



SPOTLIGHT on East Salford

Parts of East Salford have the city's lowest rates of employment and highest numbers of people relying on benefits to get by. This can have a huge impact on people's lives and their children's future. The aim of this SPOTLIGHT was to get a really good picture of what happens in the area and find some new ways to help people to improve their own lives.

We asked....

...over 120 people to share their experiences and opinions about work and the things that have either helped them or stopped them, their family or people they work with find suitable jobs or training. We used focus groups, online questionnaires and one to one discussions with local residents, employers and front line workers.

You told us....

... that you appreciated the opportunity to talk about your experiences and valued talking with other people in similar situations, sharing experiences and being listened to. The number of job opportunities available to residents is growing and there are lots of front line workers committed to supporting people into work and training.

Some big challenges remain. Many local people feel some way from returning to work and a lack of confidence or fear stops many people from accessing support. People also told us that they sometimes find it difficult to see the advantages of working and have experienced pressure from family or friends to stay out of work.

Residents told us that low skills levels, poor health, access to transport, caring responsibilities and debt were some of the challenges they may face in starting or returning to work.

What we hope to do now

- Link up with new partners to reach people who might not otherwise get the support they need. For example, housing associations will provide information on work and training to tenants and local GPs will provide job information in their surgeries.
- Run a high profile marketing campaign to help people see the benefits of working and raise aspirations.
- Introduce a mentoring programme to provide positive role models in the community.

These are just a few of the changes that will provide the right help for those who need it most in East Salford.

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The story of a SPOTLIGHT

Parts of Salford have been under the SPOTLIGHT!

Organisations like the city council, community and voluntary groups and Jobcentre Plus have been working with communities on projects called **Spotlights** to look at some of the challenges that people in Salford can face.

There have been three **Spotlights** so far in Charlestown & Lower Kersal, Ordsall & Langworthy and East Salford (which is made up of Broughton, Kersal and Irwell Riverside wards).

Each project has led to ideas for how agencies and organisations can work together better to help people improve their own lives. Although the projects have taken place in small parts of the city, the most successful ideas could be used in other areas of Salford too.

The most important part of each **Spotlight** was listening to your stories and hearing about your experiences - whether you are a Salford resident, someone who works directly with residents or a manager in a partner organisation. We learnt a lot from your opinions and experiences of how certain issues affect you, your family and friends, your neighbourhood or your work.

To those who took part in one of the **Spotlight** consultations, thanks for your time, you will help to make a difference in your community and city.

This newsletter tells you more about what we learnt and what actions we intend to take as a result.

What SPOTLIGHT taught us

As organisations involved in the **Spotlight** projects, we learnt a lot. We now know that we have to understand how a particular issue affects a small community in much greater depth. To gain this understanding, it is important to listen to the ideas of residents and those who work with them.

As organisations we also need to think more about how we can work together, rather than as separate bodies, to provide services that really meet the community's needs.

And in fact, the services that are provided for Salford residents don't always have to be delivered by, for example, the council or primary care trust. Sometimes voluntary and community groups can deliver a service more effectively because they often have close ties with the local community. We need to ensure that voluntary and community groups have the necessary skills, resources and support to deliver services for residents.

Finally, we need to set targets for improving circumstances in a community and regularly tell residents how we are doing.

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Many of the photographs in this newsletter have been kindly provided by the Seedley and Langworthy Trust. Please see www.seedleytrust.co.uk.

SPOTLIGHT on Charlestown and Lower Kersal

We asked....

...the opinions of people who work or volunteer with young people such as careers advisers, youth offending services and mentors, and the young people themselves through a series of meetings, workshops and interviews.

You told us....

...this is a complex issue. There are often sensitive circumstances such as the young person being a carer, having special educational needs or being a parent. Some young people are not in education, employment or training for a very brief period while for others it is a way of life.

What is life currently like for young people not in education, employment or training in Charlestown and Lower Kersal?

There are a good range of services for young people but they don't reach everyone.

For example, there are 42 young people in the area who we know aren't in education, employment or training but we don't know why, making it extremely difficult to offer them the right help.

The various services can appear confusing, both to the young people and to staff and advisers who sometimes aren't aware of what other support they could recommend.

What we hope to do now

- Continue to make links between service providers and community groups such as Oliver's Gym youth club and the Amber project in the area.
- Work more closely with younger children who are more likely to not be in work, training or education when they get older.
- Provide services that fit together better, are more integrated and make sense to the service users.
- Provide more tailored support now we know more about the very different reasons why young people may not be in work or studying.
- Continue to share information between partner organisations to enable us to have a clear picture of the situation.

These are just a few of the changes that will give young people in Charlestown and Lower Kersal the best chance to succeed.

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SPOTLIGHT on Ordsall and Langworthy

This SPOTLIGHT looked at how we can make the Ordsall and Langworthy neighbourhood cleaner, greener and safer. This is an important concern both for residents and workers. We know that the way people feel about the environment they live in can affect many other parts of their life too.

We asked....

...260 people what they thought during the six-week period of the SPOTLIGHT through individual interviews, focus groups and presentations at meetings.

You told us....

...that street nuisance (any kind of disturbance in a public place) is a major problem for residents in both areas. Workers in the neighbourhood view criminal damage as a high priority. Residents and workers are concerned about high levels of car crime in the area and would like authorities to do something to reduce this. Tackling fly tipping is pretty important for everyone in both areas.

What do we currently do to make Ordsall and Langworthy clean, green and safe?

There is a Local Partnership Delivery Group (LPDG) which looks at reducing crime in the area. We know which types of crime are more common and where certain types of offences occur, and this knowledge is used to tackle crime at a local level.

This area of the city has some of the best examples of how communities can work together to improve their environment, for example the In Bloom scheme to plant trees and flowers and clean up streets. Community groups such as Salford Lads Club and Ordsall Community Arts provide activities and facilities for young people.

What we hope to do now

- Extend the role of the LPDG to look at environmental crime like litter, graffiti and vandalism and give this group a small budget to spend on making the area cleaner, safer and greener.
- Clean up some of the worst parts of the area.
- Tackle some of the community's big concerns, including street drinking.
- Deal with derelict land and property.
- Support community groups and services that work with young people.
- Regularly report progress to the community committee and keep everyone informed.

These are just a few of the changes that will make Ordsall and Langworthy a cleaner, safer, greener place to be.

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This SPOTLIGHT looked at how we ensure that more 16 to 18 year olds are in employment, education or training. Charlestown and Lower Kersal is home to the highest proportion of young people in the city who aren't working or studying.

