

Neighbourhood Community Priorities

Neighbourhood	Swinton and Pendlebury
Community Priorities (Priorities to be agreed with community committee, discussed at NPB)	
<ul style="list-style-type: none">• Increase the amount of participation in sport and/or physical activity.• Reduce the number of teen conceptions in Swinton North and Pendlebury.• Reduce the prevalence of smoking amongst local residents.• Increase drug and alcohol awareness, particularly amongst young people.• Maintain positive centre based opportunities for people aged 5 – 19 years of age, including detached outreach in key areas.• Increase reporting of incidents of anti social behaviour and hate crime through reassurance• Support A666 corridor improvements, community greening/’In Bloom ’.• Improve condition of priority roads and pavements.• Identify priority areas through the Swinton Environmental Audit to reduce flytipping/littering incidents.• Increase the number of visitors to Swinton town centre.• Support residents of all ages into employment, training, educational or voluntary activities through working neighbourhood team activities.• Promote financial inclusion and raise awareness of door step lenders.• Support positive activities that bring people of different backgrounds and ages together.• Improve quality of Moorside and Swinton rail stations.	

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Description of Priorities

What the data and results of the engagement say about the priorities in the neighbourhood. **There does not have to be a link between corporate objectives and community priorities.** Priorities should focus on the issues, not how priorities can be met (Approx 300 words)

Perceptions indicate that the quality of the environment, including flytipping and litter, remain a priority concern for residents. The completion of the environmental audit will provide a useful tool to prioritise projects to improve local streetscene.

During 2010, Swinton Neighbourhood Partnership Board has considered the importance of community cohesion and the recognition that the population of Swinton and Pendlebury has become more diverse over recent years. A priority for 2011 therefore is to promote ways to bring people together and celebrate diversity.

Reporting of crime, anti social behaviour and hate crime are key priorities for 2011. Perceptions of crime and anti social behaviour indicate that there is some under reporting of incidents, particularly at the Valley, Swinton South and Clifton. There is a need to ensure that educational activities continue with younger residents around diversity at a local level.

Considerable work has been done during 2010 to engage young people in positive activities at local centres. A challenge for 2011 will be to maintain these activities and detached outreach that has been effective in establishing links with those who may not immediately access centre based activities.

Swinton will benefit from a new high school facility during 2013. This will encompass provision for wider community use outside of formal school use.

The Swinton Working Neighbourhood team will continue outreach and engagement activity at the Poets and Valley areas. It is intended that outreach within the Clifton area will commence during 2011.

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Data (Simple analysis of the priority issues based on data available such as JSNA, Crime & ASB stats, benefit claims etc. **Approx 300 words**)

Demographics and household tenure

Of the total population, 5,565 residents are aged under 15 years of age and 5,595 are aged over 65 years. 41.6% of families with children within an area of Pendlebury are headed by a lone parent. Number of families with dependent children headed by a lone parent. There have been minor changes in the population of Swinton between 2001 and 2008 however in some areas of Pendlebury the population has increased by nearly 13.8%. 37.4% and 27.7% of households within areas of Pendlebury and Swinton South respectively are social rented tenancies. Numbers of lone parents are; 195 (Swinton North), 110 (Swinton South) and 265 (Pendlebury). Numbers of carers are; 85 (Swinton North), 75 (Swinton South) and 135 (Pendlebury).

Diversity

There is evidence to suggest that the population of Swinton and Pendlebury is becoming increasingly culturally diverse. Specifically for example, 25 residents of the Valley neighbourhood are of Black African, Asian and/or Eastern European ethnic origin. Within Swinton schools, the total black and minority ethnic pupil population is 12%.

Health and Wellbeing

24% of Reception age and Year 6 children in Swinton and Pendlebury are currently overweight or obese. Approximately 1 in 3 Swinton and Pendlebury residents smoke daily. 17.5% of Swinton and Pendlebury residents : Proportion of adults who participate in 30 minutes of sport or physical activity three or more times per week, 27% prevalence of breastfeeding at 6-8 weeks. 2006 data: Swinton North is rated as a "red hotspot" and Pendlebury is rated as a "hotspot" for teenage conceptions with around 81 - U-18 conceptions per 1000 persons. (SN: 35 and Pend: 56). 24% of Reception age and Year 6 children in Swinton and Pendlebury are currently overweight or obese, close to 1 in 3 Swinton and Pendlebury residents smoke daily and 1 in 8 young people in the 16-24 age group has the STI Chlamydia.

Crime and antisocial behaviour

Crime figures in Swinton show a substantial reduction in reported crime over the past two years (18% decrease 01/04/2007 - 31/03/2008 compared to 01/04/2008 – 31/03/2009). The number of incidents of anti social behaviour for the year to September 2010 have been 1068. This indicates a 20.4% reduction when compared to 2009. 138 incidents of burglary have occurred for the same period, this is a 26.9% reduction when compared to the previous year. Incidents of vehicle crime indicates an increase of 11% when compared to last

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year. In comparison, Greater Manchester Police force totals for the year to date indicate that anti social behaviour has reduced by 21.7%, burglary has reduced 12.8% and vehicle crime has increased by 16.8%. Reductions in anti social behaviour are on par with overall force totals whilst burglary levels are below force levels.

Cleaner Greener

120 residents who participated in the Swinton environmental audit during May/June 2010 identified the following priorities in order of popularity;

- (1) Litter/clean ups/graffiti removal/flytipping
- (2) Better facilities/openspaces/playgrounds/lighting/signage
- (3) Road, pavement and pothole repair

31% of these respondents disagree that there are suitable places for children to play and 39% and 36% respectively agree and strongly agree that litter and flytipping is a problem locally.

Worklessness

Super output areas within Swinton South (Valley), Swinton North (Mossfield, Poets) and Pendlebury (Cliveley and Castleway) indicate rates of out of work benefit claimants above the Salford average.

Working Age Benefit	Swinton North	Swinton South	Pendlebury
JSA claimants (18-24yrs)	120	80	130
JSA claimants (25-49yrs)	175	155	230
JSA claimants (50 yrs +)	40	30	50

(Nomis Sept 2010)

DWP Benefit Claimants	Swinton North	Swinton South	Pendlebury
ESA & Incapacity benefits	755	535	1,010

(Nomis Feb 2010)

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Young People

Numbers of young people not in education, employment or training (NEET) are 35 in Pendlebury, 29 in Swinton North and 27 in Swinton South, therefore 94 NEET individuals aged 16 – 19 years of age (as of 1st of October, figures of M27 postcodes).

Town Centre development

The number of people walking through the town centre on a weekly basis has fallen over an eight-year period. From a peak of 71,000 in 2001 this has reduced by 77% to 16,494 in 2009. The Parade in the precinct is the busiest shopping thoroughfare in the centre. The estimated footfall in the Parade is 53,281 people per week in 2009, a fall from 65,000 people per week in 2008. In 2006 the centre was almost fully let. In 2007 Swinton had the second lowest level of vacancies in the city behind Salford Shopping City. However by 2009 the picture had changed with vacancy level of units in the town centre reported at 17.3 %.

Opportunities (approximately 5, not illustrated in the data)

- Youth Centres at Clifton and Swinton South (The Deans) present an opportunity to delivery centre based, targeted activities with young people. Clifton Youth Centre has an established partnership with Brook health services offering confidential advice to young people.
- Newly completed Environmental Audit highlights priority areas for improvement and is a tool to monitor improvement of the local environment.
- The proposal for a new High School in Swinton as part of the Building Schools for the Future Programme.
- Working Neighbourhood Team outreach teams established, with focus upon making contact with residents at the Poets and Valley neighbourhoods and providing

Challenges (approximately 5, not illustrated in the data)

- Residents have highlighted to need for more evening and weekend activities for younger residents, particularly aged between 5 and 11 years of age.
- Achieve a reduction in antisocial behaviour, particularly alcohol related issues.
- To encourage increased reporting of anti social behaviour and hate crime, with particular focus upon the Valley, Poets and Clifton areas.
- Raise awareness of cultural diversity.
- Improving the condition of roads and pavements.
- Improve the quality of the environment by reducing incidents litter and flytipping.

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<p>support back into employment, education or training.</p> <ul style="list-style-type: none">• Swinton town centre is a priority in the Salford West Strategic Regeneration Framework and Swinton Town Centre Summit working towards an Action Plan for improving the town centre.• Swinton will benefit from £50k Heritage Lottery Funding to support the intergenerational Swinton Lions project.• Considerable partnership work was undertaken during 2010 to develop projects that bring people of different backgrounds together and encourage a sense of belonging locally.• Significant investment in the quality of social housing is being undertaken by City West.• Swinton has a clearly defined centre and role as a civic hub. The area benefits directly from events at the civic centre, for example, the Salford Garden Party.• 'In bloom' initiative could be expanded to improve the appearance of the A666 corridor.	<ul style="list-style-type: none">• Increase footfall, investment in and positive promotion of the town centre. The centre went into administration in 2009.• Rail frequencies of service are lower than for other Greater Manchester stations with comparable journey times.• Evidence suggests that the illicit tobacco trade is becoming more prevalent locally.• Extend working neighbourhood team outreach to the Clifton area.
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Results of Consultation			
Source	Priorities	Who involved	Why/When/where took place
	Focus on issues	Include names of groups, numbers of people involved	When it took place, location and why
Greater Manchester Police - Police and Communities Together meetings.	<ul style="list-style-type: none"> • Tackle antisocial behaviour at the Valley, Swinton South. • Litter and flytipping reduced at Agecroft Industrial estate. • Antisocial behaviour at Campbell Road • Antisocial behaviour at Green Avenue • Parking problems in residents only parking zones • Speeding traffic at Eccles Road, Conniston Drive and Dorning Road • Underage purchase of alcohol within the Valley • Traffic congestion at Clifton Primary School • Anti social behaviour outside the shop on Manchester road / Arundel Street. • Anti social behaviour to the rear of Gaskell Street 	GMP, local residents, partner agencies across Swinton and Pendlebury.	15 th September, Clifton Youth Centre. Monthly Police and Communities Together meeting (PACT).
Swinton and Pendlebury Community Committee	<ul style="list-style-type: none"> • Quality of highways • Preservation of open space at the rear of Cedar Drive • Rail services from Clifton • Tackling antisocial behaviour 	Community representatives and partner agencies across Swinton and	Meets bi monthly.

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		Pendlebury.	
Environmental Task Group	<ul style="list-style-type: none"> • Highways maintenance and repair • Maintenance of parks and open spaces. Priorities for devolved highways spend. 	Community representatives and partner agencies across Swinton and Pendlebury.	Meets quarterly, October 2010
Swinton Town Centre Feasibility Study – Salford West Regeneration Team	<ul style="list-style-type: none"> • To maximise the overall product on offer. • To increase footfall across the town centre. 	Shoppers, Business owners, Salford City Council.	April 2009. Salford City Council has commissioned a Retail Capacity Study.
Area based walkabouts	Range of issues relating to open spaces, property repairs, quality of the local environment, litter, graffiti, youth engagement, crime, safety and quality of roads and pavements.	City West, Salix, GMP, Swinton Neighbourhood Team, Environmental Services, Urban Vision.	SNAP week September 2010 / monthly City West led walkabouts. Individual records are produced following every walkabout. These detail all priorities identified.
Health Action Partnership	Build up on the successful summer pilot of breakfast clubs	Swinton Health Improvement Team, Community representatives and partner	

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		agencies across Swinton and Pendlebury.	
Swinton Neighbourhood Management Team	<ul style="list-style-type: none"> • Condition of road at Clarendon Rd, Stafford Rd & Wardley Street • Play area for young people near to Chendre Close (Newtown) • Poor condition of properties at Blantyre St • Kersal Road – unadopted / road in poor condition / needs adoption • Broken glass and litter on City Walks on Bolton Rd, Clifton • Speeding cars down Carlise Street • Rubbish in alleyway in back of Carlise Street • Entrance to new Moorside/Swinton High School – how will it impact • Double yellow lines needed on Cromwell Road to Buchannon Street. • Alleygating required to rear of Raymond Street • Rubbish and poor condition of footpath between old miners club and Feb / St Augustines • Dog fouling at Victoria Park • Lack of flower barriers in Swinton. 	Swinton Neighbourhood Team, local residents from Swinton and Pendlebury.	Salford Garden party Saturday 21 st of August 2010.
Local Partnership Delivery Group (LPDG)	Swinton North <ul style="list-style-type: none"> • Litter and fly-tipping in gated alleyways • Anti-social behaviour – Increasing number of young people congregating on Blantyre Street • Increase community engagement to encourage reporting of 	Elected members, City West, Salix, GMP, Swinton Neighbourhood Team,	Meets monthly.

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	<p>crime/ASB</p> <ul style="list-style-type: none"> • Residents causing ASB in private properties/clean up of the private properties • Clean up of Destructor Road & gating of the area • Lighting in the area needs improvement • Piggy Bridge Clean up <p>Pendlebury</p> <ul style="list-style-type: none"> • Clifton Green Shops: <p>- Gating</p> <p>- Environmental Management</p> <ul style="list-style-type: none"> • Positive activities for young people • maintenance of LIVIA site • Illegal traveller encampments • Carrington Street environmental improvements • Birch Road Garages • Issues of fly tipping and asbestos removal on Temple Drive. • Flytipping at Old Miners Site <p>Swinton South</p> <ul style="list-style-type: none"> • Reducing anti social behaviour • Work with schools to deliver educational work and link within extended schools activities. • Develop opportunities to bring people together. • Widen use of the Valley Community Centre. • Offer a range of estate based activities for 5-11 years • Offer a range of estate based activities for 11 + • Address ASB at Butteremere Close 	<p>Environmental Services, Youth Services, Private sector housing team, Health Improvement Team.</p>	
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	<ul style="list-style-type: none"> To secure properties with fencing & burglar alarms to improve crime reduction. Increase facilities for young people on the estate Play facilities in disrepair. 		
Cohesion Task Group	<ul style="list-style-type: none"> Develop opportunities to bring people together and promote a sense of belonging. Activities to celebrate different cultures. 		
Area based walkabouts	Range of issues relating to open spaces, property repairs, quality of the local environment, litter, graffiti, youth engagement, crime, safety and quality of roads and pavements.	City West, Salix, GMP, Swinton Neighbourhood Team, Environmental Services, Urban Vision.	SNAP week September 2010 / monthly City West led walkabouts. Individual records are produced following every walkabout. These detail all priorities identified.
City West (Valley Week of Action)	<ul style="list-style-type: none"> Activities for 5 – 11 year age groups. Incidents of and reporting of antisocial behaviour Quality of the local environment Allegating at Butteremere Avenue 	City West, Swinton Neighbourhood Team, Health Improvement Teams and GMP.	Valley week of Action, conducted week commencing 19 th April 2010. 198 residents were visited and completed a questionnaire.
Clifton tenants and residents association (CUTRA)	<ul style="list-style-type: none"> Engaging young people from the Clifton area in positive activities Tackling anti social behaviour Social activities for local residents 	Residents group has a core membership of 15	Meets regularly as a committee

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Beechfield Residents Association	<ul style="list-style-type: none"> • Social events for residents. • Supporting the work of the Working Neighbourhood Team • Parking issues • Tackling issues connected with antisocial behaviour. 	Small committee of members work mainly in partnership with City West and Neighbourhood Team	Meet once per month at their premises
Peatfield Residents Association	<ul style="list-style-type: none"> • Campaigning for a play area on the estate, • Organising a social events that bring people together. 	Small number of residents form the core group and work in partnership with key agencies, which currently includes Groundwork, regarding the feasibility of the play area	Meets regularly at the local primary school
Beechfarm Residents Association	Covers the POETS estate, and deals with social and environmental issues in the area such as; <ul style="list-style-type: none"> • Anti social behaviour • Activities for young people • Social activities for the wider community. 	Core committee members work in partnership with SALIX and other agencies including WNT, Health Improvement Team and Swinton	Meets regularly at their own premises on the POETS estate, or at Moorside Cricket Club

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		Neighbourhood Team.	
Friends of Victoria Park	<p>The group meet to develop and improve amenities in Victoria Park. They are also involved in many projects including, organising band concerts, and other social events.</p> <p>Improved lighting at Victoria Park</p>	<p>Committee members are a core group of 10 residents. They work in close partnership with the Ranger services, Environmental Services and Swinton neighbourhood Team.</p>	<p>Meets every 3 months to plan and monitor events</p>
Swinton North Residents Group	<p>The group cover the City West properties adjacent to the A66 6 including Wyndham Avenue and Gaskell Street, and aim to improve social and environmental conditions in the area. Plan to organise a fun day in 2011.</p>	<p>Core committee membership of 15 residents work mainly in partnership with City West and Swinton Neighbourhood Team</p>	<p>Meet regularly at Clifton Community Centre.</p>

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Station Road residents group	<ul style="list-style-type: none"> • Highways issues – volume of HGV traffic along Station Road. • Parking issues • Recognition of local heritage assets. 	Station Road residents group	Highways issues – volume of HGV traffic along Station Road. Parking issues Recognition of local heritage assets.
Bingham Street Residents Association	Covers the immediate area, to develop and improve the environment	Committee members number 10, and work in partnership mainly with Swinton Neighbourhood Team, who act as facilitator working with other agencies	Meets at Salford Civic Centre
Swinton Open Spaces Association (SOSCA)	Quality of open spaces. Promoting positive use of Campbell Road open space.		
Salford Youth Service (Youth Shelter)	New youth shelter adjacent to Clifton Youth Centre.	Youth centre attendees, youth services.	

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<p>Swinton Working Neighbourhood team</p>	<p>51 and 30 residents from the Poets and Valley neighbourhood respectively stated that they would like more information on ways to improve health. 60 live clients at present, 60% of these were referred to Skills and Work Team via outreach, engagement etc.</p>	<p>All partners within the Swinton Working Neighbourhood Team.</p>	<p>Summer Festivals – Poets 9th of September and Sunday 12th of September.</p>
<p>Big Listening (March – April 2010)</p>	<p>Findings indicate - 67% of Swinton residents are satisfied with the local area as a place to live. 44% of respondents state that they strongly feel that they belong to your immediate neighbourhood. 66% of respondents disagree that they can influence local decision making in the local area. 48% state that they feel safe in their local neighbourhood after dark. 60% did not know that Salford City Council provides a skills and work service to help people back into work or training. 55% of Big Listening respondents indicate that rubbish/litter is a big problem.</p>	<p>Residents of Swinton and Pendlebury selected at random.</p>	<p>March – April 2010</p>