local people onto their Boards and Consultative Committees. Kensington Regeneration itself has 10 places reserved on its board for local residents. Other examples include Liverpool PCT's PALs, a Patient Advisor programme; community representation on the Board of Community 7 and Eastern Link/Parks partnership also provide support to the community locally. LCVS now has a presence in the area and the links with external groups continue to be developed.

6.4.2

A stronger community – the challenge

The 2006 MORI Household Survey indicates strength amongst the community and neighbourhoods of KNDC particularly with regard to the friendliness and support of residents. 90% of residents are aware of Kensington Regeneration but participation in their activities is low (17%) and may be a contributing factor to the predominant feeling that residents are unable to influence the decisions that affect their area.

Low participation rates in local and community activity manifests itself in many ways. Commonly, the voluntary and community sector is less able to play a

Table 6.5 A healthier community – projected expenditure

Project	Description	Projected NDC Expenditure £'s 08/09
Kensington Community Sports Centre	A contribution to the running costs of the Sports Centre thereby enabling affordable fees for local residents.	40,000
Family Support Group	Support to families of narcotic drug users, including counselling.	10,000
HEAT (Winter Survival)	Addressing the health needs of local people linked to housing and benefit advice and accessing home improvements for vulnerable residents particularly in respect of energy needs.	70,000
Addiction Project	Working with partners to develop a project to reduce the problems of narcotic drug users in the Kensington NDC area.	30,000
Healing Space	Community based alternative therapy treatments.	35,000
Flexible Health Fund	Flexible fund to tackle health enquiries.	40,000
Commissioning		40,000
Infrastructure		150,000
Total		415,000

meaningful role in partnerships and community service delivery. The informal network that provides social cohesion and a sense of belonging is weaker than elsewhere. The ability to engage in community-based services and activities is less developed than in more affluent areas. For example, parents may find it difficult to establish and maintain a useful relationship with local schools with consequences for their children's educational attainment. The personal and community benefits that accrue from volunteering and networking are undeveloped and account for just 13% of persons locally – below the national average of 23% (although this figure is up from 10% in the MORI 2004 survey). In short, many people's stock of social capital is low, with some mistrust of providers generally. These low participation rates also translate into a lack of trust in political institutions, with over 50% of residents professing to have very little trust in the local council.

A majority of the resident community do not appear to feel that they are part of the local community, with 63% reporting 'Not very much/not at all' when questioned about it during the 2006 MORI survey. 60% of respondents also admitted to knowing few if any of the people in their neighbourhood,

although this appears to be a problem nationally (51%). 18% of households within KNDC are headed by a BME individual, compared to 9% nationally. Also, BME households tend towards social and private renting rather than owner occupation and were more likely to live in single person households than British White (34% compared to 18%).

6.4.3 What's been done to date

Kensington NDC activities

During the past twelve months, various activities aimed at increasing community capacity, cohesion and empowerment have been undertaken, including for example:

- The Kensington Regeneration Partnership has undertaken a review of its community team during the course of the year. This will lead to a clearer focus on strategic support to community groups in the final two years of the partnership and should provide community groups with support to continue development post Kensington Regeneration.
- Community Seven launched its local office in the NDC area. This facility provides a new community resource for tenants, Neighbourhood Wardens and the 'Clean Team'.

- Kensington Regeneration has worked with partners to develop a Youth magazine which has been written and designed by local young people. The project involves young people participating in weekly workshops and visiting local photographers, newspapers etc to develop their understanding of the local media. The magazine enjoyed a successful launch of its first edition at the offices of the Liverpool Echo; if successful the pilot project will be extended in the next year.

- The One World Month project continues to be a success locally. Chinese, Hindu, Congolese, Eastern European, Irish and Welsh communities are examples of some of the successful links developed and participated in the One World Calendar of events which is currently being developed with a view to its longer-term sustainability and survival post Kensington New Deal. Work is ongoing to consolidate the calendar.
- Kensington Regeneration assisted in the facilitation of a community cohesion seminar which included a presentation on a National Study into community cohesion by the Community Development Foundation and looked particularly at the local impact of the study.

- The Community Investment Fund has continued to support grass roots community activity in the Kensington area.
- Kensington Regeneration and partners including Yellow House (Polish and Eastern European) and Yambi Africa (Congolese) made a valuable contribution to the National Holocaust Commemoration Event. A pilot project has developed educational materials as a resource for use in secondary schools.

6.4.4 The key themes and priorities

Introduction

The key themes aim to consolidate progress made to date and encourage community participation in Kensington. The key project in this area continues to be the Neighbourhood Support Team. During 2006 an evaluation of the teams' work was undertaken by Hilary Russel from Liverpool JMU. As a result of the evaluation a task group was established which has put in place an action plan to change the direction of the team's work in order to have a renewed emphasis in the future on promoting sustainability within community based organisations.

The key themes

The key themes for community involvement in 2009/10 are:

- managing change, particularly proposals for refining the operations of the community support team to increase its strategic focus. The specialisms of the team will be supplemented by procured support for business planning for community engagement and funding applications;
- increasing community participation in the regeneration programme, and in particular, targeting people from black and racial minority communities;
- increased capital support for young people's leisure facilities, in particular the three youth clubs situated within Kensington NDC area. Continuation of the newly launched Youth magazine project.
- liaison with community asset holding organisations to explore the possible sharing of space, to assist start-up community organisations with low/no start-up capital;
- continuation of the small grants programme in support of community-led initiatives;
- engaging with groups and organisation assisted financially through Kensington NDC in identifying alternative sources of succession funding;
- procuring specialist advisors to work alongside groups and organisation financially assisted by Kensington NDC to identify alternative sources of succession funding and compiling successful funding applications; and
- liaison with mainstream partner agencies (Liverpool City Council and Community 7) to negotiate their role in post-NDC support for community and youth engagement initiatives.

The priorities and projects

The projects and proposed expenditure for community involvement in 2008 – 2009 are summarised below:

Table 6.6 A stronger community – proposed expenditure

Project	Description	Projected NDC Expenditure £'s 08/09
New Communities Fund	A small grants fund for community-led initiatives.	80,000
Neighbourhood and Community Support Team	A project to support communities in their involvement in the Programme, particularly in terms of Neighbourhood Assembly support and community development.	239,000
Edge Hill Credit Union	Support for Credit Union administration costs.	25,000
Minibus	A resource for the local community providing transport for groups.	5,000
Sport Outreach	MUGA support and sports actions across NDC area.	40,000
Youth	Youth strategy development and a programme of activities across NDC area.	50,000
Commissioning	Provision of improved community facilities in the Kensington NDC area.	41,000
Infrastructure		200,000
Total		680,000



7: HOW WE OPERATE

7.1 STATUS OF THE PARTNERSHIP

Kensington Regeneration is an unincorporated association. Its role is to bring together the local community, local businesses and the public, private and voluntary services in order to agree and deliver the New Deal for Communities (NDC) Programme and other programmes of activity which will contribute to the regeneration of the area.

7.2 ROLE AND PURPOSE OF THE PARTNERSHIP

To meet its aim and objectives Kensington Regeneration will:

- Secure the participation of the widest possible membership from the Community and local businesses and ensure their effective representation in the decision making process of the Partnership.
- Ensure that all relevant public, voluntary and private sector service deliverers are fully and actively involved.
- Support traders and businesses in the NDC area to develop a thriving and sustainable local economy.
- Act as an effective Pathfinder to develop innovative solutions to the problems of the area and share experience and best practice with others.
- Encourage and enable all partners to bend their mainstream services to meet the needs of the community.
- Take responsibility for the best use of NDC and other external funding and for the allocation of funds to specific projects; and produce an annual Delivery Plan to achieve measurable progress towards the sustainable regeneration of the area.
- Ensure that all stakeholders' especially local residents are actively involved in delivering the regeneration programme and that the partnership is fully accountable to its members.
- Assist with the development and submission of funding bids on behalf of community organisations to Government, public, private and voluntary sector agencies and other bodies.
- Ensure that all its activities are openly monitored and reported and that local residents and other beneficiaries are regularly consulted about their effectiveness.
- Ensure equality of opportunity in all its decisions and actions and work for good relations amongst all members.
- Develop effective communications, publicity and consultation policies and practice to ensure that prompt and accurate information is fully disseminated to the community and stakeholders.
- Two nominees of the Parks Community Forum;
- Three private sector representatives, selected by the invitation of the Chair with the endorsement of the Board, one of whom will represent local traders;
- A Police representative;
- A GMLSC representative;
- A Jobcentre Plus representative;
- A PCT representative;
- A Liverpool City Council Assistant Executive Director or equivalent;
- Two Elected Members from the Partnership's Accountable Body;
- Two representatives from Black and Racial Minority communities; and
- The Chief Executive of Community 7.

7.3 BOARD STRUCTURE AND CONSTITUTION

The Board has the responsibility for the conduct of the Partnership's business, including the overview of all programmes and activities funded by the resources available from the New Deal grant.

Kensington Regeneration has appointed a Board of representatives and its partners, responsible for the conduct of the Partnership's businesses, including the oversight of all programmes and activities funded by the resources allocated to the Partnership. The Board shall direct the overall policy of Kensington Regeneration.

The Board shall consist of:

- 10 local residents, elected by residents on the basis of two places for each of the 5 NDC neighbourhoods;

The Board may appoint further members, up to a total of five. This power will be used to ensure that there is appropriate representation of diversity within the community and that the Board has access to the appropriate mix of skills, knowledge and experience.

Co-optees will be appointed for one year at which time further extension of their membership will be reviewed.

The Board may also co-opt Observers to attend the Board meetings. Observers will not be entitled to vote at meetings but may speak with the permission of the Chair. Observers should be invited in order to provide expertise, to enable key agencies who are not directly represented on the Board to have a presence at meetings or for any other purpose including community involvement, which serves the objectives of the Partnership.

The first responsibility of Kensington Regeneration Board after its election is to elect officers from among its number. (Chair and Vice Chair). The Vice Chair of the Board shall be the Chair of the Operations Committee. Nominations from Committees for the position of Chair and Vice Chair will be reported to and formally agreed by the Board.

Where an elected member resigns before the end of their term of office, the Board will decide on the most appropriate method of their replacement in order to ensure the full complement of resident members is retained.

7.4 CONFLICT OF INTERESTS

All members are required to declare any direct or indirect interest, pecuniary or otherwise, which may arise in respect of a contract, or other matter to which Partnership is, or may, become a party.

All Board members will declare any gifts, gifts in-kind and hospitality and seek guidance on such matters where it might be deemed inappropriate. Board members will not use their position with Kensington Regeneration to achieve personal or financial gain.

7.5 BOARD MEETINGS

The Chair of the Board will be responsible for convening and ensuring agendas and reports are sent out 1 week in advance of meetings. The Board shall meet no less than 6 times in any one year. Nine Board members shall form a quorum at meetings of the Board and 3 at Committee meetings. A third of the members shall form a quorum at the Annual General Meeting.

7.6 COMMITTEES AND THEME-BASED PROJECTS

The Board will establish Committees to oversee the detailed work of the Partnership.

The Committees will be as follows:

- Operations
- Lifelong Learning, Employment and Enterprise
- Community and Quality of Life
- Development, Housing, Environment and Neighbourhood Services
- Communications

The Operations Committee will have delegated powers as follows:

- To approve projects outside of the normal Board cycle up to the delegation limit agreed for the Partnership by the Government Office
- To make staffing decisions up to the level agreed by the Board
- To make management budget decisions up to a limit agreed by the Board
- To conclude decisions for the Board on strategies, policies and plans including the Annual Delivery Plan

The Communications Committee will have delegated powers as follows:

- To create and conclude decisions for the Board on the communications strategy, policy and practice for Kensington Regeneration
- Procurement of communication services up to the delegation limit agreed for the Partnership by the Government Office
- To recommend decisions on communication project applications to the Board after full consideration of the appraisal evidence
- To review and evaluate communications policy and practice on a regular basis.

The remaining Committees will be responsible for:

- The delivery of the outcomes for their programme area by agreed effective policies and strategies, commissioning projects and establishing project working groups
- The approval of project applications up to the Government Office delegation limit, after full consideration of the appraisal evidence for the programme areas for which they are responsible

The Chair of the Board may serve as an ex-officio member of any Committee.

7.7

ACCOUNTABLE BODY

As Kensington Regeneration is unable to operate independently, it has entered into an agreement with Liverpool City Council to act as the Accountable Body who have the legal identity needed to meet the requirements of funding bodies. The relationship with the Accountable Body will be the subject of a separate Service Level Agreement. This covers the terms and conditions applicable and will ensure that the Partnership meets the requirements of any standing orders of other regulations protecting the interests of the Accountable Body regarding its obligations to the funding body.

7.8

FINANCE

The Partnership will manage the use of NDC and other external funding within the terms of the Financial Regulations which apply. The Partnership will operate within the standing orders and financial procedures of the Accountable Body for funding specified by the Service Level Agreement between the Partnership and the Accountable Body.

7.9

COMPANY MODEL

The Board of Kensington Regeneration has established a Community Interest Company as the forward strategy vehicle for the NDC programme.

To date a Board of Directors have been elected, Memorandum and Articles of Association agreed and the relevant policies and insurances completed for the Community Interest Company to act as an employing agent.



8: THE PRIORITIES AND PROPOSALS

8.1 COMMUNICATIONS

8.2 STRATEGY AND MISSION

Kensington Regeneration will continue to build on previous successes, improve existing communications activities and develop new activities which will embrace a more community-led approach.

Information will be presented in an honest and appropriate way and all communications activities will be evaluated to allow Kensington Regeneration to maintain control of the programme and deliver good practice and best value for money.

Kensington Regeneration will promote the successes of the area and keep residents informed of progress through local media, targeted marketing campaigns, events and public meetings. Events and meetings will be publicised in a more informative way enabling residents to decide which are most relevant to them.

The Communications Committee will deliver a programme designed not only to

cover the local audience but also demonstrate Kensington's achievements to a regional and national audience. This will encourage continued interest and investment in the area for the long-term.

Kensington Regeneration will encourage the participation of more residents in the work of the Communications Committee through attendance of an events management and editorial committee. Public consultation will enable the communications team to continually improve the service and information it provides to the community and focus on the strongest media to achieve this.

The objectives of the strategy are:

- To encourage more involvement and feedback from residents in the development of all communications activities.
- To ensure that the information provided to the community, partners and board members is as relevant and up to date as possible.
- To ensure that events and meetings are publicised in a way that enables the community to attend those most relevant to them.
- To promote Kensington to an audience beyond the New Deal boundary by using

the media to create interest in the area at a regional and national level.

8.3 PRINCIPLES

Integration: communications and consultation activities to be fully integrated in the day-to-day running of all services and activities.

Co-ordination: across the Partnership and with other agencies – requiring a central overview of all the Partnership's communications activities.

Feedback and review: there should be a review of the effectiveness of the process and the results of activities and wide dissemination of the outcomes within the Partnership and to its partners, with particular attention to feeding back to participants the results of and/or actions taken following consultations.

Quality: to ensure high quality communications, activities should be supported by a clear objective and plan. The 'key communicators' – officers and board members – should receive training and support. Particular account should be taken of the need to enquire the quality and consistency of reporting standards.

Confidentiality: participants' confidentiality should be safeguarded and they should have a clear idea of how any information they provide will be used and who will have access to it.

Equality: To ensure that KNDC accesses all its citizens and stakeholders may require a disproportionate effort to reach and hear the voices of those normally reluctant or unable to make their views known.

The purpose was not to have policy driven by minority views but rather that there should be more information to underpin decision-making.

Purposeful: the purpose of the communications and consultation activities is to challenge the status quo – in line with the new logo – new thinking, New Kensington – so that the expected outcome of dialogue with users and non-users of KNDC services should be change to existing practices.

The Communications Committee is the key policy making body for communications policy and practice. Its brief is to oversee every aspect of the communications programme Delivery Plan. The Committee comprises representatives of the Board including representatives from the local neighbourhoods and businesses.

8.4 OUR AUDIENCE

The audience of Kensington Regeneration has changed significantly during its life with greater emphasis placed on ensuring that those who are particularly hard to reach have their say through a medium that is appropriate to them.

Our target audience includes: women, young people, families, local businesses and employers, pensioners, black and racial minority groups, people with disabilities, unemployed people, faith groups, board members, staff, our partners, local institutions such as colleges, schools and community centres, opinion formers such as journalists, councillors, MPs and MEPs. Although the local community remains the most significant audience for Kensington Regeneration a greater emphasis now needs to be placed on promoting the area to a regional and national level to encourage future interest and investment in Kensington.

A recent MORI survey (2006), conducted in the New Deal area, provided evidence to suggest that certain types of communication were favoured over others. The methods most favoured by respondents were, direct mail, the Kensington News, the

Kensington Regeneration website and community focused events.

8.5 THE KENSINGTON REGENERATION 2008 – 2009 COMMUNICATIONS PROGRAMME

8.5.1 Logo and identity

Kensington Regeneration is now moving on from its original branding of 'New Thinking, New Kensington'. The new brand emphasises the achievements of Kensington Regeneration and the people living in the New Deal area through the message, 'Kensington is Deliverington'.

The Kensington Regeneration logo, protected by the style guide, will still be used consistently and professionally by Kensington Regeneration, projects and partners. The development of the current Kensington Regeneration logo in 2003 was a significant change in the profile of the Partnership. The brand has become more recognisable throughout Kensington, Liverpool and Merseyside through its use in the development of marketing and promotion for projects across the whole New Deal programme including The Lifelong Learning, Health and Crime themes.

In a recent MORI survey (2006) conducted in the Kensington area, 90% of respondents said they were aware of Kensington Regeneration. The logo has been developed in a variety of ways to give projects and staff teams within Kensington Regeneration an individual identity whilst still ensuring that they are readily identifiable as a part of the KNDC programme.

The branding must now be introduced to a wider audience so that Kensington Regeneration becomes a brand that is recognised both regionally and nationally.

8.5.2 The website

The website has now been updated and provides an invaluable archive of reports, minutes and information about the organisation and its activities. The website must be continually updated and respond to suggestions and observations from the community, board and partners. The coming year will see the website developed further creating a strong communications asset for Kensington Regeneration.

Through continual development the website can be used to raise Kensington Regeneration's profile and provide information about Kensington to a much wider audience.

Content management for the site has now been brought 'in-house', allowing Kensington Regeneration staff complete control of the site as well as increasing its cost effectiveness. With internal control of the site the team will be able to develop future online projects such as web forums, instant surveys and project management systems.

8.5.3 I-Text

The I-text system has been a valuable resource for Kensington Regeneration during the last 12 months. It has been used to promote events across Kensington and provide information to residents. Membership to I-text has increased steadily throughout the year thanks to the opportunity to sign up on the website and the collection of information, including mobile numbers, at meetings and events. The I-text service will be promoted across the area to encourage maximum uptake and value for money.

The I-text system will continue to be promoted through the newsletter to encourage greater uptake. Local community groups will also be encouraged to use the resource to promote their events throughout the community.

8.5.4 PR & media relations

Mainstream newspaper coverage of Kensington is still limited and the Liverpool Echo remains the main daily paper for the area. The Kensington Regeneration press strategy aims to ensure that the Liverpool Echo carries positive coverage of stories from the Kensington area wherever possible. To ensure that stories from Kensington are distributed to a wider audience they are featured in the MerseyMart, and wherever possible, national publications such as New Start and Regeneration and Renewal. Stories that are not carried by these publications will be covered through the Kensington News and the website whenever possible. The Communications Officer will be responsible for all press coverage for Kensington Regeneration and will work with partners and community groups to ensure the most positive and accurate press coverage for the Kensington area. The organisation will support local community groups and projects by providing training in communications, press releases, photo opportunities and basic marketing skills. Media training for Board members and key staff will ensure that existing skills are developed and

Kensington Regeneration is represented in the media in a positive and accurate way.

8.5.5 Kensington News

Kensington News provides a focus for the organisation's news agenda. After a series of focus groups were carried out with local residents significant changes were made to both the format and content of the newsletter. The format has changed to that of a tabloid newspaper and the content now covers a more challenging news agenda.

Although it is important to showcase local achievements and good news stories from the area the newsletter also needs to provide relevant and useful information about the key issues facing Kensington residents.

The introduction of the new format for Kensington News has received a very positive response from residents, partners and board members.

The newspaper will continue to include coverage of events, achievements and positive news from the area. It will also provide information and seek the views of local residents about issues that matter to them as well as encouraging community participation.

An editorial panel has now been established and is made up of board members and staff. The editorial committee makes decisions about the content and structure of the newspaper.

The newspaper is one of the most popular ways in which Kensington Regeneration communicates with stakeholders and is used to:

- Convey key messages about the organisation and its work.
- Advertise events such as the summer Fun Day.
- Pass on information from partners.
- Put faces to names in relation to KNDC board members.
- Promote other methods of communication used by Kensington Regeneration such as the website and I-text.
- The priority of the communications team will be to continue to develop ways to communicate with hard to reach groups within the community.

8.5.6 Other publications

Kensington Regeneration's Annual Report – The Annual Report provides an opportunity to showcase the achievements of the organisation and its projects

throughout the past year. The Annual Report is distributed to residents, partners and other regional and national organisations such as Government Office, Liverpool City Council and other New Deal Partnerships. The report provides information about the activity undertaken in the area as well as a financial breakdown of the programme. Kensington Community Directory 'The Guide' – The Guide was developed through consultation with community groups and service providers in Kensington. It provides a listing of local community activities, projects and services and is distributed to every household in the New Deal area. The Guide is updated every two years and all local organisations are encouraged to contribute. Kensington Regeneration's Delivery Plan – The Delivery Plan sets out the projects and allocated budgets for each programme area during the coming year. The Delivery Plan is distributed to partners and Government Office.

8.6 EVENTS, FORUMS AND FESTIVALS

Events and festivals are becoming an increasingly important way for Kensington Regeneration to convey key messages to

its primary audience; the community. Working with partner agencies forms an important part of the Kensington Regeneration Communications Strategy. Exhibiting at events helps to promote Kensington Regeneration to a wider audience and provide information to the community. It is also important for the organisation to encourage partner agencies and community groups to promote themselves at Kensington events. If a resident can access a wide range of information at an event, the event will be more appealing.

Neighbourhood Assemblies remain an important way of presenting information about Kensington Regeneration and its partners to the community. The Neighbourhood Assemblies also provide a means of encouraging residents to become involved with Kensington Regeneration through groups such as the Events Management and Editorial Panels. Our events will be professionally organised, publicised well, to ensure all members of the community can access them.

8.6.1 Outdoor communications

Large scale advertising is important to sell Kensington as a place to live, work and

invest. Kensington Regeneration will use a range of methods to achieve this.

A billboard situated on Beech Street will be regularly updated with key messages about the partnership and its' work.

A project has been undertaken with partners to produce and display a series of banners throughout the community which carry key messages for residents. The project will be continued in the future encouraging more partners to become involved. Kensington Regeneration has also commissioned a liveried taxi which carries the organisation's branding and is visible throughout the City. The driver of the taxi is a local resident and is kept informed of the work carried out by Kensington Regeneration. He is then able to pass this information on to passengers using the taxi.

8.7 PHOTOGRAPHY AND FILM

Kensington Regeneration will keep a photographic record of projects, events, festivals and changes within the community whenever possible. These photographs will be used in the organisations publicity and documents and an archive of key events will be developed and uploaded to the website.

8.8 OTHER MEANS OF COMMUNICATION

One of the most important and effective ways of gathering views and ideas from the community is through face to face contact. By using 'front line' communicators such as the New Communities Team, community board members and representatives of local community groups the organisation can disseminate key messages as well as collect valuable feedback about the work it is carrying out. It is important that wherever possible Kensington Regeneration uses all available means of communicating with the public. This can be achieved by developing strong links with teams who regularly deal with residents face to face such as the Community Wardens and the Streets Ahead Team. A system of selecting key messages will be developed to ensure that the groups mentioned above are able to provide relevant information to the community and answer any queries that are put to them.

8.9 DIVERSITY AND COHESION

8.9.1 Background

A priority for KNDC is to ensure that the benefits of regeneration in the area accrue to all sections of the community. The following section provides a brief summary of how conditions in the area vary according to ethnicity and origin.

8.9.2 Population change

It has been estimated that the BME population of Kensington now constitutes 18% of the area's total population – approximately 2,100 persons (MORI 2006). More than half of all BME Kensington residents were born outside the UK compared to 42.6% for the city as a whole and 56.9% of the BME population do not speak English as a first language (Census 2001). The area contains a diverse range of ethnicities – Chinese represent the biggest group – 22.2% – followed by communities of African origin – 19.4% – (Census 2001).

Evidence suggests that a growing concentration of BME students reside in the KNDC area resulting in a relatively youthful age profile.

8.9.3 Housing

There are 6,153 households in Kensington ward and 8.6% are headed by a BME individual – this compares to just 4.8% of households in Liverpool (Census 2001). The MORI 2006 survey found the two most common BME household types to be a 'large adult household' (38.9%) and 'couples with dependent children' (22.2%). The BME community of Kensington tends to reside in either in privately rented or socially rented accommodation (75%) compared to 48.9% of the British White population. Owner occupation is markedly low at 20.8%, compared to over 42.5% of White British households. There are comparatively few lone parent and single person pensioner households. Single person households account for 18.1% of all BME headed households. In 2006, 41.7% of BME residents in the NDC area had lived at their current address for less than one year, compared with 18.2% of white residents.

8.9.4 Employment

According to the 2001 Census there are a significantly higher number of employed BME persons within the higher level – professional and managerial occupations

50.2%) compared to British White residents (26.1%), BME workers are particularly well represented amongst the following three employment sectors – health and social work, wholesale, retail and repairs and hotels and restaurants, but under-represented in manufacturing, construction, transport and public administration. Unemployment is marginally lower amongst the economically active BME (MORI 2006).

8.9.5 Education & Skills

In the 2006 MORI survey 56.9% of the BME population of the NDC area did not possess English as their first language. In addition, 15.3% of BME respondents stated that they needed to improve their reading and writing skills (the respective figures for British White residents who stated that they needed to improve their reading and writing skills were 5.5% and 7.1%).

8.9.6 Crime

Between 2003/04 there were 343 reported incidents of crime in the NDC area against a BME victim – 21.8% of all criminal incidents (Merseyside Social Inclusion Observatory, 2004). BME residents of Kensington NDC therefore stood a greater chance of being a victim of a criminal

offence than White residents relative to their respective populations. 47.2% of BME NDC residents aged 16 years+ expressed concern about being the victim of a physical attack because of their skin colour, ethnic origin or religion (MORI 2006).

8.9.7 What's been done before?

At the programme level the Partnership has taken a mainstreamed approach to BME representation. For example all provision is ensured to be accessible to BME residents.

Additional support is available in the form of customised support, such as:

- Family ESOL – based in primary schools for parents including childcare provision.
- ESOL FOR LIFE – Kensington Regeneration Area Review (2007).
- Positive Action – employment development initiative.
- Diversity in Education – Experimental and project development work in diversity
- Education in the Wider Kensington community, emphasising "Schools into the Community" and "Community into Schools";
- BME small grants – supporting conferences, events & festivals and;

At the strategic level, work has been commissioned to:

- Explore a BME strategy and action plan with partners, residents and officers;
- A BME profiling study was commissioned to identify the BME communities, their employment, learning, health and housing needs. This profile confirmed the rich diversity of our population, the population changes since the inception of the New Deal programme and potential levers for action and investment for the NDC;

- Four overall strategic objectives for KNDC to achieve by 2010 when the KNDC programme is due to terminate.

The establishment of a "Kensington Equality Zone" with ongoing ownership of the Zone invested in and being managed by Kensington Regeneration's statutory and voluntary partners;

- A Kensington New Deal community positive about its diversity;
- BME representation, volunteering and staffing at 5% of the total across all the partnership in the KNDC "Equality Zone" area;
- Supporting programmes, structures, systems and activities left behind, which

will be sustainable and self-sufficient: legally, financially, organisationally, and operationally by the end of 2010.

- Development of smaller BME community organisations and activities has taken place at the micro-level. This includes thematic work in developing organisations or structures to organise multi-ethnic football tournaments and multi-cultural face-painting. There has been a significant increase in the number of small BME organisations operating in Kensington and in their accessing of small grants.

8.9.8
What we are doing?

- The establishment of a BME strategic group to oversee the overall planning, implementing and evaluation process.
- ESOL provision at community venues.
- Production of a Welcome Pack – developed in response to the barriers faced by newcomers, whose first language is not English, when they come to the area.
- Kensington Community Learning Centre – this Centre provides accredited IT training and education, up to Level 3. 45% of students who used the Centre in 2006-2007 were from BME groups (158

students), while so far in 07/08 BME groups have represented 37% of CLC users (131 students).

- The recruitment of a senior BME Community Development Officer.

8.9.9
Community Engagement

Linked to the Communications strategy proposals, the partnership has established effective Community Engagement mechanisms. These include five Neighbourhood Assemblies with Officer support from the Partnership and clear links with Community Board Members.

8.9.10
Priorities and Projects

The projects and proposed expenditure for cross-cutting themes in 2008-2009 are summarised below:

Table 8.1. Cross Cutting Theme		
Project	Description	Projected NDC Expenditure £'s 08/09
Communications	Delivery of the KNDC Communications Strategy.	225,000
Succession planning	Further development of the Kensington Regeneration Exit Strategy.	75,000
BME	Further development and implementation of the KNDC BME Strategy.	100,000
Evaluation	Assessment of effectiveness and impact of KNDC activities.	50,000
Total		450,000

9. USEFUL CONTACTS



Chief Executive
Lynn Spencer

Lynn manages the staff team and has overall responsibility for delivering the New Deal for Communities programme within the Department of Communities and Local Government (DCLG) guidelines. She provides advice and support to the Board on strategic, policy and operational matters. Lynn is particularly tasked to drive forward the Partnership's equality programme, the sustainability of regeneration in the area after the New Deal for Communities funding has finished, developing links with agencies and ensuring that local people remain at the heart of the programme.



Community Regeneration Manager
Alan Kelly

Alan and his team work closely with local residents, community groups, residents groups and key partners; the Police, Primary Care Trust to deliver improvements to the quality of life in the NDC area. Key activities include; measures to eradicate and decrease crime, improvements to health, securing community involvement in the regeneration programme via the Neighbourhood outreach team and work with our black and racial minority communities. All of this work is planned with the involvement of local people by the Community & Quality of Life Committee.



Lifelong Learning, Employment & Enterprise Manager
George Allen

George and his team work closely with local residents, employers, Greater Merseyside Learning & Skills Council, Jobcentre Plus, community groups and the LCC Lifelong Learning Service. Key activities address; progressing residents into jobs, improving educational attainment (primary/secondary education) raising skills levels and supporting investment in the NDC area. All of this work is planned with the involvement of local residents via the Lifelong Learning Service and Employment & Enterprise Committee.



Housing & Physical Environment Manager
Cathy Williams

Cathy works closely with local residents, key partners including; Liverpool City Council, Community Seven, developers and consultants to deliver sustainable improvements to the physical fabric of the NDC area. Key activities include; environmental improvements, improvements to public realm, neighbourhood management and housing. All of this work is planned with the involvement of local residents via planning groups and the Development, Housing, Environment & Neighbourhood Services Committee.



Operations & Finance Manager
Anne-Marie Turner

Anne-Marie ensures the effective establishment and management of the Partnership's finance and project appraisal systems with key partners including the Accountable Body – Liverpool City Council, Government Office for the North West and the DCLG. She also works on the communications theme and the administration of the partnership and project monitoring across the whole programme. All of this work is planned with the involvement of residents and agency board members via the Operations & Communications committees.



Communications Officer
Kris Waite

Kris is responsible for Kensington Regeneration's Communications Strategy. He works with residents, partner organisations and agencies to develop effective ways of ensuring that Kensington Regeneration's message reaches its intended audience. Keeping the local community informed about developments and news in the New Deal area is an important part of Kris's role, which includes producing the bi-monthly Kensington News, developing the website and organising annual events such as the Community Awards Ceremony and the Kensington Summer Fun Day.

For information contact the admin team:

Telephone 0151 233 6136 **Fax** 0151 233 6137 **Email** kris.waite@liverpool.gov.uk **Text** 07976 383 790 **Website** www.kensingtonregeneration.com





edgehill fairfield hollyroad holtroad kensington fields

JOB BANK
4 TUNNEL ROAD
LIVERPOOL L7 6QD

t 0151 233 6136

f 0151 233 6137

w www.kensingtonregeneration.com

e kris.waite@liverpool.gov.uk

text 07976 383790