

Tackling the recession



One of the most frequently asked questions is: 'How is the recession affecting Tameside?'

In the New Year, as it became clear that the credit crunch was becoming a recession, early intervention was taken by Tameside Council and the Tameside Economic and Learning Partnership (TELP) to look at the issues.

The council's Economic Development Unit organised an event for the TELP and other partners to share information on the impact of the recession, which gave a clear picture of what needed to be done. TELP will now review Tameside Economic Masterplan's four action plans for increasing enterprise, employment, and skills and attracting investment to

ensure short term measures are in place to combat the impact of the recession.

Some of the early interventions already underway are the Tameside Works First initiative aimed at local businesses. The initiative was launched by Cllr Kieran Quinn, Cabinet Deputy for Economic Services and TELP Chair, at the 'Beat the Recession' event for businesses organised by the Tameside Business Family in February. Around 170 businesses attended the event alongside speakers including North West Development Agency and Business Link North West.

To view a podcast of the event go to <http://www.tamesidebusinessfamily.com/BeattheRecession.asp>

TSP Chair, Cllr Roy Oldham said: "We have put aside £10 million of capital funding as well as an additional £2 million in revenue funding to support businesses and the wider community through these difficult times.

"The £10 million will be spread over a range of initiatives including refurbishment and safety work at Tameside's eight municipal cemeteries, school repairs, and maintenance of public buildings.

"The other £2 million will go towards schemes such as allowing free parking at specific times, to help retailers; making sure bills are paid within ten days rather than a month, which will aid vital cash flow; and measures to improve access to business rate relief for small firms."



Tameside Strategic Partnership Many Partners, One Direction

The Tameside Strategic Partnership unveiled new branding at the recent TSP Board meeting on 13 March. A new logo and strapline represents the dynamism and energy of partners moving forward together.

The TSP board, link officers and delegates at January's annual TSP Conference were asked to provide their views on the new branding.

Although feedback was positive the partnership spoke in unison about the originally proposed colour scheme and accessibility of the logo. This feedback was essential to developing the final version (left) that combines simple colours and styles to represent the energy, dynamism and direction, which partnership members feel the TSP possesses.

The new branding has now replaced the previous logo and strapline on all TSP materials. Thematic Partnerships have been encouraged to follow similar styles and colour schemes as they consider rebranding their own partnership or new partnership initiatives.

The logo will be sent electronically to all TSP partners and is available from David Berry TSP Co-ordinator at david.berry@tameside.gov.uk.

Many Partners, One Direction

Getting on board to keep Tameside safe and healthy

Night time revellers in Stalybridge who may need first aid, have been victims of crime or may be witnesses, can now get on the bus for the help and support they need. A double-decker 'Safe and Healthy bus' is regularly parked in Stalybridge town centre and can be a first stop for people who are distressed, victims or witnesses of crime or are affected by drink or drugs. As well as providing aid and help, it is hoped they bus will help the emergency services by cutting down their night-time workload. The bus has been secured by the Tameside Crime and Disorder Partnership and was launched by Cllr John Taylor, Chair of the Crime and Disorder Reduction Partnership, at Stalybridge Fire Station on 19 March.

The project was lead by Simon Hopes of the Greater Manchester Fire and Rescue Service but involved many partners working together to make sure the donated double-decker bus could get on the streets and provide safety, support and advice for residents in Tameside. The British Red Cross, NHS Tameside and Glossop, Greater Manchester Police and Tameside Council were also involved in the project. Chief Superintendent Zoe Hamilton said that successfully launching the bus was a "tremendous achievement of working in partnership to get past barriers to provide the services that people need."

The bus is available to all TSP partners to promote important messages about safety and wellbeing both at night and during the day across the borough. For information on booking the bus email Simon Hopes on hopes@manchesterfire.gov.uk



Councillor John Taylor officially launches the safe and health bus



Safe and Healthy bus ready for action

Top 100 listing for New Charter

New Charter has been named as one of the top 100 companies to work for in Britain.



Receiving the award



A member organisation of the TSP board, New Charter already tops customer satisfaction measures for large landlords and has now been numbered at 52 in the prestigious top 100 companies list, announced in the Sunday Times on 8 March.

There were 997 companies considered for this year's top 100, with the views of their staff paramount in the Times' final decision. Their survey provided a unique insight into the minds of the UK's workforce.

New Charter employs 840 staff and owns more than 18,000 homes across Tameside. Caroline Gregory started work in the revenues section of the company in 2008.

She said: "Initially I was attracted by word of mouth recommendations, and some of them seemed too good to be true. But my experience has backed these up – soon after I joined, I was encouraged and offered training and development. There's a pride in working here and everyone wants to succeed.

"What I contribute here is noticed and that's a great feeling. There's an emphasis on performance, but there's flexibility to manage my family commitments as well as work. And we do have fun as well! I doubt there are more rewarding places to work."

Group Chief Executive Ian Munro and Chair of the Older People's Partnership was also delighted. He said: "We focus on our customers and they have rated us highly in the last four years. But I understand what our customers have consistently told us – a great company is made by its great people. Listening is as valuable as leadership when managing many employees. We are rightly proud of this achievement, especially looking across at some of the excellent businesses we now rub shoulders with. But I'm always looking for improvement - so we'll aim to be higher up the list in future."

TSP Board pays tribute to outgoing Chief Executive

Janet Callender, the former Chief Executive of Tameside Council, was thanked by the partnership for her dedication and service, at the last Board Meeting on 13 March. Janet had been Chief Executive of Tameside Council since 2003 and was a key member of the Board and also Chair of the Crime and Disorder Reduction Partnership. Ian McCrae, Vice Chair of the TSP said: "Janet has contributed significantly to what has been an unprecedented period of success for the Partnership and borough." Janet added that it had been a "privilege to work for the partnership", and that leaving the TSP in such great shape had "made her proud." Fellow TSP Board Member Steven Pleasant has taken on the role as Acting Chief Executive for Tameside Council having previously undertaken the role of Deputy Chief Executive.

Boosted by success

Children and Young People Strategic Partnership

Services for young people in Tameside have been boosted by the success of a number of joint commissions. A multi-agency Commissioning Panel has been set up. It is responsible for investing £750,000 of pooled funding for prevention services, with substantial amounts set to be invested in the Voluntary Community and Faith Sector. Other recent joint commissioning activity has included a two-year contract awarded to Lifeline for the delivery of the Young People specialist substance misuse service.

Lifeline is also providing a new young people's Health Mentor scheme designed to provide support to enable young people to make informed choices about a range of lifestyle issues including smoking, alcohol, drugs, sexual health and healthy eating. Local children and young people have been involved not only in the development of these schemes but also in the award of the contracts, and this has helped enormously in getting the right outcomes.



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St Georges rides again!

Culture and Community Cohesion Partnership

St George was the centre of attention during celebrations held in Ashton town centre. Tameside Culture and Community Cohesion Partnership organised two days of fun and celebration on 18 and 23 April, with both events opened by Tameside's mayor, Cllr Jack Davis. Festivities included a giant smoke breathing dragon, music, dance and stilt walkers dressed in St George's Day costumes and free St George's Day silk roses given away to the public. To add to the celebrations, every public building in Tameside raised the St George's flag on the 23 April to mark the day and St. George's day stickers were given to every school child in the borough.



Costumed knights and squires, accompanied by representatives of The Royal British Legion also visited every other town in Tameside handing out roses. In line with an expanded cultural remit for the partnership, the Tameside arts and events team has published a programme of cultural activity which promotes and celebrates culture and cohesion in Tameside.

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OWL grows information bank

Older People's Partnership

Over the last 18 months big changes have been made to the way in which information about services, advice and activities for older people has been organised. www.tameside.gov.uk/olderpeople is the new gateway to information about: • Housing and home • Health • Money • Travel and transport • Active sport and leisure • Hobbies and interests • Lifelong learning • Staying safe • Caring • Forums and influencing • Volunteering. The site links all the partner agencies offering services to over 50s in Tameside and has become a valuable resource for staff, carers, information officers, families and the public around the borough. Partner agencies and service providers are being actively encouraged to add further links and to develop the information bank as widely as possible. The information is organised in the same way as the updated Lust for Life magazine which was launched at last year's Independence Day. The day brought together community groups and service providers. Visitors, exhibitors and information officers were consulted about the best way of distributing information to adults approaching retirement, at retirement age or retired. The internet has clearly become a popular source of information with access available from all Tameside libraries for those without internet access at home.



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More support for people looking to get back into work

Tameside Economic and Learning Partnership

Funding has been agreed for a number of schemes aimed at supporting people as they seek to get back into work. The schemes include:

- Support for young people to gain basic employment skills using sports activities
- Children's centres providing specific targeted advice and support for parents looking to gain employment skills, training or a move into employment,
- Support for homeless people to access skills training and employment.

The partnership has also begun to develop two new schemes that will provide a more integrated approach by all agencies that support people to gain skills and find work. They are the Adult Advancement Pilot and Working Neighbourhood Teams. The Adult Advancement Pilot aims to ensure that people will be able to get the advice and guidance they need or to be signposted to it no matter where they go to for initial advice. Working Neighbourhood Teams will target our priority neighbourhoods and ensure that all agencies provide support to address the often numerous barriers that people have to finding work.



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TSP backs successful bid

Health Partnership Board

The TSP supported a successful bid for increased resources to support people suffering from depression and anxiety disorders in Tameside and Glossop. New Improving Access to Psychological Therapies (IAPT) services for local people have been confirmed in Tameside. Increased resources for the Primary Care Mental Health Team will lead to 16 new trainees (staff) delivering different forms of psychological help, including cognitive behaviour therapy (CBT). The new staff will work part time for the first year while they complete their training and thereafter will be full time, significantly increasing the capacity and skills in primary care mental health services. It is estimated that currently only a quarter of the six million people in the UK suffering from depression and anxiety conditions are receiving treatment. The aim of IAPT is to increase support and treatment for everyone with a disorder who needs it. 20% of people in Tameside and Glossop suffer from depression or anxiety disorders, significantly higher than the national average.

IAPT aims to provide:

- Better health and wellbeing
- Higher levels of satisfaction with the service received
- More choice and better accessibility to clinically effective evidence-based treatment service
- More help for people in staying employed and being able to participate in the activities of daily living

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Praise for Housing Partnership

Housing Partnership

The Housing Partnership's annual report, outlining progress during the previous 12 months, was presented to the Strategic Partnership Board on 13 March. It is best summarised by the Audit Commission, in its Corporate Assessment Report 2008, which said: "The council with its partners is taking effective action to balance the local housing market. "It targets support at areas of highest deprivation and is addressing the needs of those most at risk of social exclusion and vulnerable people."The council has collaborated with partners to increase the provision of housing to meet regional targets. It has a well-developed understanding of development land supply and projected demand and invests significantly in research to inform its strategic housing approach".

The most recent partnership meeting took place on 3 April. It included a presentation and discussion on the joint work underway on accommodation pathways for offenders. The aim is to help secure suitable accommodation and so help to reduce reoffending rates. There was also an update on how the government's mortgage rescue package was operating in Tameside and the continuing need for the partnership to intervene to mitigate the worst effects of the economic recession.

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Help for victims

Crime and Disorder Reduction Partnership

Victims of domestic violence will now get extra help and support from Tameside Magistrates Court. The court has been accredited as a Specialist Domestic Violence Court with effect from March. It means that the court has a number of key features to help victims appearing in court in domestic violence cases, including:

- trained and dedicated criminal justice staff and magistrates with expertise in dealing with domestic violence cases
- cases heard on a specific day so that all the relevant agencies are able to focus their specialist resources
- support and advice from Independent Domestic Violence Advisors

The Government has a target to have a total of 128 Specialist Domestic Violence Courts by 2011.

The Tameside Crime and Reduction Partnership has also successfully renegotiated its Local Area Agreement (LAA) target for acquisitive crime. The new target looks to reduce burglaries by seven per cent, based on 2007-08's crime figures. The partnership has looked at problems and causes and put in place a range of new partnership initiatives. It is hoped that 2009 will see joint working to reduce reoffending through the new Integrated Offender Management Team.

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Claim your entitlements

Tameside Community Legal Service Partnership

More than 1,800 successful benefit claims from older people have been made since April 2008, thanks to the efforts of Tameside Council's pension service joint team, Age Concern and the council's customer service office. Research suggests that there are still many older people who are not claiming their entitlements. If they did, their claims could create an extra annual income of more than £3.4 million per year for older people in the borough.

Myths prevent many older people claiming benefits they are entitled to. The most common are that they cannot qualify for assistance if they own their own home or have money in the bank. As a result fresh press campaign has been launched targeting these groups, backed up by innovative advertising on Tameside radio.

Since April 2008 there have been:

- 744 successful claims for Pension Credit
- 731 claims for Attendance Allowance
- 439 claims for Council Tax Benefit

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Chris to champion St Mary's

Chris Thean has been appointed Neighbourhood Co-Ordinator for the Ashton St Peter's ward. Chris is based with the council's Community Regeneration team, and works out in the community. He is supported by Sue Moorcroft, Community Development Officer, and they are both busy getting to know the area and the people. Among their first tasks will be to work with councillors and a range of partners to develop neighbourhood working, where partners agree activity to meet local needs.

Chris will also be busy resurrecting a ward partnership forum that will seek to engage organisations to help ensure communication, co-ordination and joint effort across St Peter's. Chris has spent the last seven years working in Hattersley. He has also worked for New Deal for East Manchester, Manchester City Council, Salford Housing and the private sector. Chris said: "What has impressed me is that there is so much already going on here; and the achievements, history, passion and work I've seen is incredible. However, there is always more we can achieve and I'm really looking forward to working with all the residents and organisations I've met so far."

Partnership makes commitment to sustainable use of resources

TSP Board members approved a commitment to sustainable use of resources at the 13th March Board meeting. The commitment will help the partnership to meet the challenge of making the most of our resources in the current economic and environmental climate. Building a sustainable future for Tameside is the main reason for the commitment, which will focus on reducing energy consumption and carbon emissions, conserving water, reducing air pollution, waste and protecting green spaces. The commitment will be overseen by a multi-agency Natural Resources working group that will develop the partnership's Environment Strategy and its work on sustainability. **For more information about the Natural Resources Working Group contact kate.o'donnell@tameside.gov.uk**



Young People say 'Drop the Knives'

The Crime and Disorder Reduction Partnership has recently worked with young people across the borough to develop a series of 'YouTube' videos to support national campaigns to stop the carrying of knives.

The work started when the CDRP visited young people involved in the Youth Opportunities Fund to discuss how the Police and Community Safety could work better with young people. The young people said communication was a key area and went on to dedicate themselves to producing the videos with the WISH project to put across an honest message about the issues involved with knife crime. The videos are available to watch on YouTube now at <http://www.youtube.com/watch?v=9KfBn7RU8wo&feature=related> or <http://www.youtube.com/watch?v=9KfBn7RU8wo&feature=related> and should be appearing in Ashton's Cineworld cinema soon.

The work between the youth opportunities fund and the CDRP is an excellent example of strong partnership working and engagement in Tameside, the partnership is now looking at how this work can improve our approach to intergenerational work and gathering the views of and communicating with young people.



Sue Nathan of Tameside Youth Services says 'This project has been one of the most exciting I have worked on, without the strong partnership working in Tameside and the commitment of young people we couldn't have done it'. For more information contact Karen Dale on 0161 336 6615.

Secretary of State opens new £9.8m Primary Care Centre in Ashton



Health Secretary Alan Johnson officially opened the new £9.8 million Ashton Primary Care Centre on the 8th April.

The Secretary of State toured the centre, meeting staff and saw first-hand the host of services and high-tech equipment available to both patients and the wider public.

Ashton Primary Care Centre provides the community with a range of healthcare services close to home with the latest equipment and technology in a confidential and safe environment. Longer opening hours and out of hours services ensure greater access for both patients and public alike, by catering to different lifestyle needs.

As well as a range of medical services including sexual health,

dermatology, audiology, physiotherapy and community dentistry, the centre also includes health improvement teams dedicated to improving the health of local people by reducing weight and quitting smoking. A GP surgery and out of hours GP services are also available. Services began moving into the centre earlier in the year, and are now fully running and operational.

Alan Johnson said: "I am delighted to open this new centre, which is a great example of a Primary Health Care Centre designed with patient experience in mind. It provides a host of top class services under one roof, reflecting the needs of local people, and demonstrates the North West's commitment to modern, accessible services at the heart of the community."

Tameside Together : The Local Area Agreement 2008-11

Tameside has just completed its annual review and refresh of the Local Area Agreement with Government Office North West. The LAA is a partnership agreement, between the Government and the TSP. The indicators and targets that have been selected for inclusion are those where a real difference can be made, and value added, through partnership working. This refresh provided an opportunity to address 'unfinished business' from the original negotiations (for example, delayed targets) and revise elements of the agreement to reflect changes in local circumstances.

The overarching aim of the Tameside LAA is to reduce inequalities, with a particular focus on prevention. This reflects the first theme of Tameside's Community Strategy – 'Supportive Communities' – which sets out a vision where 'all people have similar life opportunities'. Achieving the targets in the LAA will help achieve the aims and vision of the Community Strategy, and improve quality of life. Throughout

the review process Tameside has sought to strike the right balance between increased and decreased challenge, based on our performance through the first year of the agreement. Our aim has been to find a pragmatic solution to the refresh of targets that ensures the LAA is meaningful to the partnership and the community.

In some cases targets have been made more stretching as we have outperformed our expected levels in the first year of the LAA. In other cases we have agreed a reduced target with the Government to reflect new challenges we face, for example the economic downturn. However these reduced targets still represent real improvements to quality of life in Tameside.

You can download a copy of the revised Tameside LAA from the TSP website at <http://www.tameside-strategic-partnership.org.uk/strategy/LAA-Agreement.htm>

Community decide how money is spent



Joint organisers of the first ever 'It's Up 2U' event in the St.Peter's ward of Ashton-under-Lyne are celebrating its success. Greater Manchester Police organised the day in partnership with Tameside Council, Manchester Fire and Rescue Service and St Peter's Partnership.

Residents from St.Peter's have decided how the £35,000 - provided by the Home Office and Greater Manchester Police - is to be allocated to further improve their local area. Hundreds of people turned up to have their say at the event which was held in Oxford Park Community Sports Centre on Saturday 21st March 2009 and was opened by Chief Constable Peter Fahy. A free family fun day was also held in conjunction with the event and Greater Manchester Police and Greater Manchester Fire Service were in attendance with visitors.

Anyone living in the Ward could apply for funds of up to £3,000 to support non-profit organisations, voluntary groups and community safety projects. On the day members of a number of groups gave short presentations on what they wanted to

use the grant funds for and residents voted to choose the projects that they thought would benefit their community the most. Tameside North Neighbourhood Policing Inspector, Tony Alogba; the Civic Mayor of Tameside, Councillor Jack Davis and Councillor Warren Bray announced the winners.

Councillor Davis, who is also a Trustee for St.Peter's Partnerships said: "Residents of our local area really embraced the opportunity to have their say on how this money should be spent and we are now looking forward to reaping the benefits that these extra resources will provide."

Inspector Alogba said: "The day was a great success and it is encouraging to see how passionate local residents are about their community. Now that these projects have this money the whole ward will benefit from their enthusiasm. Neighbourhood Policing is all about listening to people, addressing the issues that matter to them and keeping communities informed. Working with our partner agencies and residents we can make Tameside a safer and better place to live."

If you would like to contribute to future editions or have any comments on this edition contact David Berry on 0161 342 3149 or david.berry@tameside.gov.uk

www.tameside-strategic-partnership.org.uk