

Craylands Community Action Plan 2008 - 2011



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Foreword

We are delighted to introduce the first Community Action Plan for Craylands. This plan sets out how the agencies and organisations involved in providing local services will work together over the next three years to build a better Craylands.

The re-development and regeneration of Craylands is a key priority at a local, regional and national level. It is an ambitious scheme that will transform Craylands, fostering a greater sense of local pride and ensuring residents enjoy a safe, healthy and green place to live.

At the core of the Fryerns and Craylands scheme is the need to create a sustainable, thriving and vibrant community, where people want to live and become actively involved in the management of their neighbourhood, now and in the future. This will be central to success, and a key factor in reducing crime and anti-social behaviour, improving educational attainment, increasing skill levels, generating higher rates of economic activity, improving health and well-being and promoting community spirit and empowerment, all of which are priorities for local residents.

Tackling these priorities are at the heart of the Craylands Community Action Plan and the overall re-development – after all, everyone wants to be proud of where they live, and everyone deserves a fair chance to get on in life. Together with our partners in the public, private and voluntary sectors, we want to build on what has already been achieved and make our vision of “A Better Craylands” a reality.

We hope you agree that this plan demonstrates a sense of purpose and direction, encouraging local organisations and residents to go forward with confidence and make a real difference to the quality of life in Craylands.

The Craylands Community Action Plan Delivery Group

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The Craylands Community Action Plan

Purpose

The Craylands Community Action Plan sets out how organisations from the public, private and voluntary sectors will work together to improve the quality of life for all local residents. The plan outlines our vision for the area, key improvement priorities, joined up activities, measures for success and the outcomes we plan to deliver for local residents between 2008-2011.

The Craylands Community Action Plan is a beginning and not an end. It is a three year document that will continue to evolve over time in order to meet the needs and aspirations of current and future residents.

Through the Craylands Community Action Plan we will:

- Identify and act on the issues that residents want tackled
- Consider the challenges we face and co-ordinate what needs to be done
- Ensure that local people and organisations work together to build a better Craylands
- Continuously review and monitor progress, ensuring we deliver tangible outcomes for the community, improving their quality of life

How this plan was developed

The development of the Craylands Community Action Plan has been made up of a number of key elements to ensure that our vision, priorities and activities are focused on tackling the key issues that exist on the estate.

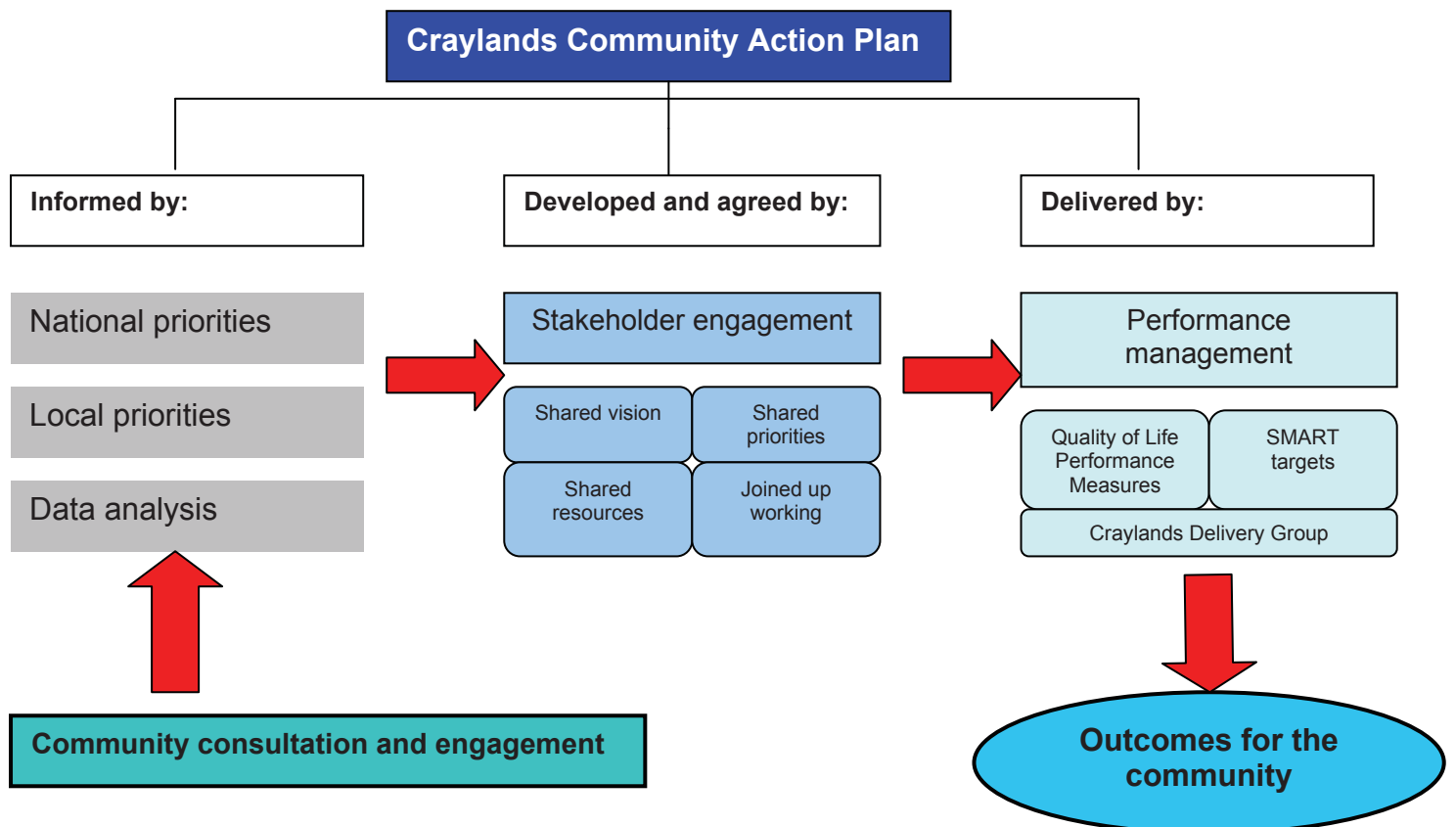
Some of the key influences that have shaped our priorities are:

- National Policies (Local Government White Paper)
- Basildon District Sustainable Community Strategy
- Essex Local Area Agreement
- Basildon Council Strategic Improvement Plan
- Basildon District Regeneration Framework
- Local Area Profiles
- Thematic Strategies (Social Inclusion Strategy, Community Safety Strategy, Sub Regional Housing Strategy, Consultation and Engagement Strategy)
- Statistical baseline information, drawn from local, regional and national sources (Census 2001, Indices of Multiple Deprivation, Craylands Quality of Life Survey 2007)

The Strategic Framework

The illustration below outlines the strategic context for the Craylands Community Action Plan. It provides an overview of how the strategy has been developed, the relationship with other strategies and policies and the mechanisms through which we will address community priorities.

Three year medium term action plans have been developed to support the overall vision and priorities. These plans set out what we will do, how we will measure success, the outcomes we will achieve and the resources we will commit to improving the local quality of life. All actions and improvements are dependent upon local agencies, partnerships and residents working together effectively.



Craylands in context

The priorities within the Craylands Community Action Plan are aligned with national guidance on building sustainable, mixed communities and promoting community choice and voice, as well as the Essex Local Area Agreement and Basildon District Sustainable Community Strategy.



The illustration opposite describes those factors that make up a sustainable community, the components of which will be addressed through both the implementation of the Craylands Community Action Plan and the overall re-development of Fryerns and Craylands.

(Diagram courtesy of the Academy for Sustainable Communities)

Priority 7 within the Basildon District Sustainable Community Strategy provides the context for the Craylands Community Action Plan and underpins what Basildon Council and its partners are trying to achieve in the area.

“Promoting Inclusive Communities: To promote equality, renew disadvantaged neighbourhoods, protect the vulnerable and ensure equal access for all members of the community to services and opportunities”

It has been recognised that improving the quality of life in Craylands is not aligned to one particular objective in the Sustainable Community Strategy or Essex Local Area Agreement, but linked to all, across the following themes:

- Community safety
- Leisure, culture and sport
- Education and training
- Economic well-being
- Health
- Access to services
- Community engagement, participation and empowerment

Organisations responsible for developing and delivering the Craylands Community Action Plan:

- Basildon Council
- Swan
- Essex County Council
- English Partnerships
- St George's Community Housing
- Basildon, Billericay and Wickford Council for Voluntary Service
- Basildon and Essex Police
- South West Essex Primary Care Trust
- Connexions
- Essex Community Foundation
- Lovell
- Your Choice Housing Consultants
- Essex Fire and Rescue Service
- Basildon Crime and Disorder Reduction Partnership
- Positive Futures
- Wickford Christian Centre
- Chalvedon and Barstable Schools
- St Andrew's Church
- Dial
- Batias
- Homestart
- Pavis
- Relate
- Craylands Community Steering Group
- Friends of Craylands
- Craylands Activity Zone

Delivering the Craylands Community Action Plan

The implementation of the Craylands Community Action Plan will be monitored and reviewed on a regular basis through robust performance management arrangements.

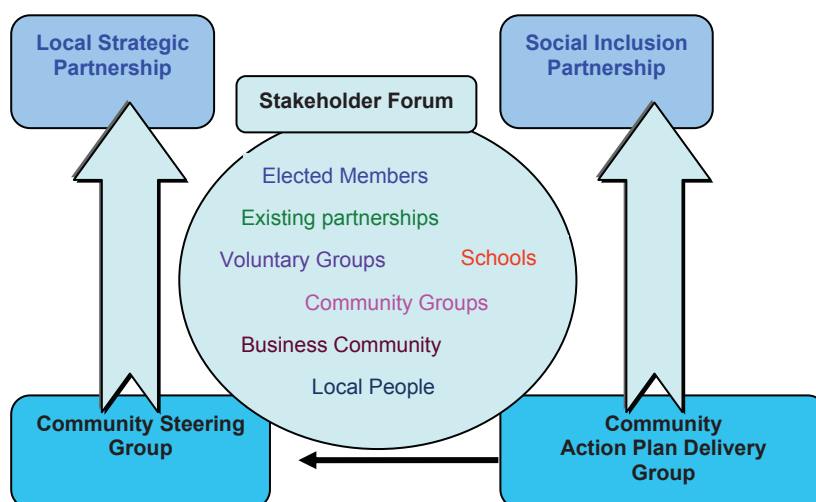
An Action Plan Delivery Group has been established to lead the implementation of the plan. This group is built on the expertise of key stakeholders and will continuously reach out to involve new residents and encourage them to play their part.

The composition of the group

| Representative | Organisation | Position |
|--------------------------------|------------------------------------|--|
| Kate Aulds | Basildon Council | Community Development Co-ordinator |
| Ade Adelekan | Swan | Community Development Officer |
| Kim Hamber Lesley McClellan | Children's Centre | West Basildon Children's Centre Managers |
| Alex Plakthienko | Basildon Police | Neighbourhood Specialist Officer |
| Artak Poghosyan | BBWCVS | Community Development Worker |
| Sandra Bonnett | Adult Community College | Adult Education Manager |
| Debbie Hunt | Friends of Craylands | Resident Representative |
| Wendy Thorpe | Friends of Craylands | Resident Representative |
| Kerry Rogers | Craylands Activity Zone | Resident Representative |
| Jodie Abbott | Craylands Activity Zone | Resident Representative |
| Maggie Forder | Craylands Community Steering Group | Resident Representative |
| Lisa Kennedy | | Resident Representative |

The Action Plan Delivery Group will meet on a quarterly basis and will link in with and report progress to the Craylands Community Steering Group, Social Inclusion Partnership and Local Strategic Partnership. These reporting mechanisms will facilitate improved communication and collaboration, and ensure there are strong links between multi-agency working at both a neighbourhood level and District level, as well as with the physical re-development of the area.

The Craylands Community Action Plan will be reviewed and updated on an annual basis, with progress being formally reported to residents, partners and other key stakeholders.



The role of the Craylands Community Action Plan Delivery Group

- To influence the strategic direction of the re-development, with particular emphasis on the themes of crime, health, economy, education, worklessness, young people, social inclusion and community engagement
- To ensure that all partners support the group and are committed to delivering the activities within the overall plan
- To involve and engage all sections of the local community
- To agree, monitor and review the Craylands Community Action Plan on an annual basis

Underpinning the role of the Craylands Community Action Plan Delivery Group are the following core principles:

- *Diversity* – Residents come from a range of backgrounds and circumstances. The group will appreciate and value diversity, recognise individual's rights and responsibilities and work together to ensure everyone has access to the same life chances.
- *Partnerships* – Effective partnership working is central to implementing the Craylands Community Action Plan and improving the quality of life on the estate. The group will achieve more by working together with both organisations and communities, and will challenge each other's performance in order to achieve the best possible outcomes for the local community.

- *Community Engagement* – Residents have the right to influence the future of their area and local solutions often depend on local knowledge. Through effective community engagement mechanisms we will continue to work with residents, enabling them to have their say and get actively involved in civic life.
- *Customer Focus* – The group is committed to putting the customer first and providing value for money in the delivery of public services.

Quality of Life performance indicators

Progress in implementing the Craylands Community Action Plan will be measured against the following criterion:

- National and local Quality of Life performance indicators
- Indices of Multiple Deprivation
- Census
- Community engagement results

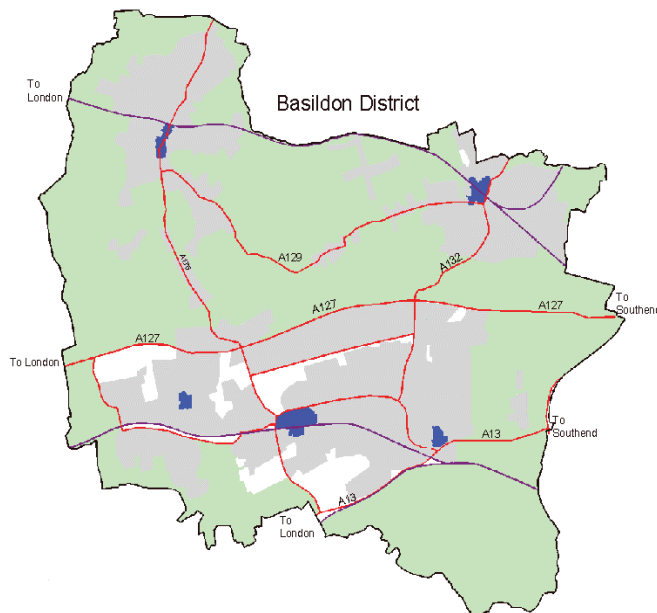
This will ensure local organisations focus on delivering real outcomes to local people, improving their quality of life and working to achieve the vision of “A Better Craylands”.

About the Basildon District

Location of Basildon District and District Map



The Basildon District was formed in 1974 and includes the towns of Basildon, Billericay and Wickford. Covering some 42.5 square miles, the District lies in the southern part of Essex, 30 miles east of London. Some 70% of the District is rural with large areas of open farmland and scattered rural developments.



Basildon Council serves a population of 167,000 people. Approximately 5% of the population are from an ethnic minority community. Economic growth and further development of the Thames Gateway is expected to bring changes to the population size and structure over the next 15 years.

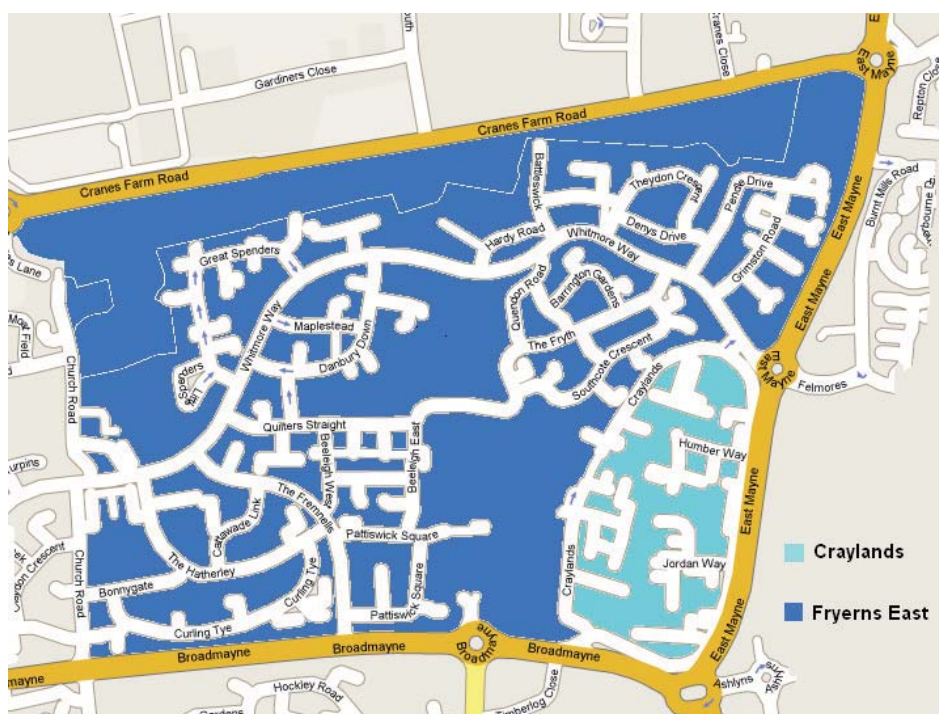
The main areas of employment are engineering, retail, distribution and financial services. As a major player in the Thames Gateway, Basildon is a priority area for

regeneration and has been designated as the business and economic hub of South Essex. Basildon is the 31st most competitive business location in the UK and responsible for an eighth of the Gross Domestic Product output for Essex, and for almost a quarter of the manufacturing output. Despite this, 2.1% of the population is unemployed and a number of neighbourhoods feature amongst the most deprived nationally.

About Craylands

Craylands falls within the Fryerns ward which is located in the South East of the Basildon District. The estate has a reputation for poor quality housing and inadequate social amenities. With high levels of crime, low educational attainment and general neighbourhood nuisance, Craylands is designated as the most deprived neighbourhood in the Basildon District and as such, is a priority area for regeneration and re-development.

Map of the area



There are a limited number of local amenities located in and around Craylands. These include a supermarket, nearby schools, an adult education centre, a clinic, a community centre and a Consultation Shop. As part of the overall re-development of Fryerns and Craylands, a Neighbourhood Centre will be built, offering a range of integrated uses including education, health and community facilities.

Audit of local amenities

| Facility | Description |
|--|--|
| Supermarket | Located in the centre of the estate, providing household items including food, cleaning products and reading materials. |
| Community Halls | <p>The Craylands Community Hall is located in Norwich Walk, beside the shop, and provides a range of activities including children's clubs, mother and toddler group and judo club. The community hall is also used for public meetings and consultation events.</p> <p>Frypa Hall is located at the Fryth in Fryerns, which is approximately a 15 minute walk from Craylands. Frypa Hall hosts a range of activities including a play group and community events.</p> |
| Consultation Shop | Provides residents with information about the re-development and is open twice a week (9-1.00pm on Tuesdays and 3-7.00pm on Thursdays). The police hold regular crime surgeries and the Community Learning Ambassadors hold weekly drop in sessions at the Consultation Shop. |
| Basildon Adult Community College and Greenshoots | Provides adult education courses, crèche facilities and a pre-school. |
| Barstable and Chalvedon Secondary School | Local secondary school that the majority of young people from Craylands attend, which is set to become a "school academy" in the future. |
| Craylands Clinic | Medical centre located on Craylands and holds a number of community initiatives including baby clinics, parent and toddler groups and clinics for children and their families. |
| Recycling Services | There are a number of recycling points around the estate. |
| Parks and Open Spaces | There are some small play areas around the estate and no formal park or open space. The nearest parks are Mopsies Park and the park in Northlands Park. There is also a Multi Use Games Area (MUGA) and open playing fields at the Fryth in Fryerns. |

As a national, regional and local priority area for re-development and regeneration, the overall aim of the scheme is to transform Craylands into a vibrant, sustainable and thriving area, where people choose to live, now and in the future. An integrated programme of physical, social and economic regeneration will be the key to achieving our vision of "A Better Craylands" and improving the quality of life for all residents.

The physical re-development of Craylands

The Craylands Estate was built in the late 1960's as a medium density estate comprising a mix of four storey maisonette buildings, terraced blocks, shops and community facilities. It was built on the "Radburn" principles of design that included the separation of pedestrian and vehicle movement, cul-de-sacs, parking courts and alleyways between houses. To the west of the estate is the unoccupied Fryerns School and school playing fields.

In July 2003, the then Office of the Deputy Prime Minister (now Department for Community and Local Government, DCLG) awarded the Fryerns and Craylands Renewal Scheme the sum of £18.5m from the first round of the Sustainable Communities Plan to remodel the Craylands estate and develop the new former school site to create a new sustainable community.

The Project is being led by English Partnerships, the Government's national regeneration agency, in partnership with Swan and Basildon Council. Outline planning for the area has been approved and the re-development will take place in four distinct phases between 2008-2017.

The key components of the 10 year physical re-development programme include:

- A mixed tenure development with up to 1,400 new homes
- The provision of a Neighbourhood Centre to include retail units, community uses, education use and health use
- The provision of 30% affordable housing

Phase 1 of the overall project is due to commence in 2008 and will comprise 390 units of which 239 will be for outright sale, 139 will be affordable rented and 12 will be shared ownership. The construction of a new road for a bus route to enhance public transport links to the area will also commence in phase 1.

However, the physical re-development of Craylands is only part of the overall regeneration programme. If the scheme is to be successful, the social issues and challenges that currently exist on the Craylands estate must be addressed through effective partnership working.

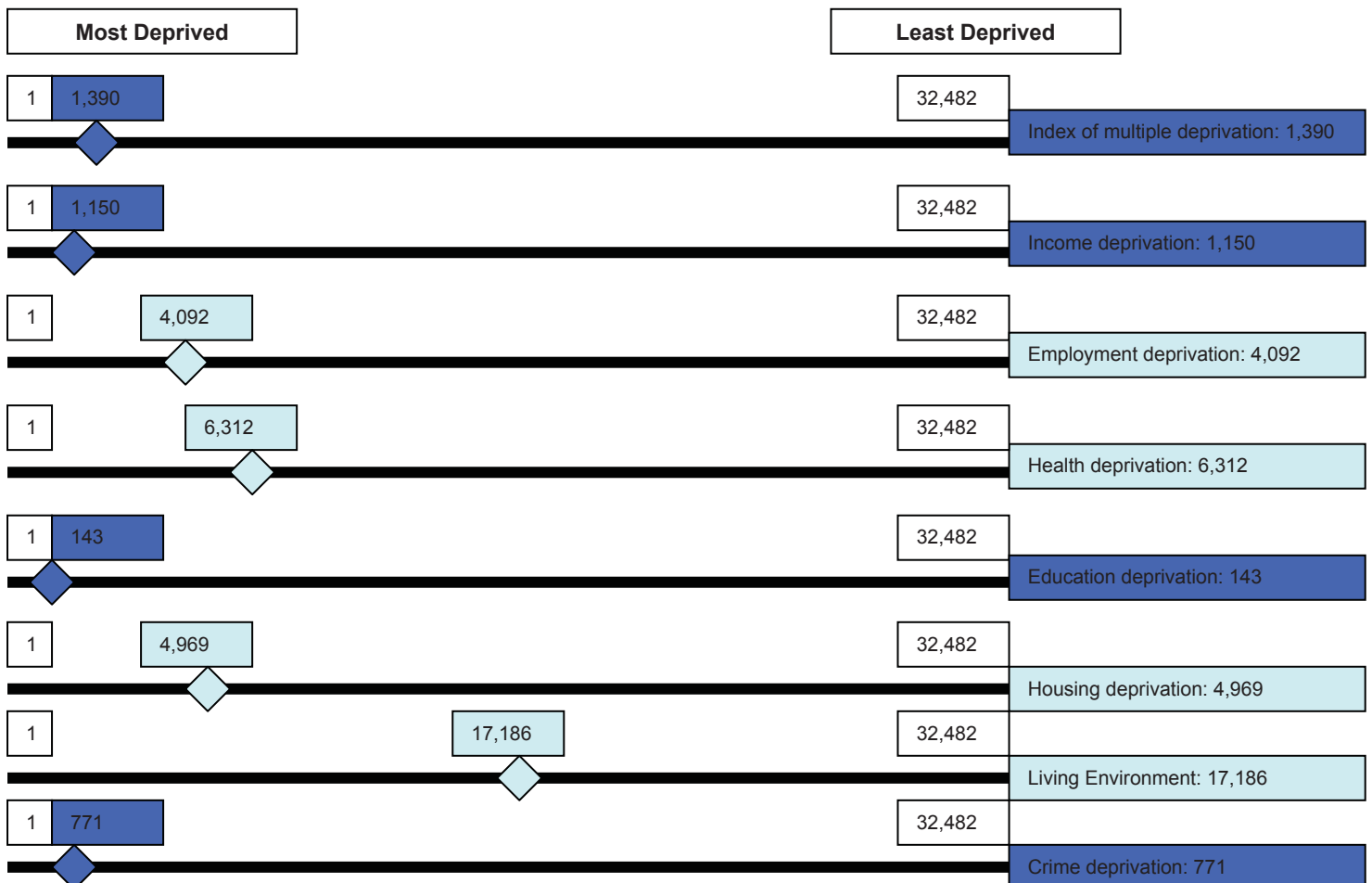
The social and economic regeneration of Craylands

The research and evidence that underpin the Craylands Community Action Plan has come from a range of datasets available through the Office of National Statistics including the Census, Indices of Multiple Deprivation and school results information. This information has helped identify a number of issues that need to be addressed, which are summarised below, and will be tackled through the implementation of the Craylands Community Action Plan.

Deprivation and social exclusion

Although many areas of the Basildon District are generally prosperous, a significant proportion of the population experience high levels of deprivation. These residents typically live in urban housing estates and are more likely to suffer from higher crime, lower educational attainment, higher unemployment and health inequalities. Craylands has been designated as the most deprived area in the Basildon District, and is within the 10% most deprived areas nationally. Further information on levels of deprivation by theme are outlined in the diagram below.

Indices of Multiple Deprivation 2004: Ranks for Craylands



Population

Craylands has a large youth contingent, with 34% of the population aged 19 years and below, compared to 26% at a District wide level and 25% nationally. Only 8.1% of the population are aged 65 years and above, compared to 14.7% at a District wide level. In addition, Craylands has a high proportion on lone parent households with dependent children. The demographic profile of Craylands will have an impact on the services we deliver and the way they are delivered now and in the future.

Education

Children from Craylands attend a range of schools, including Whitmore Infant and Junior Schools, Greensteads Infant and Junior Schools and St. Teresa's RC Primary School. Key Stage attainment in Craylands falls well below the local and national averages. In 2005/06, only 55% of pupils achieved Key Stage 2 Level 4+ in English compared to 75% in Basildon and only 55% of pupils achieved Key Stage 3 Level 5+ in maths compared to 74% in Basildon and 70% nationally. However, between 2004/05 and 2005/06, Key Stages 1, 2 and 3 attainment amongst pupils from Craylands has improved significantly across all subject areas.

Young people from Craylands generally attend Barstable and Chalvedon Schools and De La Salle Comprehensive School. GCSE attainment in Craylands falls well below the local and national averages. In 2005/06, only 39% of pupils achieved 5+ GCSE's grades A*-C, compared to 58% in Basildon. However, this represents a 10% improvement in Craylands since 2004/05.

Educational attainment amongst adults in Craylands also falls well below the local and national averages. 44% of residents have no formal qualifications, compared to 32% in Basildon and 29% nationally whilst only 5% of residents are educated to degree level compared to 20% nationally.

Economic well-being

6% of the working age population of Craylands are unemployed, compared to 3.1% at a District level. 33% of the population of Craylands claim a key benefit, the most prevalent being incapacity benefit and lone parent benefit.

In terms of socio-economic classification, only 1.6% of residents from Craylands are employed in higher professional occupations, compared to 5% nationally whilst 16.7% are employed in routine occupations compared to 9.1% at a District level. Almost 5% of the working age population have never been in employment.

Crime and the fear of crime

Since 2005, the level of recorded crime in Craylands has fallen by 22%. However, despite falling levels of crime and the high visibility patrolling of the Neighbourhood Policing Team, almost two thirds of residents believe that Craylands is unsafe after dark.

The most common offences in Craylands are “criminal damage” and “violent offences” whilst the least common are “robbery” and “sexual offences”. Since 2005, there has been an 80% reduction in “sexual offences”, a 58% reduction in “burglary dwelling” and a 49% reduction in “theft of motor vehicle”. In the same period, there has been a 45% increase in “violent offences”.

Health

The health of residents from Craylands is slightly worse than that of the rest of the District. 18% of residents from Craylands have a limiting long term illness compared to 17% in the Basildon District. 39% of households with a limiting long term illness also have dependent children compared to 30% nationally.

At Fryerns ward level, there are a number of health inequalities that become apparent, as outlined below:

- A higher than average proportion of residents smoke
- A higher than average proportion of residents, including children, do not eat the recommended 5 portions of fruit and vegetables a day
- A higher than average proportion of residents are considered to be overweight

Community engagement

Statement of community engagement

Basildon Council and its partners are committed to inclusive, open and accountable local governance, using community engagement as a key feature to influence policy development, decision making and service improvement.

We recognise that service provision can only improve if we respond effectively to the needs and aspirations of residents. We will seek to ensure that all community engagement is:

- *Co-ordinated* to make the best use of resources, reduce costs, avoid unnecessary duplication and consultation overload, share existing information and maximise results, expertise and best practice
- *Consistent* in the quality and effectiveness of our overall approach to involving local people and using the results from community engagement to influence policy development, decision-making and service delivery
- *Coherent* by providing an over-arching strategic and comprehensive framework for consultation and engagement

A set of principles and standards around community engagement have been developed to provide an overarching framework for improving the way we communicate with, listen to and take on board the views of local people. These principles and standards are outlined below and aim to actively involve local people in the re-development of their area:

Approach

- Consultation and engagement activities will only be undertaken when there is potential to influence the decision making process and the work of the partner agencies
- The most appropriate consultation and engagement methods will be used, taking account of the issues to be addressed and the target audience
- Consultation and engagement will be open and meaningful, ensuring the best use of resources

Co-ordination

- Opportunities to jointly undertake consultation with other departments and agencies will be actively sought to avoid duplication and consultation fatigue

Information

- Consultation and engagement activities will be publicised well in advance, and expectations from each exercise will be honest and made clear from the outset
- Information will be clear, concise, in plain language and available in appropriate formats

Inclusion

- The needs of different groups will be taken into consideration and addressed before each exercise is carried out, and the different views and opinions of consultees will be respected and valued throughout the consultation and engagement process

Timing

- All consultation and engagement activity will take place at the earliest, appropriate stage, before any firm proposals are reached
- Consultation and engagement exercises will take place within realistic timescales to ensure consultees have enough time to respond. Results will be collated, analysed and considered prior to any decisions being made

Outcomes

- Feedback will be provided to consultees, and where possible, it will be made clear how the results of the consultation and engagement exercise have informed policy development, decision-making and service delivery
- The results of consultation and engagement will be used to inform the local decisions and policies

Evaluation and best practice

- All consultation and engagement activity will be evaluated, focusing on the quality, cost, timeliness, resource implications and impact the results have made
- Opportunities for sharing best practice across local organisations will be promoted and supported
- Local organisations will continually strive to improve its approach to consultation and engagement

Mechanisms for communicating, consulting and engaging stakeholders

There are differences between information provision, communication and decision-making. There will be times when local organisations need to communicate key messages with residents and other times when we need to ask residents their opinion. There will also be other times when we need to involve residents in more depth, asking them to take ownership of specific decisions or services. The mechanisms we will use to effectively involve local people are outlined below.

A One Stop Shop for information and advice

The Consultation Shop is located at 21 Exeter Close, Basildon, SS14 3QT and is staffed by employees from Swan and Basildon Council. The shop is open to the public every Tuesday morning between 9.00-1.00pm and Thursday evening between 3.00-7.00pm.

Basildon Police hold regular crime surgeries at the Consultation Shop and the Community Learning Ambassadors are also available on Tuesday mornings.

Single point of contact

Dedicated telephone helplines for residents to contact Swan and Basildon Council have been set up.

Swan helpline – 0800 0916 766
Basildon Council helpline – 0800 073 0069

A community website which contains information related to the re-development and regeneration of Fryerns and Craylands has been developed. The website address is: www.web4residents.org/craylands

Basildon Council has a dedicated e-mail address for residents – craylandsinfo@basildon.gov.uk

Newsletter

Residents receive a monthly newsletter updating them on what is happening within their community and with the re-development of the area.

Have Your Say days

Consultation days which are used to exhibit plans for the re-development will continue to take place, enabling residents to have their say on what will happen in their area.

Craylands Community Steering Group

A representative group of residents are members of the Community Steering Group. These residents hold and chair monthly meetings with English Partnerships, Swan and Basildon Council and are key stakeholders in the decision-making process related to the physical re-development of Fryerns and Craylands.

Independent Resident Adviser

An Independent Resident Adviser is in place to provide advice to homeowners on issues relating to the purchase of their homes. The Independent Resident Adviser holds surgeries every Monday and Wednesday at the Aged Person Scheme Hall at Exeter Close and can be contacted on: 01702 544211.

Quality of Life consultation

Consultation about what it is like to live on Craylands is necessary in order to understand the key issues that residents face. This takes place through questionnaires, focus groups and specific consultation with particular sections of the community.

Your views count

The Craylands Community Action Plan has been developed following extensive consultation with local partners, groups and residents. Key engagement activities have included:

- Visioning Day 2004 – “A Better Craylands”
- Have Your Say Days 2005 and 2006
- Consultation with Craylands Activity Zone – October 2006
- Quality of Life Survey – January 2007
- Consultation with young people – February 2007
- Focus Groups – February 2007
- Stakeholder Event – June 2007

Feedback from residents and partners has been instrumental in informing and influencing the Craylands Community Action Plan.

Some of the things you told us since 2004

The first visioning event, entitled “A Better Craylands” was held in September 2004 and was attended by over 200 people. Feedback from the event revealed that residents would like:

- Better local facilities and services
- Better design and housing standards
- Better environment
- Less crime and anti-social behaviour
- Resident and community involvement
- An integrated and active community



In November 2005, over 200 residents attended the first “Have Your Say” day, revealing that:

- 88% of residents believe that anti-social behaviour is a major problem
- 44% of residents believe that the lack of community facilities is a major problem
- 77% of residents like their neighbours and feel there is a good sense of community in the area

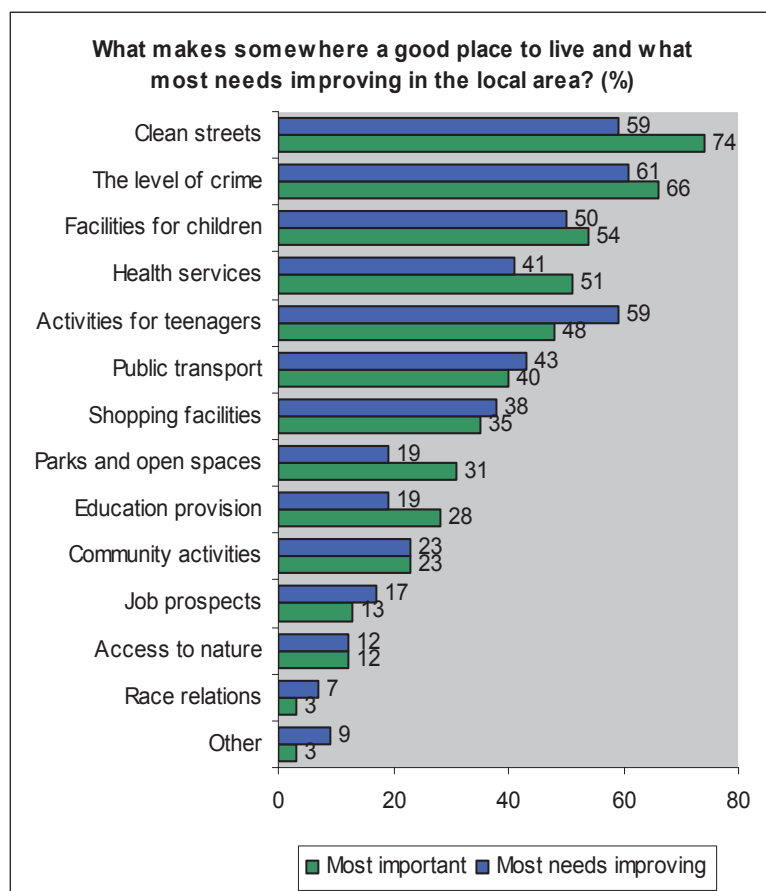
In March 2006, over 600 residents attended the second “Have Your Say” day, revealing that:

- 25% of residents would like to be kept informed through a regular newsletter
- 54% of residents believe the masterplan will make Craylands a better place to live

Some of the things you told us in 2006/07

Basildon Council and its partners commissioned a Quality of Life Survey to take place on Craylands in January 2007. The survey was completed through 156 face to face interviews, and revealed that:

- 61% of residents are satisfied with their local area as a place to live
- The level of crime, street cleanliness and activities for teenagers are the things that most need improving in Craylands
- 62% of residents feel unsafe after dark
- Residents are most likely to worry about their house being burgled or their car stolen
- 30% of residents believe they can influence local decisions
- 55% are satisfied with the information and communication they receive about what’s happening in Craylands



Basildon Council commissioned two focus groups with residents to help develop further our understanding of the research and findings.

- Residents tend to be negative about the physical environment of Craylands, which leads to the estate having a bad image locally
- Residents recognise that “Craylands has more problems than just cosmetic issues”
- Residents believe the estate is well connected with good bus routes
- A strong sense of community is frequently recognised as a positive aspect of living in Craylands
- Residents believe that poor lighting and the system of alleyways has a negative impact on the level of crime and how safe people feel after dark
- Residents consider that there is a need to offer improved facilities for children and young people on the estate to deter them from hanging around the streets

Basildon Council also held some consultation with children and young people during some organised activities in the school holidays. Almost 50 children and 40 young people took part in this consultation exercise, which included 28 survey completions.

- 70% of young people are happy with Craylands as a place to live
- 43% of young people feel unsafe when outside in Craylands after dark
- The crimes young people worry about are mugging and drugs and alcohol
- Young people would like additional facilities on the estate, such as a multi use games area



Craylands Stakeholder Event

Basildon Council and Swan hosted a Stakeholder Event in June 2007, which almost 70 delegates from a wide range of organisations attended. The event was used as an opportunity to update delegates on the re-development, communicate the key results from the consultation and engagement programme and provide information on the proposed Fryerns and Craylands Neighbourhood Centre.

A series of workshops was also included in the programme for the event, focusing on the following themes:

- Community Safety
- Young People
- Health and Social Well-Being
- Education and Economy
- Fryerns and Craylands Neighbourhood Centre

During the workshops, all partners put forward their priorities, activities, and outcomes for the area and agreed on how to introduce more effective partnership working. This information has formed the basis of the Action Plans which are outlined later in this document.



Vision:

A Better Craylands

Priorities:

1. A safer Craylands
2. Opportunities for children and young people
3. An economically active Craylands
4. An ambitious and well educated Craylands
5. An active, influential and cohesive Craylands
6. A healthier Craylands

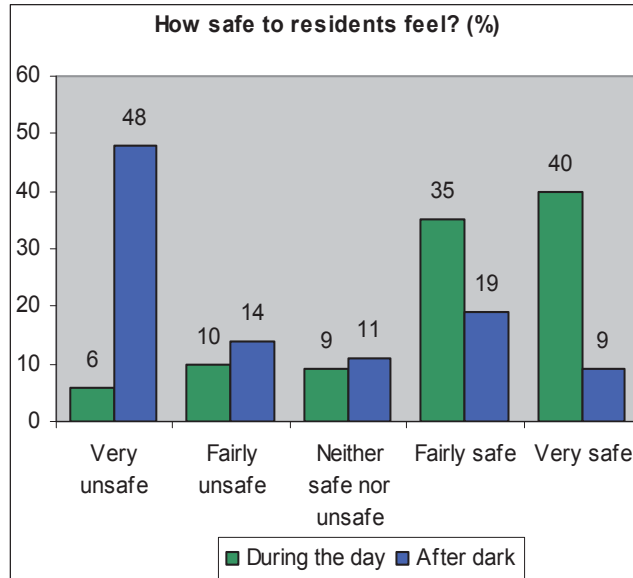
Key – National and Local Quality of Life Indicators

| | |
|---|---|
| ▲ | Craylands is better than the Basildon average |
| ▼ | Craylands is worse than the Basildon average |
| - | Comparative data not available |

Priority 1 - A safer Craylands

Why this is a priority

Crime has a harmful effect on communities, both through its actual impact and the fear of being a victim of crime. Currently, the fear of crime in Craylands exceeds the chances of becoming a victim of crime. The community needs to be reassured that, through the Neighbourhood Policing Team and Neighbourhood Watch scheme, crime is being tackled and that Craylands is a place where residents can feel safe, day and night.



What you have told us

- Residents believe that the level of crime is the thing that most needs improving in Craylands
- Parents not taking responsibility for the behaviour of their children and teenagers hanging around on streets are the top issues for residents
- 62% of residents feel Craylands is unsafe after dark
- Residents tend to worry most about house burglary and vehicle theft

Key facts

- Recorded crime in Craylands has reduced by 22% since 2005
- In 2007, the most common crimes were criminal and violent offences
- Since 2005, there has been a 58% reduction in burglary from dwellings and a 49% reduction in theft of motor vehicle
- There are 6 Police Community Support Officers dedicated to patrolling the Fryerns Ward

What we want to achieve

A community that experiences lower levels of crime and anti-social behaviour, and where residents feel safe, day and night

| Activity | Timescale | Resources | Responsibility |
|--|------------------|--------------------------------|---|
| Reduce crime and the fear of crime in Craylands through high visibility patrols, including the Neighbourhood Policing Team, Community Warden Scheme and crime surgeries in the Consultation Shop | Ongoing | Within existing resources | Lead agency: Basildon Police Involved agency: St George's Community Housing |
| Combat the negative perception and image of Craylands through more positive press coverage at a District and county level, as well as through regular communication with local residents | Ongoing | Within existing resources | Lead agency: Basildon Police |
| Provide a safer physical environment on Craylands through the "design out crime" features within the masterplan | 2008 | Provided for within the scheme | Lead agency: Swan Involved agencies: Lovell Basildon Council Basildon Police |
| Establish and roll out a Neighbourhood Watch Scheme on Craylands | 2008 and ongoing | £1k Fair Share Trust | Lead agency: Basildon Police |
| Improve relations between the police and young people through organised community events | Ongoing | Fair Share Trust funding | Lead agency: Basildon Police |
| Introduce the Junior Warden Scheme to Craylands | 2008 | Within existing resources | Lead agency: St George's Community Housing |
| Promote social cohesion and deliver the Respect Agenda in Craylands | Ongoing | Within existing resources | Lead agency: Basildon Council Involved agencies: Basildon Police St George's Community Housing Swan |
| Encourage safer road use in Fryerns through the Community Wheels Project | 2008 | Within existing resources | Lead agency: Essex Fire and Rescue Service |

*"You're not short of police here,
that's one good thing".
Local resident*



Measuring progress

| | Quality of Life Indicator | Out-turn Craylands 2007 | Out-turn Basildon 2007 | Comparison |
|-----|---|-------------------------------|------------------------------|------------------|
| Nat | The % of residents surveyed who feel “fairly safe” or “very safe” when outside: a) during the day b) after dark | 75% 28% | 98% 75% | ▼ ▼ |
| Nat | The % of people who believe that the following issues are a big problem in their local area: People being drunk and rowdy in public places Abandoned and burnt out cars Vandalism and graffiti People using and dealing drugs | 28% 36% 55% 56% | 30% 15% 69% 66% | ▲ ▼ ▲ ▲ |
| Nat | The % of people who think the level of crime most needs improving in their local area | 61% | 49% | ▼ |
| Nat | The % of people who feel that their local area is a place where people from different backgrounds get on well together | 68% | 69% | ▼ |



Priority 2 – Opportunities for children and young people

Why this is a priority

Craylands has a large youth contingent, with 34% of the population aged 19 years and below. Children and young people are the key to the future of the area and we must put in place the building blocks to help them integrate well into society, making a positive contribution.

The lack of recreational facilities on Craylands has led to young people hanging around on streets and the perception that they are intimidating and responsible for most crime and anti-social behaviour. Better recreational facilities should therefore be provided if local organisations are to combat neighbourhood nuisance, youth crime and social exclusion.

What you have told us

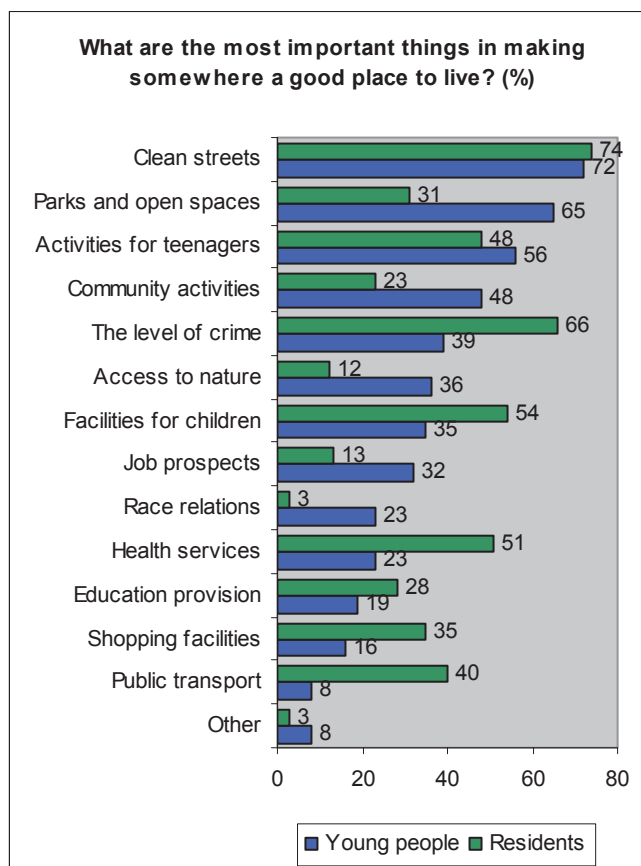
- 70% of young people are happy with Craylands as a place to live
- Residents believe that activities for teenagers and facilities for children are amongst the things that most need improving in Craylands, whilst 89% of young people believe there is not enough for them to do on the estate
- The top three facilities that young people would like to see are a football cage, basketball facilities and open spaces

Key facts

- The Friends of Craylands and the Craylands Activity Zone have both been awarded High Sheriff of Essex certificates for their work with the community
- Over 50 children regularly attend the Craylands Activity Zone
- Over 30 young people regularly attend the Craylands Youth Club
- Around 30 girls attend “street dance” sessions on a weekly basis

What we want to achieve

A community where young people actively participate in sport and cultural activities, improving their social, physical and emotional well-being



| Activity | Timescale | Resources | Responsibility |
|--|-----------|---|---|
| Hold the Craylands Youth Club for 11-18 year olds on a weekly basis, using Positive Futures, Football Projects and Technology4Kids to provide a structured programme of recreational activities | Ongoing | £1k funding from the High Sheriff of Essex Award 2008 £10k funding from the Fair Share Trust | Lead agency: Friends of Craylands Involved agencies: Basildon Council Basildon Police BBWCVS Swan |
| Continue to support local volunteers in holding the Craylands Activity Zone during school holidays, offering children aged 5-11 years access to organised recreational activities. Explore ways to ensure the long term sustainability of the CAZ on the estate | Ongoing | £1,250 from Swan £1k from the High Sheriff of Essex Award 2008 | Lead agency: Basildon Council Involved agencies: Craylands Activity Zone |
| Continue to hold the Judo Club on Craylands on a weekly basis | Ongoing | Within existing resources | Lead agency: National Judo Organisation |
| Continue to hold the Mother and Toddler Group and the Dynamites Children's Club on Craylands | Ongoing | £1k from Swan | Lead agency: Wickford Christian Centre |
| Continue to support local community groups in holding events and activities for children and young people | Ongoing | Within existing resources | Lead agency: BBWCVS Involved agencies: Basildon Council Swan Basildon Police |
| Facilitate the "Free Hands" arts project in Craylands, and use the artwork to develop posters to be used on the hoarding during the re-development | 2008 | Funding from the Essex Community Foundation £1,500 from Swan £200 from the Basildon CDRP | Lead agency: Theatre Resources Involved agencies: Basildon Council Swan |
| Launch and promote the work of the Children's Centre on the Craylands Estate | 2008 | Within existing resources | Lead agency: Essex County Council |
| Ensure the re-development includes facilities for children and young people | Ongoing | Provided for within the scheme | Lead agency: Swan |

Measuring progress

| | Quality of Life Indicator | Out-turn Craylands | Out-turn Basildon | Comparison |
|-------|---|--------------------|-------------------|------------|
| Nat | The number of residents who believe that: | | | |
| | a) Activities for teenagers most needs improving | 59% | 47% | ▼ |
| | b) Facilities for children most needs improving | 50% | 16% | ▼ |
| Local | The number of residents who believe that teenagers hanging around on the streets is a problem | 64% | 66% | ▲ |



“When they build Craylands, it’s not about how swanky, how nice it all looks, they need to put something in for the children”. Local resident

Priority 3 – An economically active Craylands

Why this is a priority

The re-development of Craylands and the regeneration of the rest of the District will create more training and employment opportunities for local people. This presents an opportunity for residents to enter the local labour market, improve their skill base and become more financially independent. Improving the emphasis placed on economic well-being will help improve the overall socio-economic profile of the Craylands estate and raise the aspirations of residents.

What you have told us

- Only 2% of residents state they are looking for a better job
- The main barriers to finding suitable employment are looking after children and poor health

Key facts

- The number of residents on Craylands who are self employed is lower than the District and national averages
- Almost half of those who are unemployed in Craylands are classified as “long term unemployed” compared to a quarter of residents in Essex
- A higher proportion of residents are employed in “routine occupations” than “professional occupations”
- 33% of the population claim a key benefit, particularly incapacity benefit and lone parent benefit

What we want to achieve

A community that is equipped with better skills, abilities and self esteem, with improved access to volunteering, training and employment opportunities



| Activity | Timescale | Resources | Responsibility |
|---|-----------|---------------------------|---|
| Work with the Basildon Action on Learning Group to introduce new mechanisms to encourage local residents to get back to work | 2008 | Within existing resources | Lead agency: Basildon Action on Learning Involved agencies: Basildon Council |
| Ensure the provision of the Lovell Skills Training Centre, to improve the level of skills and qualifications of residents from Craylands. | 2008/09 | Funded through the scheme | Lead agency: Lovell Involved agencies: Swan Basildon Council |
| Work with the local secondary schools to provide a range of work related learning opportunities | Ongoing | Within existing resources | Lead agency: Swan Involved agencies: Local Schools |
| Hold Benefits Awareness Sessions and facilitate the provision of financial advice on Craylands | 2008 | Within £5k LSP funding | Lead agency: Basildon Council Involved agencies: Citizens Advice Bureau |

Measuring progress

| | Quality of Life Indicator | Out-turn Craylands | Out-turn Basildon | Comparison |
|-----|---|--------------------|-------------------|------------|
| Nat | The % of the working age population that is in employment | 57.6% | 74% | ▼ |
| Nat | The number of JSA claimants as a % of the resident working age population | 5.6% | 1.4% | ▼ |
| Nat | The % of the working age population that is claiming key benefits | 33% | 8.8% | ▼ |

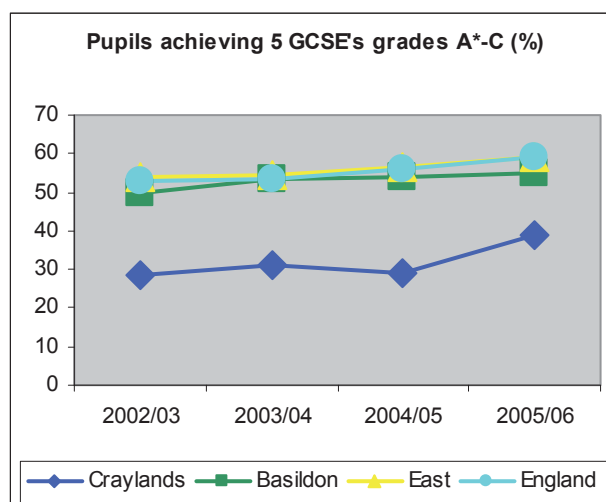
Priority 4 - An ambitious and well educated Craylands

Why this is a priority

Educational attainment is a key component in improving the social and economic make-up of society. This is a key element of the regeneration of Craylands, if residents, including children and young people are to be equipped with the necessary skills and qualifications to benefit them in their future lives.

What you have told us

- Over three quarters of residents are not interested in attending an Adult Learning course



Key facts

- 44% of residents have no formal qualifications
- 23% are educated to CSE / GCSE level and 3% to A Level standard
- In 2005/06, 39% of pupils achieved 5 GCSE's grades A*-C, which is well below the national average
- 85% of young people aged 17 years and above do not stay in education
- Key stage attainment amongst children and young people in Craylands falls below the national average

What we want to achieve

A community that is well educated, with better skills and qualifications, the ability to cope with emotional problems and challenges and the ambition to succeed in life

"Craylands has more problems than just cosmetic issues". Local resident

| Activity | Timescale | Resources | Responsibility |
|--|----------------|---------------------------------|---|
| Learning Ambassadors to encourage 40 residents of all ages and abilities from Craylands to participate in learning and skills programmes | 2008 | Fair Share Funding | Lead agencies: Fair Share Trust / Essex County Council |
| Improve educational attainment through linking in with the local schools and introducing a local After School Homework Club. Set up one Homework Club per annum in the local area. | September 2008 | Swan Community Grants Programme | Lead agency: Essex County Council Involved agencies: Basildon Council Swan Local Schools |
| Develop and introduce two new family learning courses per annum to encourage parents / carers and children to learn together. | 2008/09 | Adult Education Funding | Lead agency: Essex County Council Involved agencies: Basildon Council Swan Local Schools |
| Reduce the number of young people leaving school and not entering further education, training or employment | Ongoing | Within existing resources | Lead agency: Essex County Council Involved agencies: Basildon Council Connexions Local Schools |
| Review the success of the mobile bus computer training sessions on “desktop publishing” and “digital media” on the Craylands estate, and extend to 2008/09 if there is a local interest. | 2008/09 | Voluntary Sector Funding | Lead agency: BBWCVS |

Measuring progress

| | Quality of Life Indicator | Out-turn Craylands 2005/06 | Out-turn Basildon 2005/06 | Comparison |
|-------|--|---|--|-----------------------|
| Local | The % of pupils achieving Key Stage 1 Level 2 in: a) Reading b) Writing c) Maths | 74% 71% 80% | 85% 81% 90% | ▼ ▼ ▼ |
| Local | The % of pupils achieving Key Stage 2 Level 4 in: a) English b) Maths c) Science | 54% 59% 65% | 75% 70% 82% | ▼ ▼ ▼ |
| Local | The % of pupils achieving Key Stage 3 Level 5 in: a) English b) Maths c) Science | 53% 55% 53% | 70% 74% 69% | ▼ ▼ ▼ |
| Nat | The % of 15 year olds achieving 5 GCSE's at grades A*-C (including English and Maths) | 39% | 55% | ▼ |
| Nat | The % of the working age population qualified to: a) Level 1 b) Level 2 c) Level 3 d) Level 4 e) no formal qualifications | 23.2% 17.7% 3.7% 4.5% 43.7% | 21.3% 21% 6.5% 11.6% 32.2% | ▲ ▼ ▼ ▼ ▼ |



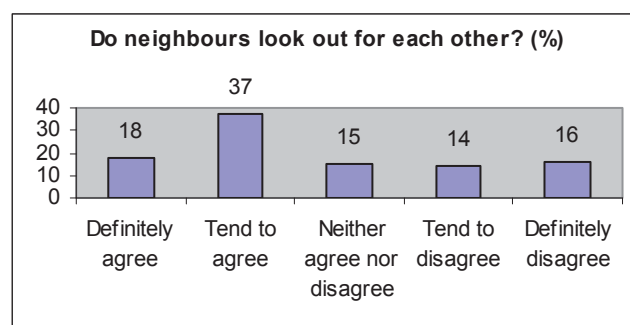
Priority 5 - An active, influential and cohesive Craylands

Why this is a priority

One of Craylands' strengths is the interest that residents take in local matters and the active role they play in their community. We want to build on this and create communities in which local people play their part, diversity is valued and local pride is promoted. We would like residents to influence and become actively involved in what happens in their area.

What you have told us

- 71% of residents believe that community activities have got better or stayed the same over the past three years
- 56% of residents are satisfied with the opportunities for participating in local decision-making
- 29% of residents believe they can influence decisions that affect their local area
- 55% of residents are satisfied with the information and communication they receive about the re-development of Craylands
- 55% of residents believe that Craylands is a place where neighbours look out for each other



Key facts

- The Fryerns and Craylands Community Panel meets quarterly
- The Friends of Craylands community group holds a number of events such as the Summer Fete, Halloween and Christmas Parties and regular quiz nights
- Over 10 local residents have gained qualifications in a range of subjects including First Aid, Health and Safety, Basic Food Hygiene and Playwork levels 2 and 3

What we want to achieve

A community that is active, influential and fair, where residents take responsibility for and control of solutions for themselves, and seek to improve opportunities and life chances for all

| Activity | Timescale | Resources | Responsibility |
|---|------------------|---|--|
| Develop and distribute the Craylands newsletter on a monthly basis. Encourage greater community involvement and ownership of the newsletter. | Ongoing | Within existing resources | Lead agency: Swan Involved agency: Basildon Council |
| Continue to develop and improve the community website for Craylands, including a resident forum for discussion | Ongoing | Within existing resources | Lead agency: Swan |
| Continue to hold monthly Community Steering Group meetings | Ongoing | Within existing resources | Lead agency: Swan Involved agencies: English Partnerships Basildon Council |
| Continue to run the Craylands Consultation Shop as a one stop shop to provide information about the re-development | Ongoing | Within existing resources | Lead agency: Swan Involved agency: Basildon Council |
| Continue to hold surgeries for leaseholders and homeowners to discuss the options available to them | Ongoing | Within existing resources | Lead agency: Your Choice Housing Consultants |
| Continue to hold quarterly meetings of the Fryerns and Craylands Community Panel | Ongoing | Within existing resources | Lead agency: St George's Community Housing |
| Build the capacity of local volunteers to manage the Craylands Activity Zone during school holidays | 2008 | £500 CDRP funding £1,250 Swan funding £1k High Sheriff of Essex Award | Lead agency: Basildon Council Involved agency: Craylands Activity Zone |
| Continue to build the capacity of the Community Steering Group and Community Action Plan Delivery Group, assisting them in their role as key stakeholders in the re-development | Ongoing | Resources to be identified | Lead agency: Basildon Council |

| Activity | Timescale | Resources | Responsibility |
|---|------------------|---------------------------------|---|
| Support local community groups, including the Friends of Craylands in building their skills and capacity for the benefit of the local community | Ongoing | Fair Share Trust funding | Lead agency: Basildon Council Involved agencies: BBWCVS Swan |
| Promote formal and informal volunteering opportunities in Craylands | Ongoing | Within existing resources | Lead agency: BBWCVS |
| Hold an “International Day” to promote equality, ethnic and cultural diversity and social inclusion across Fryerns | May 2008 | Partner contributions | Lead agency: BBWCVS Involved agencies: Basildon Council SGCH Swan Basildon Police Friends of Craylands |
| Carry out a feasibility study to assess the options available for estate management and a Community Management Trust | 2008 | Resources to be identified | Lead agencies: Swan Involved agencies: Basildon Council English Partnerships |
| Progress the “Genus Loci” Public Arts project, ensuring all sections of the community have the opportunity to get involved | 2008/09 | £100k from Essex County Council | Lead agencies: Essex County Council Commissions East Involved agencies: Basildon Council Swan |

Measuring progress

| | Quality of Life Indicator | Out-turn Craylands 2007 | Out-turn Basildon 2007 | Comparison |
|-------|--|-------------------------|------------------------|------------|
| Local | The % of residents who are satisfied with opportunities for participating in local decision making | 56% | 30% | ▲ |
| Nat | The % of residents who believe they can influence decisions affecting their local area | 29% | 20% | ▲ |
| Nat | The % of residents who think that for their local area, over the past three years, community activities have got better or stayed the same | 71% | - | - |
| Local | The % of residents satisfied with information and communication about the re-development | 55% | N/A | - |
| Local | The % of residents who believe that Craylands is a place where neighbours look out for each other | 55% | N/A | - |
| Local | The % of residents who are involved in community and volunteering activities in Craylands | 5% | N/A | - |
| Local | The % of residents who would like to be involved in community and volunteering activities in Craylands | 17% | N/A | - |
| Local | The % of residents who are aware of: | | | |
| | a. Fryerns and Craylands Community Panel | 72% | N/A | - |
| | b. Consultation Shop | 72% | N/A | - |
| | c. Have Your Say Days | 75% | N/A | - |
| Local | The % of residents who have taken part in: | | | |
| | a. Fryerns and Craylands Community Panel | 21% | N/A | - |
| | b. Consultation Shop | 31% | N/A | - |
| | c. Have Your Say Days | 29% | N/A | - |



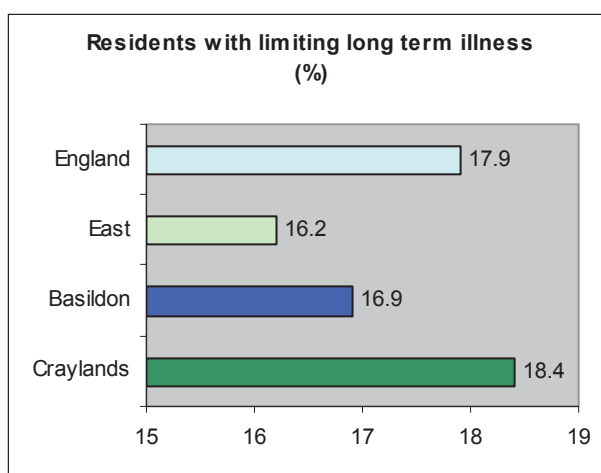
Priority 6 - A healthier Craylands

Why this is a priority

The lives people lead are shaped by their circumstances and surroundings. We recognise the connection between poor life circumstances, inequality of opportunity and poor health and are committed to supporting residents in taking on healthier lifestyles. The health of residents from Fryerns and Craylands is slightly worse than the rest of the District, and these inequalities must be addressed through improved collaboration and multi-agency working.

What you have told us

- Good health services are the fourth most important thing in making somewhere a good place to live
- Half of residents believe they would use health facilities within the proposed Neighbourhood Centre once a month



Key facts

- 18% of residents have a long term limiting illness and 10% consider their health not to be good
- 8% of residents provide some element of unpaid care or support to family members, neighbours or others
- 38% of households with long term illness have dependent children
- A higher than average proportion of residents from Fryerns smoke, are considered to be overweight and do not eat their recommended 5 fruit and vegetable portions a day

What we want to achieve

A community that enjoys reasonable levels of health and social well-being

| Activity | Timescale | Resources | Responsibility |
|--|------------------------|---------------------------|--|
| Hold Health MOT Sessions and provide information and advice on preventative health programmes, including healthy eating, cooking skills, smoking and alcohol and drugs awareness | March 2008 Ongoing | LSP funding | Lead agency: South West Essex PCT |
| Improve access to sexual health services for teenagers and introduce the C Card Scheme for Craylands. | Ongoing | Within existing resources | Lead agency: South West Essex PCT Involved agencies: Basildon Council |
| Through the Craylands Clinic, provide sessions on Baby Massage, Sensory Play and host a Parent and Toddler Group | Ongoing | Within existing resources | Lead agency: South West Essex PCT Involved agencies: Basildon Council |
| Through the GP Referral Scheme, educate residents and promote involvement in physical activity | Summer 2008 Ongoing | Within existing resources | Lead agency: CK Academy |

Measuring progress

| | Quality of Life Indicator | Out-turn Craylands | Out-turn Basildon | Comparison |
|-------|--|--------------------|-------------------|------------|
| Nat | The % of households with one or more persons with a limiting long term illness | 38.1% | 32.5% | ▼ |
| Local | The % of people with a limiting long term illness | 18.4% | 16.9% | ▼ |

| | Quality of Life Indicator | Out-turn Fryerns 2004 | % total Basildon 2004 | Reduction target |
|-------|---|-----------------------|-----------------------|------------------|
| Local | Under 18 conception rate per 1,000 population | 78 | 12.2% | 50% by 2010 |

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