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Promise



Delivering inclusion in
Yorkshire and Humber



DNA is the essence of every species,
and is unique to all living things.

The Yorkshire and Humber Assembly
believes that every individual
should be able to contribute to the
future of our region and should
share in its success. We will work
with partners to make this happen.

This is our promise.



Introduction

Welcome to Promise, the region's new approach to inclusion. This document marks a new phase in how the region will work together to address this issue, but it builds on work that the region has already carried out.

It is called Promise for two reasons. Firstly, the title describes our commitment to improve the life chances of the poorest communities and people in our region. Secondly, it refers to the 'promise' that we see in our most disadvantaged neighbourhoods - the untapped potential that the region cannot afford not to use.

The Yorkshire and Humber Assembly, working closely with Yorkshire Forward, Government Office for Yorkshire and the Humber and the Yorkshire and Humber Regional Forum, has developed this document. This collaborative approach reflects the partnerships that will be needed to bring about the change that we all want to see. It is only by working in partnership with a wide range of organisations that we will deliver this promise for the region.

The document has a close relationship to the developing Integrated Regional Framework and to any future Integrated Regional Strategy - which will set the long-term vision and objectives for the region. The IRF/IRS will challenge us to respond positively to address the landmark issues that we face as a region. Promise sets out some of the ways of working that will make it more likely that we will succeed.



How did we get here?

In 2004 the region launched Part of the Picture, the region's first report into social inclusion. This document did not aim to be a comprehensive look at every aspect of inclusion in the region. Nor did it try to provide a full monitoring framework for work around inclusion. This job was, and continues to be, done by Progress in the Region - published annually by Yorkshire Futures.

Instead, Part of the Picture aimed to provide a snapshot of the region and to showcase some of the very different ways that different people, communities and agencies were working to help deliver the wider vision for the region.

The document was also ambitious in its desire to challenge the way that we think and work in the region. Part of the Picture was about making connections between local activity and regional vision. It was successful in helping groups and communities understand the way that the real projects and activities that they were delivering on the ground contributed to a broader set of regional objectives.

This document, which builds on Part of the Picture, is called Promise. It takes the work that the region did in the earlier document and moves it forward. It restates our vision for inclusion, sets out in detail some of the issues we face and finally issues a challenge to all agencies in the region to be ambitious in their expectations of the level of change that we can achieve.



The vision

One of the key achievements of Part of the Picture was establishing a vision for inclusion in the region. The Assembly, Government Office and Yorkshire Forward agreed this vision. It provided a common starting point in our discussions about 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.

This vision for inclusion still stands. The key challenges that we face as a region, of inequality, poverty, crime and poor health remain. Unless the region meets these challenges, it will not achieve its full potential.



Meeting the challenge

The region shares a commitment to meet the needs of our most disadvantaged communities. The revised Regional Economic Strategy, issued in 2006, set out for the first time the need for a Regional Inclusion Framework.

Through the RES, it became apparent that improved co-ordination and clear leadership was essential if the region was to improve the life chances of its poorest and most marginalized communities. Despite large amounts of investment in some of these areas, over a long period of time, some of the most intractable problems remain.

The RES commitment was not a blueprint for a document. It was a signal that the region recognised that it needed to work differently if it was to address some of the difficult challenges that it faces.

This commitment was the basis for a series of discussions with key stakeholders in the region to identify what sort of support the region could put in place to help improve delivery on the ground. These discussions focused on the two key areas of leadership and co-ordination.

The message back from partners was clear - that the framework should try and challenge the region to work differently to achieve different outcomes, with the focus being very much on 'how' we work, not just on 'what we do'. Promise reflects this approach.



Understanding inclusion issues

Policy context

Tackling social exclusion is a national as well as a regional issue. The government has a wide range of strategies and policy initiatives designed to address the needs of those individuals and groups who have the most severe problems and suffer from multiple disadvantage. For adults this can include poor health prospects, unemployment and poor educational achievements, addictions and behaviour difficulties.

There are many good examples of work in the region that start to address the causes and effects of exclusion. The region has a good track record in encouraging innovative and effective ways of working that make a real difference to people's lives. Where we need to do much better is making sure that the most effective ways of working are captured and shared.

How the region performs

The region continues to face a number of challenges around inclusion. In our region there are significant areas of deprivation - with concentrated pockets of disadvantage in parts of West Yorkshire, South Yorkshire and Hull. There are also particular groups who, for a variety of reasons, are excluded from sharing in the good things that the region has to offer.

Progress in the Region 2006 charts regional performance against a range of key indicators relating to issues such as health, deprivation and education. Progress in the Region can be accessed at www.yorkshirefutures.com





What Progress in the Region clearly shows is that there are some areas, such as prevalence of obesity, where the region is not making progress. In these areas, the trend is for an increasing gap with the rest of the England, and with the more affluent parts of our own region.

In work to develop the IRF, the region has identified this growing gap as a key challenge. Whilst the extent of deprivation people face is reducing, it appears to be becoming more concentrated in certain areas and the differences in income between the poorest and most affluent is widening. Divisions can be tied to localities and ethnicity, too, with implications for economic inclusion and community cohesion.

In other areas we do see some limited progress. For example the region is seeing fewer working age people living in workless households, but there is still a significant gap with the England average. Similarly, whilst crime trends show some improvements, it remains an uncomfortable fact that you are more likely to be burgled in this region than any other region outside of London.

It is not the role of this document to detail the wide range of local level activities that will be helping to address some of these problems. However, what this document can do is encourage agencies and groups within our region develop new and innovative ways of tackling these long-term issues.

'Changing cultures, changing lives'

How can the region achieve more for its poorest people, for those who live in the most disadvantaged areas, or who at the highest risk of crime or poor health?



The evidence set out in this document shows that the region faces a number of challenges, challenges that we have struggled to address in the past. Meeting these challenges is not just about what we do, but how we work. The region wants to identify where different ways of working are really achieving major dividends. What are the key ingredients that make some projects succeed in a transformational way, and distinguish the truly exceptional projects from those that have limited impact?

We have worked with key partners to identify these factors. They are set out below:

- **Ambition** - In order to deliver transformational change, the best projects and organisations set themselves the highest targets, changing the aspirations of the people and communities that they work with. Our poorest communities and people deserve ambitious aspiration. Our work needs to be about more than alleviating the effects of poverty; it also needs to be about a long term commitment to transform the expectations that we have about some of the region's neighbourhoods and communities.
- **Diversity** - The most successful projects recognise and maximise the benefits of our diverse region, rather than seeing diversity as a 'problem to be solved'. Inclusion work needs to embrace and respect diversity, reflecting some of the unique exclusion issues some of our communities face.
- **Leadership** - Evidence shows that individuals make a key difference to the success of projects. The region is interested in identifying those individuals who are inspiring and leading change, and share their skills with others in the region.



- **Involvement** - The best projects have governance structures that fully involve the communities and users who benefit from them. Finding and sharing best practice on how to involve communities in shaping services will be key to creating more transformational change.
- **Creating a culture of change** - If the region is serious about changing some of our poorest communities, then projects and agencies need to be committed to creating a culture within which change is encouraged and welcomed, where old paradigms are constantly challenged and new ways of working evolve. Harnessing the region's expertise in enabling change will help deliver effective regeneration.
- **Partnership working** - The most successful projects share one thing in common: they bring a range of different agencies, partners and individuals together and the whole is more than the sum of the parts. Establishing and maintaining effective partnerships is difficult, but when it works it makes a real difference. The region is committed to learning from where things do work well and supporting the replication of this where partnerships are currently weak or ineffective.
- **Measuring effectiveness** - As a region we constantly struggle to find the best way to measure the progress that communities are making. Some organisations have been incredibly innovative in developing new models to monitor progress and effectiveness. Sharing these with the region would enable us to have a much clearer sense of what works.



The regional challenge: The Julian Cummins Awards

As set out earlier, Promise is not just a document. It is about identifying success factors and approaches that work, and attempting to make sure that more projects use them.

The region has a role in helping this to happen - not least by building these factors into overall programme design. The role that regional organisations have, as funders, as key partners and as facilitators, means that we can encourage and incentivise ways of working that will make a real difference. This cannot just be about identifying bad practice - but it must be about identifying true excellence and putting structures and support in place that will allow this to be shared.

That is why, as part of this framework, the Assembly, Yorkshire Forward and Government Office will be creating the Julian Cummins Awards to recognise excellence in each of these areas. Part of this award scheme will be about finding the best practice that there is in the region and giving practitioners the support to share their expertise with a wider audience.

This award scheme will encourage excellence and innovation in meeting the needs of our most excluded people and communities. Given this ambition, all of the regional agencies wanted to use the scheme as an opportunity to celebrate the life and the memory of the Rev Dr Julian Cummins who died in 2007. Julian made an immense contribution to the region, both as a member of the Assembly and as a Board member of Yorkshire Forward. Julian

was passionate about inclusion issues - and it seemed entirely right that his desire to nurture innovative approaches to promoting inclusion be remembered in this way.

Nominations will be sought from organisations and projects under each of the key seven factors from appropriate delivery bodies and/or partnerships. Once the judging panel has made its decision, there will be an event to showcase the achievements of the nominees and to present the awards to the winners. In addition, the winning Voluntary and Community Sector organisation in each category will receive a bursary of £10,000 to share and develop new and innovative inclusion working practice with others. The scheme will run for the next three years until 2010.

More details on the Julian Cummins Awards and Bursaries are available from Yorkshire Forward.

