

Part of the Picture

Quality of Life in Focus

Foreword

Welcome to 'Part of the Picture', the region's first report into social inclusion. This report is for everyone living and working in the region who has an interest in making Yorkshire and Humber a place where we can all enjoy first class quality of life.

The aim of this document is to set out what is needed to deliver the vision of a socially cohesive and inclusive region that is contained in Advancing Together: the vision and strategic framework for Yorkshire and Humber. It also sets out a regional definition for inclusion that provides the context for work taking place everywhere in our region – a vision that we can all share and work towards delivering.

Peter Box
Chair

Yorkshire and Humber Assembly





Introduction

Part of the Picture is the region's first report into social inclusion. It is not meant to be a comprehensive monitoring document for Yorkshire and Humber – this is already provided by Progress in the Region, published annually by Yorkshire Futures. Instead, it aims to provide a snapshot of the region and to showcase some examples of good practice, which are, in various ways, contributing to delivering our region's vision.

Organisations and individuals reading this document, whether local activists working at community level, larger organisations working at neighbourhood or local level, or statutory bodies operating at regional level, should be able to see how what they are doing 'fits' into what the region has agreed are the key priorities and issues that we must work together to achieve.

The document also sets out to challenge the way that we think, and the way that we work. It asks all of us who live and work in the region, not just to 'connect upwards' to a wider regional vision, but also to 'connect across' to others in the region who have a shared commitment to delivering a more inclusive region.

In this sense, Part of the Picture is a 'manifesto' that encourages the principles and practice of joint working as a means of promoting inclusion in the region – as well as giving some solid practical examples of where such working is already delivering real results. We hope that by showing where such working is already a reality in Yorkshire and Humber, we will promote genuinely innovative and cross-cutting solutions to some of the problems that we face as a region.

Advancing Together

The context for this report is provided by Advancing Together – the strategic framework for Yorkshire and Humber. Advancing Together sets out an aspirational vision for the region: "Yorkshire and Humber will be a recognisably world-class and international region where the economic, environmental, and social well-being of all our region and its people advances rapidly and sustainably."

Advancing Together then identifies six objectives that we must work together to achieve if we are to make progress towards this vision. One of these objectives sets out the desire to make sure that "Yorkshire and Humber will be a socially cohesive and inclusive region. Our people will have the capacity, resources, and equitable access to quality services needed to live well".

Advancing Together also indicates a number of key indicators against which the region must progress if we are to become the cohesive and inclusive region to which we aspire.

But indicators can only tell part of the story. Reducing real issues, and real lives, down to averages, numbers and statistics may mean that we lose sight of what really matters – that this is about real people who live and work in our region, contributing to our social vibrancy and economic success.

With this in mind, the Yorkshire and Humber Assembly's Quality of Life Commission has decided to 'tell the story' of what happens beneath one subset of these statistics – those which look at quality of life in the region.

What do we mean by Inclusion?

During the recent scrutiny review into the impact of the Regional Economic Strategy (RES) on social inclusion, partners felt that the region would benefit from developing a shared vision for inclusion. This vision would set out what we wanted to achieve as a region and make clearer what the respective roles of key organisations were in shaping and delivering this agenda.

So what do we mean by social inclusion? Well, the starting point has to be the region's strategic framework. Advancing Together gives us the region's view of what first class quality of life might 'look like': "Yorkshire and Humber will provide a first class quality of life for all our people. We will be intolerant of discrimination and celebrate diversity, while minimising inequality and disadvantage. Healthy communities, low crime and fear of crime, and high quality and accessible services will enable people to enjoy and value their work and leisure."

"The document also sets out to challenge the way that we think, and the way that we work."

“Partners across the region are working hard to understand what we mean by social inclusion and what happens when people are excluded from playing a fully part in society.”

Social inclusion is a crucial dimension of quality of life. If you cannot be part of the wider economic growth of the region's towns and cities; if where you live means you get a poorer quality of everyday services; if you do not have the resources – skills, money, confidence, access to information – that means you can benefit fully from the real opportunities the region has to offer – then your quality of life is unlikely to match up to this vision.

Partners across the region are working hard to understand what we mean by social inclusion and what happens when people are excluded from playing a full part in society.

Such focus is essential. Most of us would agree that Yorkshire and Humber is a wonderful place to live, work and visit but the region also faces significant challenges and we must be clear how we can work together to overcome them. Vibrant, thriving cities include areas of poverty and exclusion. Areas of outstanding beauty hide pockets of rural decline and deprivation. Successful universities and businesses sit alongside people with low skill levels.

The facts are pretty stark. On average, people living in Yorkshire and Humber earn less money, have lower skills levels, experience more crime, suffer more ill health and die younger than people living in virtually any other English region. If we are serious about becoming a world-class region then we need to need to be rigorous in tackling such problems.

Measuring Progress

How will we know, as a region, if we are moving in the right direction? Well, as part of the revised Advancing Together, the region has identified 32 key indicators against which progress will be tracked. These indicators cover a wide variety of areas including education, skills, sustainability, housing, the economy, and, of course, quality of life.

This document will focus on those seven highlighted areas that are grouped within the 'Quality of Life' section of Advancing Together – looking at some of the indicators that are more obviously related to the inclusion agenda. These are:

- Deprivation
- Health
- Culture
- Crime
- Urban and rural renaissance
- Access to services
- Community well-being

As suggested above, numbers can only ever tell part of the story. To get a real sense of what is happening in our region, we need to dig a little deeper to find out how individual, local or regional activity can help us to achieve our vision. What this document will do, is 'drill down' to uncover the stories behind the statistics, to find places where people and organisations are already working together to make Yorkshire and Humber a better place to live.

There is a range of agencies that are responsible for delivering parts of this agenda. They have worked together to agree a regional vision for inclusion:

We want Yorkshire and Humber to be a region where all people enjoy good quality of life, no matter who they are or where they live. This means a commitment to tackling poverty, particularly where it affects children and the elderly; to improving the responsiveness of services; to reducing crime and the fear of crime; and to narrowing the inequalities in health that characterise the region.

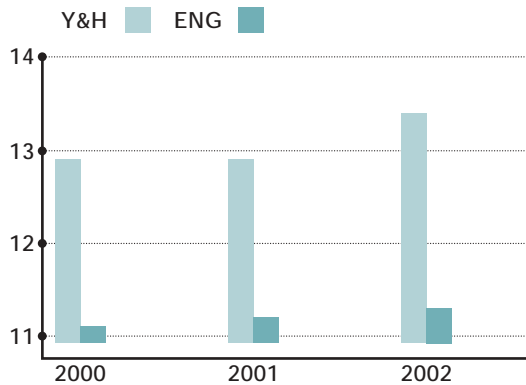
deprivation

What does it feel like to be poor in Yorkshire and Humber? How does it feel to be excluded from the good things that are going on in our communities – and to experience the worst housing, the worst services, the highest levels of crime and the lowest incomes?

Deprivation is about more than just money – although poverty remains the main issue. Deprivation is about a whole series of disadvantages which often, although not always, occur together. This means that there are often places where people are affected by a whole range of disadvantages at the same time.

As a region we are committed to tackling the causes and impact of deprivation. The main way in which we measure how successful we are in doing this is by looking at the number of working age people in workless households. By looking at individuals and households, we are measuring deprivation in a very direct way, as working age adults living in workless households are likely to have low incomes.

Percentage of working age people in workless households



Source: DEFRA, Regional Quality of Life Counts 2000 – 2002

In our region, 13.4% of working age people live in workless households. The average for England is 11.3%. Over the past two years, while the England average has remained constant, the figure in our region has increased. This means that, in general, deprivation in the region is growing in relation to the national picture – and this statistic does not pick up older people living in our region, many of whom we know are living in poverty.

Helping the Region Improve

A decrease in the number of working age people in workless households would lead to higher household incomes and would clearly be good news for the region. There are lots of activities going on that will help us contribute toward delivering this indicator.

case study

Elite West Leeds Partnership

More than 100 long-term jobless have a new future thanks to an innovative partnership between the Elite Group company and West Leeds Learning Centre, part of the Learning and Leisure Department of Leeds City Council.

The Elite Group needed staff for its new distribution centre in Wortley and West Leeds Learning Centre was concerned about the impact of long-term unemployment on the community. Recruitment was by work assessment and training rather than by interviews because of the demoralising effect of unemployment. Now the Elite Group is looking to repeat the process.

We asked **Peter Griffin** Support Service Manager with the Elite Group to tell us more.



Whose idea was this project and what got it off the ground?

West Leeds Learning Centre contacted the Elite Group three years ago when they knew we were opening in Wortley. They highlighted the mutual benefits of our need for staff and their commitment to getting the long-term unemployed back to work.

What is its mission?

To create jobs for the long-term unemployed by providing us with a labour resource for our expanding business. It is a case of matching our needs with those of the community.

Why does it make a difference and to how many people?

Out of 300 new recruits, 106 resulted from this programme and 46 per cent of those had been jobless for more than a year. The staff turnover among long-term jobless recruits is significantly lower than those recruited through other sources. They make for a loyal workforce.

What's your best anecdote about this project?

One recruit had been unemployed for three years. He came for an observed work session, has been with us ever since and has just been made a team

leader. It would never have happened if he not got our leaflet through his door.

What are your top tips for people considering starting something similar?

The jobless can make a significant contribution, they just need to be presented with real opportunities. Forget traditional recruitment techniques. Be flexible.

How have people worked together to make this a success?

This scheme has succeeded because Elite and Leeds West Family Centre understood each other's needs. Whenever problems were encountered we sat down and talked them through.

What do you get out of this personally in job satisfaction terms?

A hundred people have now got jobs and a better future.

What do you see the future holding for this project and is it what you would wish?

The company is looking to expand the project and adopt it, and similar projects, as a prime method of recruitment.



health

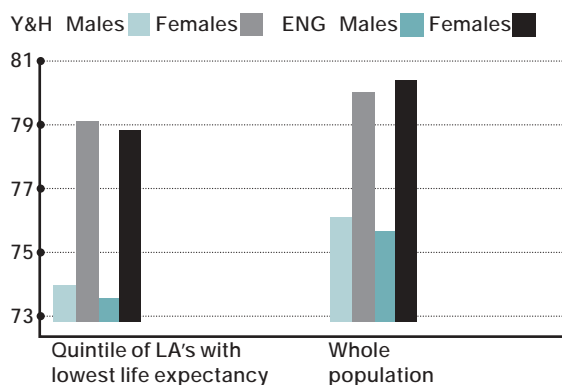
Good health is central to all of our lives. If we do not enjoy good health, then we may not be able to contribute fully to the communities in which we live and we may not be able to enjoy the opportunities that our region has to offer.

Health is about both how long we live and the quality of life that we enjoy during our lives. As a region, it would be great if we all had long and healthy lives – but the fact is, in some parts of Yorkshire and Humber, people die younger and suffer more from sickness during their lives than they do in other parts of our region.

Such 'health inequality' is one of the key challenges that we face as a region. Did you know that a baby boy born in Hull can expect to live four years less than a baby boy born in Ryedale, or a baby girl born in Doncaster can expect to live three years less than a baby girl born in York? And differences at ward level can be even greater. Surely dying earlier is one of the most profound inequalities that there is.

As a region, we are committed to tackling the causes and impact of poor health in order to bring about healthy communities. The region is measuring this by looking at how long people can expect to live. Looking at life expectancy at birth, irrespective of the cause of death, is a good measure of the general health of our region. Year-on-year differences in this statistic reflect the rate at which a population's health is improving.

Life expectancy at birth 1998-01 (male and female) - inequalities



Source: ONS, 2003

As with all of the key indicators that we look at as a region, this indicator shows us a whole range of other things too – including lifestyle, standards of living and the quality of the environment around us.

Helping the Region Improve

It is clear that people living longer and healthier lives would be good for Yorkshire and Humber. As well as the obvious social benefits, there would be economic benefits too – through less time off work due to long-term sickness, for example.

case study

Dales Fitness Centre

North Bransholme, a deprived area of Hull, has its own community-managed gymnasium, Dales Fitness Centre, offering activities ranging from circuit training to Boxercise after local people fed up with the lack of facilities decided to go it alone.

Now the centre, founded by the North Bransholme Sports Forum in 1999, is benefiting the health and fitness of local people by providing access to sporting activities at affordable prices. Run in partnership with Dales School, the centre is open to the entire community and even has its own diner.

Enterprise Manager **Ray Drayton** told us more about the project.



Whose idea was this project and what got it off the ground?

A group of people involved in sport in the local community worked together and set up the constitution. The breakthrough came when we got £21,000 funding from someone who had won the National Lottery to help us buy equipment.

What is its mission?

To provide the best possible sports facilities to everyone - young, old and disabled.

Why does it make a difference and to how many people?

Annual membership is only £10 with a small payment for each visit and we have 1,075 members from all walks of life. We've also created 11 jobs.

What's your best anecdote about this project?

A disabled lad who is wheelchair bound comes once a week from a local youth club to use the equipment and has a laugh and chat with local people whom he would probably not meet otherwise.

What are your top tips for people considering starting something similar?

Once you have decided what you want, go for it. When you hit a brick wall go over the top. Never take no for an answer.

How have people worked together to make this a success?

Volunteers worked up to 40 hours week decorating, the National Lottery winner helped us purchase the initial equipment and Dales School has helped by providing premises. We work closely with local councillors and also got funding from the European Regional Development Fund.

What do you get out of this personally in job satisfaction terms?

The look on peoples faces when they see the facilities so that they can enjoy a healthier lifestyle.

What do you see the future holding for this project and is it what you would wish?

We are hoping to get an all-weather multi-use pitch and have plans to support the cardiac rehabilitation centre at Hull Royal Infirmary helping former heart attack and stroke patients.



culture

Culture is central to everyone's life in the region – both residents and visitors.

In cultural terms, Yorkshire and Humber is an exciting mixture of old and new. From cricket to curry, ballet to bhangra, brass bands to DJ's, the region's identity continues to develop and change.

So when we mention culture in the region, we are not just talking about the theatre or other dramatic arts – although these have a vital role to play. Instead, we are talking about a wonderfully diverse range of activity which has defined, and continues to define, what and who we are as a region - including sport, dance, music, creative industries, nightclubs, opera, - the list is almost endless.

Culture is not exclusive. It belongs to no one and everyone. Nor is culture an 'add-on', a luxury for those with the time, money or inclination to enjoy it. It is a fundamental aspect of all of our lives. The challenge that we face as a region is to ensure that the value of our culture is recognised and celebrated and that everyone in the region has the chance to experience the widest range of cultural opportunities.

We also need to better understand the way in which culture can help us to address some of the social and economic problems that we face as a region. As the Regional Cultural Strategy puts it:

“Improved health, personal skills, the strengthening of communities, raising ambition and motivation, finding meaning in new surroundings, discovering new pleasures in life, all flow from access to the opportunity for cultural activity.”

Quantifying the importance of culture is a difficult proposition. We are currently working with Yorkshire Culture and other partners to identify an appropriate indicator to measure people's active participation in, and the value of, culture.

case study

Connecting Youth Culture

Founded six years ago, by North Yorkshire County Council, Connecting Youth Culture works with young people throughout County to develop a wide range of cultural and artistic initiatives

As well as creating links with performing arts, Connecting Youth Culture has a 7.5 tonne multi-media mobile unit which incorporates recording facilities, video editing, animation, photo shop and dark rooms.

Paula Taylor North Yorkshire County Council Youth Arts Manager explained more.



Whose idea was this project and what got it off the ground?

I am a former performance artist and had the idea through working with young people. They either had access to technology but not the expertise to use it or had access to artistic activities but did not know how to get the best from them.

What is its mission?

To work with young people and develop artistic and cultural activities in their own communities in ways bound only by their own choice, energy and aspirations.

Why does it make a difference and to how many people?

Liberating creative aspirations improves self esteem and creates the ability to achieve in wider areas of their life. Last year with we worked with 8,000 youngsters. There are 15 people in our team and we work with a pool of 85 artists to deliver our service.

What's your best anecdote about this project?

Four years ago we started working with two young lads who were totally disengaged from school. They got hooked into music through one of our Connecting Youth Culture workers. Through working with us they entered a national magazine talent contest, did well, and were helped to record a CD of their own rap music. One has since set up is own recording studio and works with us in helping other young people.

What are your top tips for people considering starting something similar?

It is crucial to understand what it is to collaborate with young people and help them drive their own projects. Too often adults give young people what they think they want rather than what the youngsters know they need.

How have people worked together to make this a success?

The National Lottery helped us buy the mobile multi-media unit. We also get funding from North Yorkshire County Council, the Arts Council, Youth Music, Connexions and The Learning and Skills Council.

What do you get out of this personally in job satisfaction terms?

I remember being young and disengaged until doing something creative turned my life round. This is a way to pass it on.

What do you see the future holding for this project and is it what you would wish?

North Yorkshire County Council believes that it is one of the first local authorities to set up and support a young persons own record label and county youth dance company. There are also plans to create a young person's film production company as well as sharing the good practices we have learnt regionally.



crime

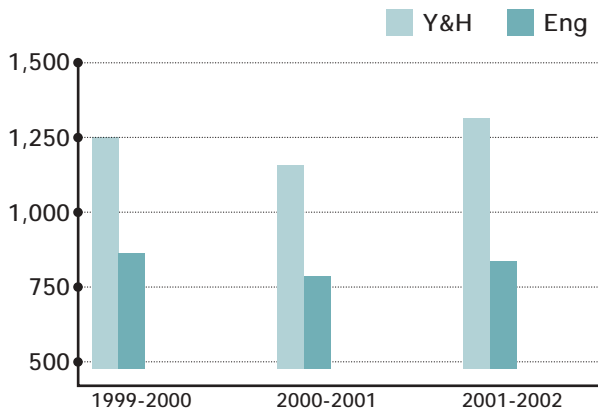
Crime and the fear of crime blight the lives of many communities in our region. If people are asked in surveys what concerns them most within their neighbourhoods, then crime is always at, or near, the top of the list.

Crime can and does affect the full range of people and communities in our region – rural and urban, young and old, rich and poor. However, those living in our poorest communities are disproportionately victims of crime.

The crimes that worry people most are often, although not always, those which directly affect them - particularly anti-social behaviour and acquisitive crime (burglary, theft from cars etc). And it is not just those directly affected who are concerned. For some people, fear of becoming a victim of crime can be just as debilitating as experiencing crime itself. Older people, or those living in isolated communities, may feel particularly vulnerable.

There is already a whole range of statistics gathered by government agencies to track people's experience, and perceptions, of crime. Within Advancing Together, we are tracking the number of recorded robberies and recorded burglaries which take place in our region, as well as looking at people's perceptions of crime.

Recorded burglaries in dwellings per 100,000 population



Source: DEFRA, Regional Quality of Life Counts, 2000 - 2002

Clearly, as a region, we have some challenges that we need to meet around burglary – levels are higher than anywhere else in England. This impacts on the quality of life of many people in the region. We cannot forget that behind each statistic there is an individual tale of misery.

Another key indicator used to measure progress in this area is to do with people's perceptions of crime. Some people may not be at risk of crime, but the likelihood of falling victim has a negative impact on their lives. Often it is the elderly, or those living in isolated communities who have the highest fear of crime.

case study

The Allotment Partnership

Disused land in Bradford has been turned into a thriving allotment in a ground-breaking project which is improving health prospects for elderly Asians and helping build bridges between groups who otherwise might not come into contact with each other.

The allotment – a partnership between West Yorkshire Probation Board, Bradford Council for Mosques and Bradford Council - is worked by young offenders and elderly Asians growing fresh vegetables for the Asian community.

We asked **Marion Brett** Team manager at West Yorkshire Probation Board to explain further.



Whose idea was this project and what got it off the ground?

Bradford Council for Mosques approached us. The land was derelict allotments belonging to Bradford Council. Bradford Council of Mosques gave the seeds and we provided equipment and heavy labour.

What is its mission?

There is a high incidence of diabetes among elderly Asians in Bradford, especially the women who live isolated lives. This project improves their health prospects by giving them fresh air, exercise and fresh vegetables.

Why does it make a difference and to how many people?

It helps young offenders, working in rotated teams of six, who benefit from fresh air, exercise and in learning teamwork while also nurturing good race relations. It also benefits the Asian community, particularly the dozen or so elders directly involved by helping to improve their health.

What's your best anecdote about this project?

An elderly Asian gentleman sitting on the land, working the soil with his fingers while sharing a joke with a young offender.

What are your top tips for people considering starting something similar?

Be prepared for hard work and commitment. In any project of this sort, good communication is essential, and everyone needs to talk to each other.

How have people worked together to make this a success?

Everyone has put their heart into it. The young offenders have worked very hard and the Asian community was so keen that the whole local community came out to watch when we started.

What do you get out of this personally in job satisfaction terms?

It is wonderful developing a project which will put so much back into the community. The young offenders have a sense of achievement and are less likely to smash a bus shelter up on the way home. There is a positive atmosphere and sense of community which is very rewarding for us all.

What do you see the future holding for this project and is it what you would wish?

We've done the big push, we just need to keep it going. I would like to see it developed in other areas. A similar project is starting in Huddersfield – so watch this space.



urban renaissance

Our towns and cities continue to be our main wealth generators and also where many people in the region live, work and spend their leisure time. Over recent decades, more and more people have chosen to move away from towns to live in suburban and more rural areas. This leads to rising house prices and over-stretched services in rural areas, more traffic congestion due to an increase in commuting, and a loss of vitality and increasing deprivation in some urban areas.

Many things encourage people, particularly skilled young people, to remain in, or move to, urban areas. These involve improving the physical environment, encouraging mixed-income communities and ensuring that there is a range of employment and leisure opportunities available.

Clearly, people should be allowed to exercise choice about where they live, but, for this to be meaningful, one of the choices available must be to remain in, or move to, safe and successful towns and cities. Abandoning areas because of high crime, poor schools or a poor environment, is not to do with exercising choice.

We are currently working with regional partners in order to secure robust and meaningful data to show how the region is progressing on this issue. However, it is clear that work is already going on which is encouraging people to live in our towns and cities.

Helping the Region Improve

Making progress as a region is not just about encouraging people to live in urban areas. It is about making sure that our towns and cities are safe and attractive places to live, with schools and other services which meet the needs and aspirations of residents.

case study

CASPAR Housing, Joseph Rowntree Foundation

An innovative approach to urban regeneration is being made by the CASPAR project, part of the Joseph Rowntree Foundation, which completed its first block of quality apartments, financed by private investment and available at affordable rents, in Birmingham in the 1990s and followed this with a similar project in North Leeds.

CASPAR - City Apartments For Single People At Affordable Rents – was born out of research carried out by the Joseph Rowntree Foundation. Various research initiatives highlighted the need for high-quality accommodation at affordable rents for childless couples aged between 18 and 35 on moderate incomes who want a flexible lifestyle. Two more similar schemes are in the pipeline.

Policy Development Manager
Julie Cowans told us more.



Whose idea was this project and what got it off the ground?

CASPAR came out of various items of Joseph Rowntree Foundation research which combined to identify the need for this type of accommodation.

What is its mission?

To create affordable, top-quality private rented accommodation in cities and to act as a catalyst for urban regeneration and the revitalisation of city centre economies.

Why does it make a difference and to how many people?

Our first apartment block in North Leeds can house between 50 and 100 people depending on whether they are singles or couples. The fact that these people do not need to rely on the car helps many more people by reducing pollution and congestion. Their spending power contributes to the local economy by supporting local businesses.

What's your best anecdote about this project?

We originally envisaged the apartments being for single people but, life being what it is, some of these people have moved in together so we are also unwitting matchmakers as well as providers of accommodation.

What are your top tips for people considering starting something similar?

Good quality market research correctly identified our target market. It is better to charge a realistic rent than have vacancies. Get a good managing agent.

How have people worked together to make this a success?

Leeds City Council was very positive in enabling the Joseph Rowntree Foundation to turn this pilot project into reality. Planners actively helped us to find a site and the finance department helped us to ensure that the sums added up correctly.

What do you get out of this personally in job satisfaction terms?

It is rewarding to take research and apply it to the real world in a way which identifies solutions rather than problems and helps people to live the life they choose.

What do you see the future holding for this project and is it what you would wish?

The CASPAR project's success will be measured in terms of continuing demand for the Leeds apartments from investors and individual residents. This model will then be replicated around the country.



access to services

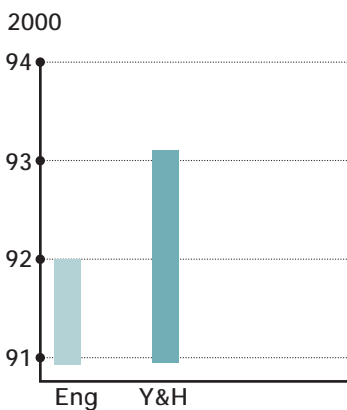
How far do you live from your local doctors? And how long do you have to wait for an appointment? Have the shops in your local area closed down? Is your village post office under threat, leaving those without a car unable to collect their pension?

Accessing services is a vital issue, particularly for some of our rural communities. We all know that it is impossible to provide goods and services to a rural area in exactly the same way as an urban area. However, within this region, we have always produced great innovators and we should now be creative about how we are delivering services to our isolated communities.

But it is not only in rural communities that lack of access to services is a problem. For instance, in many of our urban areas, banks and building societies have closed local branches leaving people without easy access to financial services. There are also people who may not be able to access existing services due to other barriers, such as disability, speaking English as a second language or a low awareness of their rights – leading to low take-up rates.

As a region, we will be tracking progress on improving access against two indicators – the percentage of patients who are able to get an appointment with their doctor within two working days and the percentage of rural households under 2km from a primary school.

Percentage of rural households under 2km from a primary school



Source: The Countryside Agency Yorkshire and the Humber - The State of the Countryside 2002, 2002

We are also talking with partners to find an additional component to recognise the fact that poor access is also a problem for people living in our towns and cities.

Helping the Region Improve

As a region, we can have the best-quality services in the world, but if people are unable to access them, they will not benefit our communities. But poor access is not inevitable. There is already lots of activity aimed at improving access to services in our region.

case study

Bradfield Post Office

A small rural post office at Bradfield on the edge of the Peak District has been saved from closure and transformed into a thriving business and community focal point thanks to the dynamism of Bradfield Parish Council.

The parish council purchased the post office from Sheffield City Council after the former postmistress retired and it was no longer considered viable. It is now also a busy delicatessen, café and tourist shop.

Melanie Smart,

Bradfield Council parish clerk, told us about the project.



Whose idea was this project and what got it off the ground?

It was Bradfield Council's idea then we got everyone else involved.

What is its mission?

To serve the local community and tourists who also visit the pubs and garage so it helps boost the local economy.

Why does it make a difference and to how many people?

It has put the heart back into the community and saved it from becoming a ghost commuter village as well as creating seven part-time jobs and improving community spirit.

What's your best anecdote about this project?

The café area and shop is always full with happy smiling faces – what more could you want?

What are your top tips for people considering starting something similar?

Be patient and persevere. If every rural community had something like this life would be better.

How have people worked together to make this a success?

After the parish council started the ball rolling, Yorkshire Rural Community Council helped us get grants from the EU, Yorkshire Forward and the Rural Target Fund. The tenants have been brilliant. They moved in early and put up with cramped conditions and building work because we needed the summer trade. The Post Office provided training to the tenants at short notice.

What do you get out of this personally in job satisfaction terms?

It has been wonderful to facilitate something which is so highly valued by local people.

What do you see the future holding for this project and is it what you would wish?

I hope it will go from strength to strength. The next stage is to convert two old barns behind the post office into holiday accommodation.



community well-being

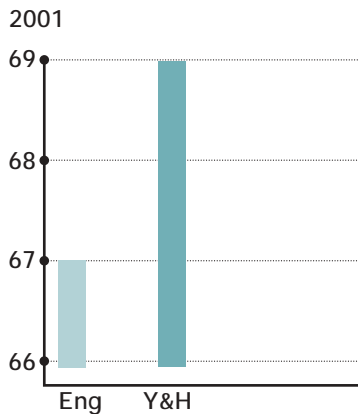
Do you like where you live? What are the neighbours like? Is your boss okay at work?

Sometimes, it is difficult to reduce everything to numbers and targets. There are some places in our region where things may look bleak to outsiders, but where you will find thriving and supportive communities to which people are proud to belong. People will say that they enjoy living there. If you ask them why, they may simply say it is a nice place to live.

Community well-being considers how satisfied people are with their lives overall – their standard of living, their surroundings, friendships and how they feel day to day. This is incredibly important, yet very difficult to describe and measure.

The way that the region has decided to measure community well-being is by looking at how many people say that they enjoy living in their own neighbourhood. This is an inexact science, but it does give us a flavour of a whole range of factors that we may not pick up in the other indicators.

Percentage who enjoy living in own neighbourhood



Source: 2001 Home Office Citizenship Survey, 2003

The Home Office conducted the survey from which the data is taken for the first time in 2001. The survey will be repeated every two years.

Helping the Region Improve

Although community well-being is hard to describe, "you'll know it when you see it". It could take many forms – there may be a real sense of community, with friends and family living close by, or perhaps people are active within their local mosque or church, or volunteers with a local charity.

In fact, everything we do can contribute to the well-being of the communities to which we all belong.

case study

Heeley Community Farm

A quarter of a century ago environmental campaigners helped prevent a by-pass running through Heeley near Sheffield city centre and established a city farm on the land.

Now Heeley City Farm, set in 4.5 acres of land, is a community-based training, employment and environmental enterprise which has won international acclaim and a string of national awards. It is also a thriving family attraction with a wind and sun powered city farm, environmental education centre, café, garden centre and recycling facilities. Finance comes from charitable trusts, donations, the sale of goods and services and by providing vocational training in 'environmental industries' including horticulture and agriculture.

We asked **David Gray** Development Manager to tell us more.



Whose idea was this project and what got it off the ground?

Local people who campaigned against the by-pass decided to start a community project with a £25 grant from Sheffield City Council. A lot of enthusiasm and hard work made it a reality.

What is its mission?

To make Heeley a better place by providing activities for the whole community, training for those who need it and local jobs. Half of our 45 staff lives locally.

Why does it make a difference and to how many people?

We make a difference because it is easy to get involved. People who have never been inside a college come here to train and leave with vocational qualifications. We train more than 100 people each year including long-term unemployed adults and young people and adults with learning disabilities. We provide services and goods for the local community and 45 jobs which contributes to the local economy.

What's your best anecdote about this project?

One boy who came to us left school with nothing and few prospects. He gained basic vocational qualifications and has now gone on to agricultural college with the long-term aim of working on the Chatsworth Estate. He would never have been near an educational institution, let alone trained in new skills, if not for us.

What are your top tips for people considering starting something similar?

Take a long term view and realise that if you are trying to make a difference to a community it is no good winding up after a few years. Plan for the long term, there are too many five-minute wonders.

How have people worked together to make this a success?

We have a strong community spirit and people get involved in hundreds of ways as volunteers, whether it is mucking out the animals or becoming a director, making a donation or helping us to write a business plan.

What do you get out of this personally in job satisfaction terms?

I gain a lot by being part of something which has endured in this sector and achieved a lot for the local community in a variety of ways.

What do you see the future holding for this project and is it what you would wish?

More hard work but we can continue to grow and diversify as long as we stay committed to the people we are here to help. I see us starting to have an impact over a wider area of Sheffield and beyond as people start to value the importance of local economic development.



Conclusion

Turning words into action

An agreed vision for inclusion is important for the region. However, unless key organisations agree how they will deliver that vision then it will remain just words on a page.

Action to deliver needs to take place at a range of levels – regional, sub-regional, local, neighbourhood and individual. Responsibility for making sure that we have an inclusive and cohesive region that is a good place to live and work rests with us all. The work that is carried out in neighbourhoods, at local level, by businesses, councils, voluntary and community groups and others is critical in making a difference to the quality of life of people living in our region – as is shown by some of the wonderful examples of good practice that are highlighted in this report.

Part of the Picture is intended to ‘challenge’ everyone in the region to work together to make Yorkshire and Humber a place where everyone enjoys a first class quality of life. It aims to challenge all agencies in the region; private, public and voluntary, to see the connections between work that they do on the ground and a wider regional vision for inclusion.

At regional level, three key institutions share prime responsibility for delivering a more inclusive and cohesive region:

- Yorkshire and Humber Assembly;
- Government Office for Yorkshire and the Humber and;
- Yorkshire Forward.

These three organisations are committed to working within the context provided by Advancing Together to deliver the vision for Yorkshire and Humber and to bring about the socially cohesive and inclusive region that we all want to see. Each of these organisations has worked to agree the shared vision for inclusion that was set out at the start of this document:

We want Yorkshire and Humber to be a region where all people enjoy good quality of life, no matter who they are or where they live. This means a commitment to tackling poverty, particularly where it affects children and the elderly; to improving the responsiveness of services; to reducing crime and the fear of crime; and to narrowing the inequalities in health that characterise the region.

Below, each of these three agencies sets out exactly how they intend to respond to the challenge that this vision poses – and to clarify what their particular role will be in helping to deliver this.



Julian Cummins
Chair Quality of Life
Commission, Yorkshire and
Humber Assembly

As Chair of the Quality of Life Commission, I am delighted to welcome this document and the new vision for inclusion that we have agreed with our regional partners. This is an

important document, and one which brings increased clarity to the way that we deal with some of the most challenging issues faced by individuals and communities across our region.

As the region's strategic partnership, the Assembly has a key role to play in promoting a more inclusive region. There are a number of ways that the Assembly will do this:

- We will make sure that Advancing Together reflects the views of the whole region and ensure that it fully addresses inclusion issues.
- We will promote use of the Regional Sustainable Development Framework to make sure that, when people are putting their strategies together, they are asking the ‘right questions’ about the impact that that strategy will have on inclusion.
- We will bring together key partners through our Commissions, particularly the Quality of Life Commission, to encourage a joined up approach to tackling some of the underlying problems that impact on the lives of individuals and communities in our region.
- We will keep a check on ‘how we are doing’ – working with partners to monitor the progress that we are making towards delivering Yorkshire and Humber's vision for inclusion.
- We will make sure that the people represented on the Assembly and its associated subgroups fully reflect the diversity of the region.
- We will encourage, where appropriate, the production of regional strategies dealing with specific policy issues relating to the inclusion agenda.

In summary, we will make sure that the region works together to become a place where all people enjoy good quality of life, no matter who they are or where they live.



Don Stewart
Executive Director, People,
Yorkshire Forward

Yorkshire Forward's purpose is to improve the Yorkshire and Humber economy. We have led the region's adoption of the Regional Economic Strategy – a ten year blueprint to create a 21st Century economy with a first class quality of life. We have two main roles in ensuring that this strategy is delivered, one strategic and one operational. Our strategic role is to achieve more coherent and effective use of public money and attract the maximum private sector investment to improve the region's economy. Our operational role is focused on three policy areas - the development of business clusters; urban and rural renaissance; and connecting people to economic opportunity. Over the next five years we plan to allocate a third of our total resource to the connecting people agenda.

We aim to work in partnership. Much of what we already deliver happens through and with the help of key partners. Our relationship with the Churches Regional Commission, Arts and Business Yorkshire, Business in the Community, the Regional Forum for the Voluntary and Community Sector, the Princes Trust, the Regional Languages Network and many others, are important to us. Not only do they help to deliver the hard numerical targets by which all public organisations must be judged, but they also help to spread the message about our continuing involvement in people development.

We also aim to experiment. The bottom line is that we are a development agency. We exist to change the way the region does things. We are engaged in a massive change management exercise with the region's six million inhabitants. That requires us to be bold and imaginative, as well as patient. Yorkshire and the Humber will not be rebuilt as a world class region in a day. We remain eternally optimistic. By working together we will advance together.



**Isobel Mills, Director,
People and Communities,
Government Office for
Yorkshire and the Humber**

Government Office welcomes this document, which challenges the key regional agencies to work together more effectively to improve the Quality of Life for all in Yorkshire and the Humber.

As Director of People and Communities, I have responsibilities which cover the full range of inclusion issues: children and young people; housing and land use planning; neighbourhood renewal and the voluntary and community sector.

None of our objectives can be met by my team – or indeed the Government Office – working alone. We can only achieve better life chances for young people and safer, more sustainable communities by working together at neighbourhood, local and regional levels.

We do this already on a day to day basis, but it is worth highlighting some of the big issues on which we are already collaborating. These include:

- The Regional Emphasis Document (RED) pointed out key issues for all agencies in terms of social inclusion.
- The Refugee Integration Strategy, launched last winter and its recommendations are now testing and challenging key service providers in the region to improve their delivery to newcomers to the region.
- Working collaboratively with Government Departments on new policies and programmes to try to ensure that they are sensitive to the needs of the region. Ongoing work on the future of Area Based Initiatives is testament to this.

This level of active collaboration must continue if we are to achieve the aim of Quality of Life for all in Yorkshire and the Humber. No agency working alone can achieve this. By working together we pool knowledge, skills, experience and resources for the benefit of all who live in, work in, or enjoy our region.

Roles and Responsibilities

Who is responsible for improving the quality of life of people in our region? The simple answer is 'everybody'. The key regional agencies all have an important role to play, but so do local councils, businesses, the voluntary sector and local activists.

An enormous range of things have a negative impact on people's quality of life. Low quality housing, lack of employment, high levels of crime or poor health are some of the 'big' factors – which are primarily the responsibility of large agencies. But, if you ask people what affects their quality of life, then there will also be a range of 'smaller' issues which are every bit as important – for instance noisy neighbours, smashed bus stops, graffiti or litter.

So the responsibility for delivering improvements is something that we all must share. However, whose responsibility is it to support and co-ordinate efforts in the region to improve overall quality of life? There are three key regional agencies which have a key role to play – Government Office for Yorkshire and the Humber, the Yorkshire and Humber Assembly and Yorkshire Forward the Regional Development Agency.

Yorkshire and Humber Assembly

Launched in October 2001, the YHA is the region's high-level strategic partnership. Its members include the region's twenty-two local authorities and representatives from business, education, the health sector, environmental agencies and the voluntary and community sector – amongst others.

The YHA works with others to plan for the region's future, in order to create a more sustainable region – economically, socially and environmentally.

Yorkshire Forward

Yorkshire Forward, the Yorkshire and Humber Regional Development Agency, was created in April 1999 with the mission of revitalising the region's economy. Yorkshire Forward's business plans are aligned around this strategic economic role and are characterised by the delivery of high impact 'breakthrough' projects.

Yorkshire Forward has fifteen Board Members appointed by the Secretary of State for Trade and Industry. The business-led Board includes representatives from a range of private, public and voluntary sectors across the region.

Yorkshire Forward delivers its economic development role in a way that brings wider inclusion benefits where possible. However, Yorkshire Forward's primary responsibility relates to economic development.

Government Office for Yorkshire and the Humber

The Government Office for Yorkshire and the Humber brings together the activities and interests of nine national Government departments at a regional level. GOYH acts as "Whitehall in the Region" explaining and delivering the Government's objectives in a co-ordinated way appropriate to the particular regional and local circumstances of Yorkshire and the Humber, and feeding back the regional perspective to inform national policy. GOYH is accountable to the nine parent departments and ministers for whom it undertakes work.

GOYH's core aim is to contribute towards sustainable development (economic, environmental and social) in Yorkshire and Humber through the integrated and coherent delivery of government policies and programmes and through effective partnership working in the region.

Government Office has a lead role in driving social inclusion and neighbourhood renewal at the regional level. As part of this role, Government Office is currently working to establish a 'social inclusion panel' for the region - to pull together key individuals to provide leadership on this agenda.

Find out how you can help

Regional Sustainable Development Framework and Sustainability Appraisal Handbook

Yorkshire and Humber Assembly

Telephone: 01924 331555

Email: mail@yhassembly.gov.uk

Regional Economic Strategy

Yorkshire Forward

Telephone: 0113 394 9636

Email: eleanor.marshall@yorkshire-forward.com

Framework for Regional Employment and Skills Action

Yorkshire Forward

Telephone: 0113 394 9636

Email: eleanor.marshall@yorkshire-forward.com

Regional Planning Guidance (including Regional Transport Strategy)

Government Office for Yorkshire and the Humber

Telephone: 0113 283 6342

Email: regional.planning.goyh@go-regions.gov.uk

Regional Cultural Strategy

Yorkshire Culture

Telephone: 0870 4202484

Email: gtopp@yorkshire-culture.co.uk

Regional Housing Strategy

Yorkshire and Humberside Housing Forum

Telephone: 0113 275 4030

Email: linkofficer@housing.org.uk

Regional Transport Strategy

See Regional Planning Guidance

Progress in the Region

Yorkshire Futures

Telephone: 0113 394 9764

Email: info@yorkshirefutures.com

Further information
about Advancing Together
is available from:

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