Barking & Dagenham Partnership

Building Communities Transforming Lives

A Community Strategy for Barking and Dagenham
Your Community Strategy exists to provide a clear framework to make Barking and Dagenham a place where you feel proud to live, work and spend leisure time. It sets out the areas for improvement that you, as local residents and service providers have told us that you would wish to see. These are reflected in the extensive consultation on the 2020 Vision for the Borough and further consultation that has been undertaken in the development of various Strategies on a range of topics.

The purpose of this Strategy is to give all those partners involved, especially local communities, a clear sense of purpose. This will ensure that Barking and Dagenham is a place that is seen by local residents, employers and visitors as an area they are proud to be part of and recommend to others, on the basis that it provides:

- Easy access to excellent services
- A range of living accommodation to enable all aspirations to be met
- A local environment with excellent cultural, leisure, and entertainment activities
- A sense of community spirit where everyone can participate in improving opportunities for living, working and playing

To achieve these outcomes there are a range of different plans and strategies that many partners are already working on. The Community Strategy, in order to be effective, has prioritised the key challenges and outcomes required to deliver the vision that you wish to see happen in this Borough. This does not mean that all the other extensive work that is happening in the borough is not important if it is not specifically mentioned here.

The Barking and Dagenham Partnership on which you are all represented has agreed that your key priorities contained within this document are acted upon and will ensure that you are able to make the most of the opportunities that are on offer both within the borough and in the wider area.

This Partnership has a commitment to joint working to ensure:

- the most effective use of the resources available to improve access to local services
- that the aspirations of local people are raised through the activities of the partnership
- that the achievements that become apparent from improvements and opportunities in the local and wider area are accessible to you all

It is the Barking and Dagenham Partnership’s responsibility to regularly review the achievements in relation to achieving the vision and work together to ensure that the outcomes meet your expectations.

Your agreed community priorities are:

- Promoting equal opportunities and celebrating diversity
- Raising general pride in the borough
- Developing rights and responsibilities
- Better education and learning for all
- Improving health, housing and social care
Making Barking and Dagenham cleaner, greener and safer
Regenerating the local economy

The first three community priorities are overarching and collectively promote Social Cohesion and it is essential that the local service providers consider them as they work towards achieving the 2020 Vision. These are set out below:

**Promoting equal opportunities and celebrating diversity** – This priority is integral and cross cutting in relation to the development of services and ensuring social cohesion. In delivering the outcomes you wish to see, Barking and Dagenham Partnership will ensure that changes are fully inclusive, relevant and appropriate for the whole community. This will enable all partners to tackle the effects of social exclusion which particularly impact on women, black and ethnic minority groups, people with disabilities, older people, etc. Those who are socially excluded are more likely to suffer disadvantage, reduced opportunities, poverty, health inequalities and low levels of literacy.

**Raising General Pride** – The Barking and Dagenham Partnership wants to ensure everyone can play a part in achieving the vision and being proud of the area they live in. The area and its services are constantly improving. Some are excellent. The Borough should be seen as somewhere with a healthy, supportive and happy community that has easy access to services. The way that partners work together to improve communication will enable everyone to take pride in where they live and let others know how good it is.

**Developing rights and responsibilities with the local community** – The implementation of change to achieve the vision will only be effective if the local community is engaged in the process. The active participation by everyone in community life is a priority to ensure that people feel able to get involved. The Barking and Dagenham Partnership is committed to promoting opportunities for members of the local community to participate in decisions relating to the development and provision of services.

All those partners with a stake in delivering the vision will have clear detailed plans on how local people, groups and voluntary sector are involved in the development of detailed plans and their delivery.
Better Education and Learning for all

You have told us that:

You believe that education and training are the keys to your future. High levels of achievement at all stages of education are essential to support the higher aspirations of residents, particularly in terms of their employability and earning power.

The outcomes you would like to see are:

- Continued improvement in schools’ performances
- A culture of life long learning
- Removal of barriers to taking up learning opportunities
- High quality accessible locations for learning
- A balance between work related, life skills and adult learning
- More schools developing as community based learning centres
- More opportunities for families to learn together

Current Position:

Very significant rates of improvement in the performance of local schools are recognised nationally. At the same time, more young people and adults than ever before are going to university. There has been an increased use of Libraries for the 3rd year in a row which is against the national trend. There is evidence however to suggest that:

- there needs to be easier access to those services which support young parents and children in their early years
- people who missed out at school are unlikely to participate in further learning, which prevents them from making the most of employment opportunities in the area
- that the aspirations of the local community are low in terms of accessing further and higher education opportunities for themselves and their children are low

Access: Aspiration: Achievement

To ensure that within 5 years an increasing number of young parents, school leavers and people with low basic skills are encouraged to participate in learning activities. As a result of participation parents have higher aspirations for their children’s education. School leavers consider further and higher education as a natural next step and the skills base of the Borough’s residents is raised to enable them to gain better employment opportunities and access new job opportunities in or near the Borough.

To achieve the vision:

All partners will:
Support the development and implementation of Children’s Centres to enable the provision of comprehensive accessible services that are children and parent friendly.

Work towards improving participation rates with adult learners especially in raising skill level to achieve the outcomes in the Work Force Development Strategy.

Ensure that measures are in place to encourage local children and young people to participate in training and undertake higher and further education.

Key Targets:

- 6 Children’s Centres fully operational by March 2006
- The number of residents that achieve a Level 2 qualification by 2010 is at or above the national average.
- The number of residents achieving Level 3 increases by 5% per annum and Level 4 by 2% per annum over 5 years.

The outcomes will:

Promote equal opportunities and celebrate diversity by:

- Improving access for parents to childcare and health facilities to give each child the best possible start.
- Improving educational achievement of adults, especially in the areas of basic skills and English as a second language to enable more people to improve their job prospects and incomes.
- Encouraging all sectors of the community but particularly those who are most vulnerable to participate and succeed in learning.

Raise general pride in the borough by:

- Providing high quality accessible childcare and health facilities.
- Promoting the successes of local people in learning and celebrate the historical and cultural richness of Barking and Dagenham.
- Encouraging and supporting the aspirations of individuals to improve peoples’ confidence and self esteem through achievement.

Develop rights and responsibilities by:

- Providing places on the Early Years Development Partnership and Children Centre boards for members of the local community to participate in decision making.
- Encouraging more local people to become involved with the governing bodies of schools.
- Encouraging those who undertake further and higher education to participate in community activity and share their learning to the benefit of local people.
Improving Health, Housing and Social Care

You have told us that:

You have a right to expect high quality health and social care when you need it and would like the people of Barking and Dagenham to live long, healthy lives. You see high quality housing as a key issue for economic and social well being and wish to see attractive neighbourhoods which local people will want to live in and enjoy.

The outcomes you would like to see are:

- Children must have the best start in life
- Improved access to and experience of health and social care services
- The promotion of healthier lifestyles
- An increase in the safety, independence and inclusion of vulnerable people
- A range of both affordable and aspirational high quality private and social housing that will contribute to building sustainable communities

Current Position:

Health and social care is a major issue in the borough. Life expectancy is significantly below the national and London average for both men and women, with particular problems related to cancer, coronary heart disease and teenage pregnancy. Access to decent housing is key to people’s quality of life. Within the borough the ‘Shape up for Homes programme’ has gone some way to address the decent homes agenda for local authority housing. There is still much to do especially around the more difficult issue of raising standards in private sector homes.

Access: Aspiration: Achievement

To ensure that within 5 years there is a considerable improvement in people’s experience of primary care services. Improvements are in place to provide seamless services for vulnerable children and adults. That the quality of life for all residents, particularly those in homes that do not meet the decency standard, is improved.

To achieve the vision:

All partners will:

- Encourage activities that result in healthier lifestyles and work together to improve facilities and the location of services
- Work together to provide seamless services to meet the needs of vulnerable children and adults
- Support improvements in residents quality of life by implementing the decent homes standard in existing provision and new developments
Key targets:

- 6 primary care premises will be modernised and contain a range of health and community services by March 2007
- Services for all vulnerable children and adults are performing at or above the national average
- By 2010 100% of social housing and 65% of private sector housing occupied by vulnerable people will meet the government decency standards

The outcomes will:

Promote equal opportunities and celebrate diversity by:

- ensuring equal access to excellent services
- putting vulnerable children and adults on an even footing with their peers
- providing a better quality and range of housing for all in terms of tenure and size

Raise general pride in the borough by:

- attracting excellent social and health care staff to work in excellent facilities which are accessible to all
- ensuring that all vulnerable children and adults have access to services that improve their quality of life and that of their parents or carers
- having a range of affordable social housing that meets the decency standard

Develop rights and responsibilities by

- Ensuring that everyone is encouraged to take responsibility for some of the factors that are known to cause ill health
- Promoting and empowering voluntary sector providers to deliver excellent services for children, young people and adults
- Empowering Local Community Housing Partnerships to have a significant impact on decisions about their housing
Making Barking and Dagenham Cleaner Greener and Safer

You have told us that:

A cleaner, greener, safer Borough is a prerequisite for a better future overall. You want to live in a Borough where crime is reducing, where you no longer feel that anti-social behaviour and disorder is an issue and you feel that it is safe to walk at any time and in any area. That you also wish to ensure that the Borough improves what it has in every respect, including public open spaces, parks, streets and public highways; keeping them clean, ensuring that environmental and green issues are is top of the agenda. These include recycling, energy efficiency and reducing emissions.

The outcomes you would like to see are:

- Reductions in crime and fear of crime
- An improved environment
- Improved environmental sustainability especially in relation to energy efficient design, waste management and emissions

Current Position:

At present the Borough is below the London average for offences and there has been a reduction in crimes committed by young people. There have been rises in some particular crimes including very high levels of domestic violence and increases in hate crime. Improvements in clearing abandoned cars and street cleaning have been achieved but more needs to be done. The environment is beginning to receive greater attention and waste recycling is a key issue.

Access: Aspiration: Achievement

To ensure that within 5 years crime is further reduced and the Community Safety Strategic Partnership continues to work on the reduction of fear of crime and particularly concentrates on crimes that are increasing. As a result of improvements to services and local investment, parks and streets will be user friendly, free from rubbish and places where everyone can enjoy their surroundings. That all new developments are required to consider energy efficiency in their design, a quarter of waste is recycled and emissions of C02 are reduced.

To achieve the vision:

All partners will:

- Support the reduction in crime by implementing the Crime and Disorder Strategy including considering crime prevention measures in all developments, design out crime and provide support to offenders to prevent re-offending
- Put in place measures to improve the street scene, reduce the waste and increase the recycling in the Borough
Promote best practice in environmental issues throughout the Borough, including new developments, existing green open space and by involving partners in the Borough.

Key Targets:

- Reduce fear of crime by 5% and encourage the reporting of domestic violence and hate crime
- 10% increase in the number of residents with a positive perception of the overall appearance of the Borough
- All new developments are more energy efficient, 25% of all waste is recycled, air quality is improved

The outcomes will:

Promote equal opportunities and celebrate diversity by:

- Supporting the reduction in crime overall and specifically tackle hate crime and domestic violence which impact on minority groups and women
- Increasing the use of parks and open spaces by the whole community through a number of different cultural activities
- By designing energy efficient homes to reduce the incidence of fuel poverty

Raise general pride in the borough by:

- Having relatively low levels of crime and reducing fear of crime
- Having accessible parks and green spaces that offer a range of activities that people are proud to use, and participate in, and a street scene that is clean and tidy
- Making high quality sustainable design as a priority for all new developments which will improve the area as a whole

Develop rights and responsibilities by

- Working with offenders to prevent re-offending and encouraging the reporting of hate crime and domestic violence
- Encouraging community and cultural activities with local community groups to enable them to make best use of parks and green spaces
- Engaging everyone in taking responsibility for sustainable use of energy and resources
Regenerating the Local Economy

You have told us that:

You would like to see a community of well educated, highly skilled people who are able to access the varied employment opportunities within the Borough and wider region. You feel that access to a wide variety of local retail, leisure and cultural facilities would encourage the earnings of the community to be re-invested locally. You would also like to see a wider choice of housing especially larger homes so that people are able to remain within the Borough as their families grow. You would like to see more accessible, affordable, higher quality public and other transport, and a better standard of living for all of you.

The outcomes you would like to see are:

- Increased opportunities for employment of local people in a wider range of industries and professions
- A vibrant town centre offering retail, leisure and cultural activities with excellent transport links to and from the rest of the borough
- Major new developments reflect the needs and aspirations of the existing community and the communities moving into the area

Current Position:

Borough residents have the lowest rate of earnings in London although it is rising. Barking Town Centre is the subject of a framework plan to steer improvements and work has already started on the Town Square development. There are major areas of opportunity in London Riverside, including Barking Reach, Dagenham Dock and South Dagenham that need to include the local community if they are to be successful.

Access: Aspiration: Achievement

To ensure that within 5 years the education and skills base within the borough has been raised and more people are in higher paid employment. That Barking Town Centre is seen as having excellent facilities for retail, cultural and leisure activities, a good transport system and is a great place to live. To ensure that local people's views have been taken into account within the major developments in the south of the Borough and all Borough residents will benefit from them.

To achieve the vision:

All partners will:

- Encourage the development of a well educated and skilled workforce and new enterprise
- Commit themselves to promoting Barking Town Centre and contribute to the implementation of the Barking Town Centre Strategy
- Ensure that any new development creates genuinely sustainable communities
Key Targets:

- To decrease the average earnings gap between the London Average and Barking and Dagenham by 50% over 5 years
- That 5 quality landmark projects are achieved in Barking Town Centre, including housing, cultural, public space and commercial development
- That the whole community benefit from new developments by improving: transport links; access to employment opportunities; the range of housing to suit all needs; open spaces and cultural and entertainment facilities

The outcomes will:

Promote equal opportunities and celebrate diversity by:

- Encouraging hard to reach groups, women and people with low basic skills to access learning opportunities and employment
- Promoting cultural activity and provide a venue within Barking Town Centre for a wide range of different cultures to share experiences
- Providing a greater range of housing, meeting different household needs

Raise general pride in the borough by:

- Increasing the skills base so that the area will become one to which people and businesses wish to re-locate
- Creating an environmentally distinctive area with high standards of design and architecture well maintained and looked after
- Creating an active aspirational housing market to attract and retain households

Develop rights and responsibilities by:

- Having an inclusive workforce that is highly skilled and educated who will be more able to engage with local and regional opportunities
- Providing local facilities and opportunities for community involvement in cultural activities in purpose built venues
- Providing opportunities for local views to be shared on major developments in the area
## KEY COMMUNITY SUCCESS MEASURES

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>Actual 2003/4</th>
<th>2004/5</th>
<th>2005/6</th>
<th>2006/7</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of residents with a positive perception of the borough</td>
<td>68%</td>
<td>72%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>The level of the “Equality Standard” to which partners conform</td>
<td>02/03 Level 1</td>
<td>Level 2</td>
<td>Level 3</td>
<td>Level 3</td>
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<tr>
<td>% of public sector bodies operating in the borough that have an Equalities Policy</td>
<td>NA</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>% of public sector bodies operating in the Borough that monitor their Equalities Policies</td>
<td>NA</td>
<td>89%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>% of residents that feel involved/consulted with</td>
<td>43%</td>
<td>46%</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>Number of deaths by Heart Disease (per 100,000 population)</td>
<td>00/01 149.4</td>
<td>140.3</td>
<td>135.4</td>
<td>130.6</td>
</tr>
<tr>
<td>All cancer mortality rates</td>
<td>00/01 167.9</td>
<td>160.1</td>
<td>157.7</td>
<td>1553.3</td>
</tr>
<tr>
<td>Under 18 conception rates</td>
<td>00/01 64.3</td>
<td>38.4</td>
<td>34.01</td>
<td>29.96</td>
</tr>
<tr>
<td>% of homes that meet the decency standard as a % of total stock as at 1st April</td>
<td>45%</td>
<td>65%</td>
<td>70%</td>
<td>75%</td>
</tr>
<tr>
<td>% of homes that meet the decency standard as a % of total private stock</td>
<td>02/03 55.5%</td>
<td>Next survey due 2007/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of residents surveyed who said that they feel ‘fairly safe’ or ‘very safe’ whilst outside in the local authority area: after dark</td>
<td>36%</td>
<td>37%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>84%</td>
<td>85%</td>
<td>87%</td>
<td>89%</td>
</tr>
<tr>
<td>% of residents with a positive perception of the overall appearance of the Borough</td>
<td>52%</td>
<td>53%</td>
<td>55%</td>
<td>57%</td>
</tr>
<tr>
<td>% of education and learning indicators above the national average</td>
<td>20%</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>% of education and learning indicators at or above top quartile</td>
<td>0%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Average income ranking of B&amp;D citizens in comparison with the rest of London</td>
<td>33rd</td>
<td>32nd</td>
<td>32nd</td>
<td>32nd</td>
</tr>
</tbody>
</table>
For further information on:

- Community Strategy and its implementation
- Use of the Neighbourhood Renewal Fund
- Barking and Dagenham Partnership

Visit our website on [www.barkingdagenhampartnership.org.uk](http://www.barkingdagenhampartnership.org.uk)

The internet can be accessed at the all local libraries and the following UK Online Centres:

- Marks Gate, Learning Centre, Rose Lane, Chadwell Heath
- Parsloes Avenue, Learning Centre, Parsloes Avenue, Dagenham
- Barking Central Library, Town Square, Barking
- Thames View Learning Centre, Bastable Avenue, Barking
- Beacon Youth Centre, Farr Avenue, Dagenham

Age Concern Centres:
- The Park, Rectory Road, Dagenham
- Alice Martin, London Road, Barking
- Galleon, Boundary Road, Barking
- Westbury Centre, Ripple Road, Barking

Alternatively, please contact:

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