



**West Area  
Annual Report  
2007- 2008**



**THE CALVERT CENTRE**

## Foreword

The West Area covers 3 electoral wards, Boothferry, Derringham and Pickering. Geographically the Area stretches from the Gipsyville neighbourhood and Spring Bank West to the Western Boundary of the City, and from Priory Road to the River Humber.

The resident population of each of these wards, based on the 2001 census is detailed in the table below. The Boothferry Ward contains 5,331 households, Derringham has 5,325 and Pickering has 5,033; giving West 15,689 households in total. In 2001 the average household size was 2.22 people.

Boothferry ward covers 253.09 hectares; Derringham ward 230.67 hectares; and Pickering ward 540.39 hectares.

### 2001 census populations for Wards in the West Area

	<b>Total</b>	<b>% Under 16</b>
Boothferry	12,395	20.9
Derringham	11,438	19.5
Pickering	11,164	18.7
<b>TOTAL</b>	<b>34,997</b>	<b>19.7</b>

The Area has does not have as ethnically diverse a population as other Areas in Hull. There is a growing population of Eastern European migrant workers from the accession countries of the EU, notably Poland and the Baltic states. In the 2001 census 98% of people stated their ethnicity as White British. Only 429 residents regarded their ethnicity as belonging to any other Black or Minority Ethnic group. This figure has certainly increased since 2001.

Boothferry Ward is clearly characterised by its residential nature, consisting mostly of private housing, with an element of Council housing also. Shopping facilities exist on Anlaby Road and Spring Bank West.

Derringham Ward is again characterised by its residential nature, consisting mostly of private housing, with an element of Council housing also. Small scale shopping facilities exist on Priory Road and Wold Road.

Pickering Ward contains a mixture of private and Council housing. The ward covers the Boothferry Estate, the western part of the Gipsyville estate; the private housing area of Summergroves, and an area of terraced private housing on Hessle Road, known as the Shire Streets. A small shopping area exists on Hessle Road; Wiltshire Road Industrial Estate houses over 50 businesses including large scale manufacturers and SME's. In total these employ over 1,700 people. Pickering Park and Costello Playing fields, including the City's Costello Athletics Stadium are all sited in the ward.

The Area is covered by the catchment areas of 2 secondary schools, Sydney Smith and Pickering High. There are also 8 primary schools within the area.

Employment figures from the 2001 census for the 3 wards are as follows

	Unemployment Rate %	Employment Rate %	Self-Employment Rate %
Boothferry	2.3	63.86	5.86
Derringham	2.3	61.88	5.15
Pickering	4.9	54.69	4.06

The closure of the Birds Eye Food Processing plant on Hessle Road which the Council became aware of in early 2007 did not have the impact expected on the Area. There were potentially 400+ employees who lived in the West Area and who would be unemployed when the plant finally closed. A citywide working group was organised by Regeneration Services to oversee this. To Birds Eye's credit the support packages put in place to help employees meant that little or no change to the employment rates in the area were noted following the closure in September.

## Targets for Area

Twenty-five priorities were identified in the West Area's Area Delivery plan for 2007/08. A number of these suffered as resources and staff time were redirected towards the response and recovery work involved with the flooding of June 2007.

Those targets involving the production of Area Community Plans and Engagement Plans were met. These are being further improved and developed during 08/09. Performance standards were agreed and reporting arrangements to the Area Committee were put in place in 07/08. The migration of Streetscene budgets did not take place until 08/09 so the ability of areas to influence these has only just happened.

The development of Common Tasking, the identification of local community safety priorities and ongoing partnership and joint working between the Police, Citysafe and the Area Teams has contributed to the reduction of BCS comparator crime figures for the City. The West Area continues to have some of the lowest figures for crime in the City.

Housing targets will be looked at later on in this report.

## Area Details

The West Area Committee has had a varied political make-up, over the 9 years of its existence. The voting trend for 06/07 and 07/08 has been for Liberal Democrat candidates in all 3 wards and in 07/08 representation was 6 Liberal Democrat members, 2 NEW Independents and 1 Labour. *N.B. All 3 seats at the May 08 election were won by the Liberal Democrats giving that party a complete membership of the Area Committee. This may lead to the Area being chosen to trial/pilot Administration initiatives as they will have an "easy ride" through Area Committee over the next 2 years.*

The Area Housing Board for West Area's membership is made up of the relevant elected members, elected tenant representatives and independent members. It was formed in 2007 and was the first of the seven boards to officially "go live" because of the advanced nature of its development. The Board has continued to meet on a monthly basis and deals with localised budget decisions and service delivery at a local level.

The West Area Partnership met a limited number of times in 07/08 but steps have now been taken to rejuvenate its membership and role to ensure it plays a significant part in delivering strategic priorities within the West Area in 08/09. Its membership consists of representatives of the 3 wards in the area, the voluntary and community sector, partner agencies and the business sector.

The core West Area Team suffered from a number of staff having non-work related sickness issues and maternity leave in 07/08. Several of these were long term periods which had a knock-on effect for staff cover.

The Deputy Area Director, Mike Cohen, left the City Council in October and was replaced by Eric Neilson during December. These factors meant there was a period of 2 months when there was no Deputy and only an extended part time Area Manager (Physical Environment) presence in West. Other staff from the area helped to ensure service delivery was maintained through this period.

Along with the Customer Service Centre based at Derringham Bank, the core West Area Team moved from the Gipsyville Multi-Purpose centre to the newly built Calvert centre at the beginning of December 2007. The co-location with Health Partners makes the building convenient for some residents, but its location means that it is difficult to access for some residents, particularly those in Pickering Ward, and parking is also an issue. The annual rental for the office space is also significantly higher than was previously the case.

The co-location of the Core Area Team within the Calvert Centre with the Customer Service Centre has given us the opportunity to start working with the data stored on CRM to look at how we can shape service delivery in the Area. This is still in basic form as data cannot be accessed to a detailed extent with regard to individual addresses etc., however the table below gives an example of how we can use this intelligence. This sets out the top three, by number, of service requests received related to each ward for the period October 2007 to March 2008.

This information will be fed to the "ward managers" to identify trends and issues within their wards, and will form part of the wider strategic decision making, particularly with regard to resource allocation, for the wider Area Management Team.

	<b>BOOTHFERRY</b>		<b>DERRINGHAM</b>		<b>PICKERING</b>	
<b>October 2007</b>	1.	Bulky items collection	1.	Skip permits	1.	Bulky items
	2.	Skip permits	2.	Bulky items	2.	Customer feedback
	3.	Customer feedback	3.	Customer feedback	3.	Council tax
<b>November 2007</b>	1.	Skip permits	1.	Skip permits	1.	Bulky items
	2.	Bulky items	2.	Bulky items	2.	Customer feedback
	3.	Customer feedback	3.	Bin collection	3.	Council tax change of address/council housing
<b>December 2007</b>	1.	Bin collections	1.	Skip permits	1.	Bulky items
	2.	Customer feedback	2.	Customer feedback	2.	Customer feedback
	3.	Skip permits	3.	Bin collections	3.	Bin collections
<b>January 2008</b>	1.	Area Co-ordination Team	1.	Area Co-ordination Team	1.	Area Co-ordination Team
	2.	Supplying black box	2.	Skip permits	2.	Bulky items
	3.	Skip permits	3.	Supply of black boxes	3.	Supply of black boxes
<b>February 2008</b>	1.	Customer feedback	1.	Skip permits	1.	Area Co-ordination Team
	2.	Area Co-ordination Team	2.	Customer feedback	2.	Customer feedback
	3.	Skip permits	3.	Bin collections	3.	Bulky items
<b>March 2008</b>	1.	Skip permits	1.	Skip permits	1.	Council housing
	2.	Customer feedback	2.	Customer feedback	2.	Customer feedback
	3.	Bulky items	3.	Council tax change of address	3.	Bulky items

As can be seen the majority of contact with 300300 and Customer Service Centres particularly in the Boothferry and Derringham Wards relates to requests to site skips on roads and the collection of bulky items. Both of these are related to the ongoing flood reconstruction works giving us evidence that work is still ongoing.

The appearance of the Area Co-ordination team relates to our scheme to distribute Carbon Monoxide Detectors purchased from Community Safety Funding. Residents were asked to contact the Team through the CSC or 300300. To date we have distributed approximately 2,500 detectors free of charge.

## Floods

On the 25<sup>th</sup> June, the Area was badly flooded following a sustained period of heavy rain. This came on the back of smaller scale flooding of some residential properties in the Anlaby Road area about ten days previously to which the Area Streetcare team had responded. However this was on a totally different scale. The extent of the flooding meant that the Area Team had to relocate to the Derringham Bank Customer Service Centre as its previous office was closed due to electricity failure. This proved to be an advantage as it meant we had staff on site in the heart of the flooded area.

As an exercise in joint working, the flood response work was an ideal example of how the Target Operating Model should operate in practice. The former Customer Service Centre became the hub from which Area Team staff, Housing staff, CSC staff, Community wardens and other temporary staff worked to provide initial response assistance and then to facilitate the recovery programme from the area.

4,308 properties in West were registered as flooded, of these 1,861 were classed as gold with subsequent caseworker support requirements. At the peak of the recovery efforts, the West Area was overseeing the work of a large number of caseworkers from across the Council and Community Wardens.

444 Council owned properties flooded and work was undertaken to survey and repair these in the timescales set out by management.

392 of the 554 caravan checks carried out in the City were carried out in the West Area, the majority by Community wardens and Area Team Staff.

Over 40 staff from the Area received Making A Difference awards for their contributions at this time.

The Prime minister visited the area on the 7<sup>th</sup> July and John Healey, the Local Government Minister with responsibility for the floods toured the area with the Area Director on the 14<sup>th</sup> November.

The West Area, with the help of the development worker from DOC, has accessed the greatest share of British Red Cross relief funding to date and has provided residents of the area affected by floods with numerous diversionary activities and support.

The priority of the West Area over the six month period following the floods was to focus on first the response and then recovery works and support to residents. This is still ongoing to a lesser degree however, working on flood response and recovery for such an extended period of time has meant that focus on other area issues was allowed to decline. These are now being addressed.

The temporary migration of residents, ground /weather conditions and specific focussing of Council resources meant it was difficult to fully spend some budgets such as the Community Initiatives Budget and Play Partnership funding in the West Area. These budgets have been the subject of requests to carry forward underspend because of these reasons.

## Area and Neighbourhood Management

The Housing Landlord function and Streetcare Teams migrated to the Area Teams during early 2007. These were followed later by the Park Ranger Service. Budgets for the majority of these migrated services did not follow until the current year however and it has taken a while to confirm staffing resources in place, which has now been achieved. This has created a good base for the delivery of flexible services in 08/09.

Community activity

Ward priorities identified by the community in the West Area involve the environment and community safety. For the environment they focus for the main on issues relating to litter, graffiti, parking and traffic.

The Community Participation Officers continue to support elected members and to work with the community to identify issues, to engage the community and get them to actively participate.

Community engagement in the West Area is notoriously difficult to achieve. The lack of a specific hook in the area to hang community cohesion on, e.g regeneration in NaSA, has meant it has been hard to get the community to participate. The successes we have had have been around "Friends of Groups" for parks with particularly successful groups in place at Wymersley Park and Peter Pan Park. We have sought to build on this in 07/08 with a new group at Pickering Park. We have also attempted to set up resident groups in some areas. As a positive of the flooding, we are hopeful we can build on the sense of community engendered to create more resident groups in 08/09 as residents return to their properties.

The West Area Play Partnership which has been formed with the assistance of Big Lottery Funding, held 3 events between July 07 and March 08, delivered by a range of partners and commissioned services with the aim of getting parents / carers involved in the future of the partnership in a volunteering capacity. One half-term event was attended by approximately 200 children.

Given the shift of emphasis brought about by the floods, the West Area Team continued to deliver against identified targets and priorities. Key identified documents were produced and community engagement supported. Along with elected members, the West Area Team is now looking at how we can improve community engagement in both qualitative and quantitative terms in the next year.

## Streetcare

The management of the Streetcare team was carried out in 07/08, however, as previously discussed, the budgets were not disaggregated until the current year. There was obviously some tensions involving the bringing together of refuse and grounds maintenance staff but on the whole the team has approached its new role in a positive frame of mind.

The team is located at a small depot alongside Pickering Park. One issue which has arisen is the need for some capital investment in the site as it is not fit for purpose and the conditions for staff are unsatisfactory. We will be looking at submitting a capital bid for improvement works this year.

Based on the National Indicator 195, standard levels for grading litter, detritus, graffiti and flyposting were developed. These were to be classed between grades A – D. The small number of Community surveyors to measure the area against these standards causes concern and this is being addressed in the current year through the tasking of Community Wardens to undertake 20 surveys per ward per month.

Instances of flytipping in the West Area for 07/08 was 666, a reduction on previous years. The total for the City was 6,822.

The number of reports of abandoned vehicles for the area increased in 07/08 to 106, the number deemed abandoned was 34, the same figure as previously.

More detailed figures for the area based on surveys should be available from June 2008.

## Housing

The Housing Service for the Area has continued to operate from Bethune Estate Office. Again the team there has joined in delivery of the area agenda and participates in multi-agency work in the West Area. The team played a full part in the flood response and recovery. Budgets have now been disaggregated for the area.

The West Area Housing Board was the first of the seven to meet and to start working operationally. It plays a full part in the delivery of the Housing Service in the Area and on the spending of estate based budgets.

In considering the future of the Bethune Estate office, to address the issue of access for residents of Pickering to Council services and advice, the decision was taken to make the office DDA compliant, rework the customer area and eventually to have it operating as an information point. It was also agreed by the Area Housing Board to site a cash collection kiosk rather than a cash desk at the office. It has also been decided to relocate staff from the office to Council rented but unoccupied space at the Calvert Centre. This is for the staff who look after the Derringham area and who would otherwise spend an hour a day travelling from office to management area. This will also provide additional back office expertise for the CSC and improve the customer experience.

Repair times and the average relet time for void properties need to improve to meet targets. 91.5% of urgent repairs are carried out in the set period. The citywide figure is 90.9% compared to the target of 97%. Routine repairs for 2007/08 took 13.5 days compared to the citywide figure of 12.5 days and the target of 10 days. Average relet times for the West Area for 07/08 is 61 days and improving, compared to the Citywide average of 72 days. However the target for this is 33 days. The percentage of rent collected in West has continued to exceed targets at 98.5% and has remained above the target set for 2008/9, putting it amongst the second quartile performance figures.

We must ensure repair and relet times improve over the next few months and are looking at how these can be influenced from the Area's input.

## **Area Partnership**

As previously mentioned, although on an unofficial basis partnership working has gone from strength to strength, the partnership has not met as often as necessary during 07/08.

Work is now underway to ensure the Partnership is functioning to its full capability and that the Children and Young Peoples' Sub-Group plays a full part representing Area needs in the BSF development of Pickering High.

An Area Partnership Day was held in March on a Saturday at the Calvert Centre. Staff and partners were available to talk to members of the community who could come in and discuss their priorities and issues on an individual basis. Despite leaflets being delivered to each household in the area and articles on local radio and in the Hull Daily Mail, attendance was only 28 people. Although the quality of engagement was good and feedback from those who took part was really positive, consideration must be given to ways of engaging larger numbers of residents.

The Area partnership is linked to the work of the Schools' partnership and the PCT's West Locality Board in the area.

## **Community Safety**

Common Tasking developed through 2007/08 into a powerful multi-agency problem / issue resolving tool. The model has now been devolved to a local basis in West with CPO's and Neighbourhood Managers chairing Neighbourhood Action Teams of Council and ASB staff and Police and partner officers, tackling ward issues and appointing relevant problem managers to ensure issues are dealt with.

Like Ward Forums, Community Safety Action Partnership meetings are held quarterly in each Ward with the Police in order to provide a forum for the community to set priorities for the next 3 months. Unfortunately attendance at these is poor and again action is underway to seek meaningful alternatives for engagement.

On a positive note, a Community Safety Day organised by the Area Team and advertised with the offer of a free carbon monoxide detector for attending, drew in over 200 residents and allowed more useful data to be gathered.

Joint work between ASB staff, Area Team staff, Housing Staff, Community Wardens and Police and PCSO's takes place on a daily basis in the Area.

For 07/08 the West Area has experienced a 38% reduction in reported crime against baseline. The Citywide target is 30%. The West Area had low baseline targets to start with as only 7.72% of crime in the City occurs in the West Area.

## Waste Management/Recycling

As can be seen from the CRM data detailed above the collection of household waste and of bulky items continues to be a priority for the residents of the West Area. It has identified a need for, if not the migration of these centrally located elements of Streetscene, at least the ability for Areas to influence delivery of these services, linked to “Coming to You” and “Bring Out Your Rubbish” events in identified neighbourhoods.

The West Area benefits from having the Wiltshire Road Recycling Centre in its area, which opened in May 2007. From that time until the end of April, 2008 the new facility has handled 5,493 tonnes of waste of which 4,104 tonnes were recycled, a recycling rate of 75%.

This includes:

- 831 tonnes of garden waste
- 1048 tonnes of wood
- 149 tonnes of cardboard
- 327 tonnes of scrap metal
- 400 tonnes of electrical appliances and equipment
- 1390 tonnes of rubble

In addition, the Council have received very positive feedback from residents who use the facility.

The Summergroves Area of Pickering Ward was one of the neighbourhoods chosen for the trial of brown bin collections of garden waste and cardboard during 2007/08. After encouraging results and positive feedback, this scheme will be rolled out citywide.

As discussed above, the collection of bins and bulky items make up a high proportion of customer contacts with the Authority. We must ensure these services meet customer expectation. To some extent the Bulky Item Collection Service is a victim of it's own success, being too popular to meet demand. The West Area Team will assist by targeting local “Bring out Your Rubbish” days in those areas likely to draw more heavily on Streetscene resources. In 07/08 8,073 bulky item collections were made in West out of a City total of 37,365 collections. This high number was due to the flooding and subsequent disposal of damaged property and the trend for the numbers is reducing.

## Future Challenges

Despite the work involving flood response and recovery, the West Area aims to build on the good work undertaken in 2007/08 to meet all targets set and to improve service delivery and quality of life for its customers, the residents of the Boothferry, Derringham and Pickering Wards. 2008/09 throws up new challenges and opportunities which will be met.

The targets contained within LAA2, in particular those directly influenced at Area level, namely NI 195 and 196, must be met and the structure and work of the Streetcare Team developed to tackle these and to work more flexible as an homogenous team focussed on the environment.

The opportunities that the BSF development at Pickering High School cannot be ignored and in addition to improving attendance and attainment level, the facilities for increasing adult learning and community empowerment must be developed in a co-ordinated approach with the Area Partnership to ensure the site offers as much as it can to the Area.

For the Core Area Team the challenges lie in ensuring the roll out of Neighbourhood Management best practice takes place in each ward to ensure local service delivery is as relevant and efficient as it can be; in acting as the pilot area for the City in the development of participatory budgeting to ensure the Government's requirement for all local authorities to have this in place are met, and in exploring new methods of engagement with the community that are cost effective and reach as wide an audience as possible in a meaningful way.

Finally, and most critically, there is the Audit Commission's inspection of the Housing Service in November 2008. It is vital this receives at least a two star rating if the Authority is to progress to a three star CAA rating in the future. Issues to be addressed in the West Area to ensure the local housing service is as good as can be have been identified and work is already underway to improve systems and processes already in place and to ensure the area plays its part in Service's improvement as a whole.