



# Ageing Better in Birmingham

## Tyburn Local Action Plan

Final Version  
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# CONTENTS

<b>1.0</b>	<b>INTRODUCTION</b>	<b>3</b>
1.1	Role of Local Action Plans	3
1.2	Tyburn Ward	4
1.3	Key Causes of Social Isolation in Tyburn Ward	4
1.4	Key Outcomes Wanted	5
<b>2.0</b>	<b>LOCAL ACTION PLAN – THE PROJECTS</b>	<b>6</b>
2.1	Project 1: Community Organisers Scheme	6
2.2	Project 2: Good Neighbour Campaign	7
2.3	Project 3: Walking Maps	9
2.4	Project 4: Care & Repair Scheme	10
2.5	Project 5: Age-Friendly Tyburn – Assessment of the Built Environment	11
	<b>APPENDIX: Project overviews and budgets</b>	<b>13</b>

## 1.0 INTRODUCTION

Ageing Better in Birmingham is a six-year, £6m programme funded by the Big Lottery Fund to reduce social isolation amongst older people in Birmingham.

BVSC is the accountable body for the project and leads the Ageing Better in Birmingham Partnership. <https://www.ageingbetterinbirmingham.co.uk>

The project aims to facilitate change in the way older people are considered by communities, inspiring and empowering citizens of all ages to participate, organise and influence activities to reduce isolation in later life.

Using a grassroots, asset-based approach, we aim to create a new movement for community action on ageing and isolation.

### 1.1 Role of Local Action Plans

Four Local Action Plans (LAP) have been developed – Sparkbrook; Tyburn; Older Carers; and the Older LGBT community.

The function of these LAPs is to:

- Build on local consultation.
- Address the underlying causes of social isolation for the community in question.
- Tackle the specific causes of isolation that consultation and research have identified for each community.
- Be different to existing activity.
- Test what works best in reducing social isolation for each community.
- Increase community resilience with regard to social isolation.
- Have a strategic and an operational impact on social isolation.
- Result in *outcomes* (rather than specific activities) that are sustainable and long-lasting beyond the Ageing Better programme.

They have been developed by building on initial Ageing Better research, consultation with local residents, organisations and stakeholders in the areas (or thematic groups) the plans refer to, and in small planning groups.

Detailed project specifications will be written to enable the activities to be commissioned using a fair, open and transparent procurement process. It is anticipated that activity will commence in Summer/Autumn 2017 in order to allow time for commissioning where required.

### 1.2 Tyburn Ward

The older population of Tyburn is identified as a priority in the Ageing Better in Birmingham programme as initial research showed that the risk of individuals

becoming isolated in later life are especially high there. In the first phase of Ageing Better in Birmingham, people who live in Tyburn are being supported to create more social connections through citizen-led activity to reduce isolation – in particular the development of local Ageing Better Networks.

The second phase of the programme is to look at the underlying causes of isolation in Tyburn, to reduce isolation now and to prevent others becoming isolated in the future. To undertake this work, the programme is creating a Local Action Plan with communities in Tyburn so that as well as immediate action there is also a longer-term strategic plan to address the underlying causes of social isolation.

The programme has worked with older adults and volunteers in Tyburn to begin the process of co-designing the content of the Local Action Plan. This has been achieved through community focus groups and a community survey.

### **1.3 Key Causes of Social Isolation in Tyburn Ward**

Consultation with around 250 Tyburn residents and groups identified the following key causes of social isolation amongst older people:

- a) Little sense of ‘neighbourliness’ and some apprehension that in trying to talk to and help neighbours individuals might be considered interfering. The locality and neighbourhoods are fragmented and there is a poor sense of belonging in relation to the Ward.
- b) The structure of the physical environment is a particular cause of isolation, with large, fast and busy roads and poor pedestrian access or planning. Unsafe paving and other obstructions are an additional hazard for older people.
- c) Poor mobility prevents many older people from venturing out due to fear of falls and accidents.
- d) Many are not close – emotionally or geographically – to families and lack of spouse and/or family members was cited as a key cause of isolation by around one-third of respondents.
- e) Local public transport is poor, with some services – such as the Castle Vale hopper bus – under threat of closure.
- f) Poor awareness of opportunities/services in the local area and how to access them.
- g) Financial hardship and little money for additional activities are a compounding factor.

### **1.4 Key Outcomes Wanted**

The key outcomes Tyburn residents want to see addressed in an Ageing Better in Birmingham Local Action Plan (LAP) are:

- 1) Increased community connections in the Tyburn Ward.
- 2) Increased community cohesion in the Tyburn Ward.
- 3) Increased neighbourliness in the area.
- 4) A positive change in attitudes amongst residents and communities in the area.
- 5) A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an age-friendly neighbourhood.

**Five projects** have been identified that have the potential to address all of these priority outcomes:

- Community Organisers scheme.
- Good Neighbour campaign.
- Tyburn Walking Maps.
- Care & Repair scheme.
- Age-Friendly Tyburn – Assessment of the Built Environment.

**NB:** In section 2.0 'Local Action Plan – The Projects', the outcomes for each project activity described refer back to these outcomes.

These are described in the next section.

## 2.0 LOCAL ACTION PLAN – THE PROJECTS

### 2.1 Project 1: Community Organisers Scheme

*2-year project*

The Community Organisers Scheme will encourage communities to integrate, enable knowledge and best practice to be communicated across the Tyburn ward, promote cross-community cohesion across the ward, and encourage active citizenship. This project is designed to address community fragmentation and promote neighbourliness and better connect communities, both across areas/neighbourhoods and across physical boundaries and obstacles.

There will be a central Co-ordinator post. This person's role will be to identify, train and support a total of **40** Community Organisers – **10** in each of the following neighbourhoods:

- Castle Vale
- Pype Hayes
- Birches Green
- Bromford

In order to ensure that 10 Community Organisers are trained and active in each of the neighbourhoods identified it will be vital that significantly more than our target of 40 people are engaged, thus allowing for drop-out. We estimate that the provider will need to engage with at least *four times* the target number – ie around 160 people.

The role of Community Organisers will be:

- To build relationships, connections and contacts in and across communities to activate people and encourage active citizenship.
- To be part of a process of community capacity-building.
- To inspire more residents to become active citizens and take an active role in their communities.
- To promote and support cohesion.
- To encourage inter-generational activity.
- To promote opportunities, activities and ideas in active citizenship that will reduce social isolation.

Community Organisers will be trained and supported and provided with the tools and methods they will need for the role. We anticipate that there will be three phases of graduated training to build skills, confidence and expertise in community organising at a pace and in a way that is appropriate to the voluntary nature of the role.

### **Key milestones**

A full-time, 2-year post of Community Organiser will be created
An appropriate training and development course will be offered
Appropriate support materials and tools will be provided
40 x Community Organisers will be recruited, trained, supported

### **Outcomes**

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
4) A positive change in attitudes amongst residents and communities in the area.

### **Sustainability**

The Community Organisers scheme will be sustainable in the long-term by providing the tools and training to help people engage in community action, encouraging active citizenship, creating stronger and more resilient communities, and reducing social isolation.
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### **Theory of Change model**



(Further information in Appendix.)

## **2.2 Project 2: Good Neighbour Campaign**

### *1-year project*

Poor levels of neighbourliness are contributing to social isolation in the Tyburn ward.

A Good Neighbour Campaign across all 10,311 Tyburn households will promote the idea of ‘neighbourliness’, help reduce the apprehension some have that approaching neighbours is regarded with suspicion, strengthen a sense of community and help reduce social isolation.

The campaign will utilise:

- Door-to-door leafleting and/or Royal Mail deliveries of appropriate promotional material.
- Social media (e.g. Facebook page – Tyburn Good Neighbours – what you’ve done; ideas that have worked well; sign-ups for activities).
- Local media spots.

- A 'Know your neighbour' introduction card which will enable residents to control the information they give to neighbours.
- Neighbourhood posters.
- Promotional material in key community venues/localities.
- Specific materials to engage schools and enable the participation of young people and their families.
- A 'pledge card'/sign-up campaign.
- Window stickers ("I'm trying harder to be a good neighbour").
- Lapel badges.
- In-store and organisational stickers/posters to encourage participation by businesses such as supermarkets and local shops.
- 'Get to know your neighbour' events and socials.

The campaign will offer a menu/checklist of simple activities to help neighbourliness and friendliness, such as:

- Introduce yourself to your neighbours.
- Offer lifts to shops or collect heavy shopping.
- Offer help with putting bins out, clearing snow, shopping.
- Look in on your neighbour.
- Be aware of signs that might indicate that a neighbour is ill or has a problem.

The campaign will be specified and purchased from an external provider. This may be a single marketing and communications expert (with skills in community campaigning and social marketing), or 'spot purchased' from a range of voluntary sector providers with appropriate expertise and capacity. Spot-purchasing would enable the testing of different approaches/activities in different neighbourhoods.

If necessary, a campaign plan may be commissioned separately prior to the full procurement exercise.

It is anticipated that the campaign will be delivered in four 'bursts' so that there is something happening every quarter with seasonal emphasis where useful.

### ***Key milestones***

One-year awareness and promotional Good Neighbour campaign
Production of appropriate materials/resources
Schools engagement with promotional packs, materials and activity suggestions
Leaflets delivered
Media slots
Social media 'bursts'
Facebook presence

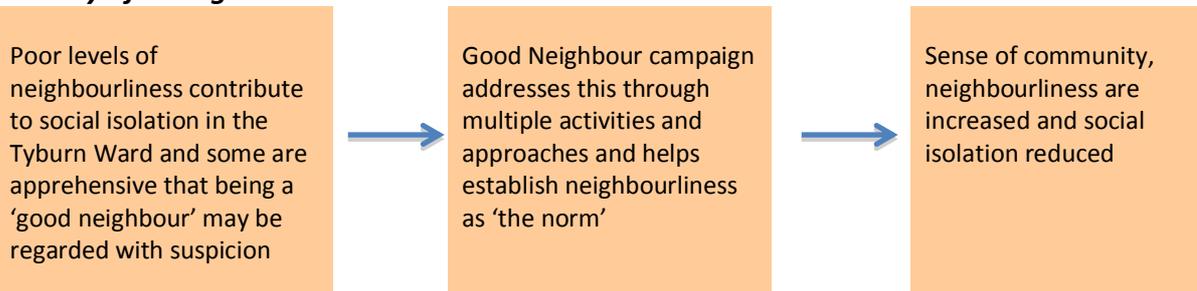
### Outcomes

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
3) Increased neighbourliness in the area.
4) A positive change in attitudes amongst residents and communities in the area.

### Sustainability

The Good Neighbour campaign outcomes will be sustainable in the long-term by changing attitudes, increasing neighbourliness, creating a stronger sense of community, and reducing social isolation.

### Theory of Change model



(Further information in Appendix.)

## 2.3 Project 3: Walking Maps

### 6 month project

Tyburn's poor physical environment and especially its large, busy and fast roads contribute to social isolation and inhibit healthier lifestyles. To help address this problem a series of 'Walking Maps' for Tyburn will be commissioned. These will show easy, safe walking routes that will encourage more people to take to their feet – safely and enjoyably. Local residents will help research and 'populate' these Walking Maps and will be supported to do this.

### Key milestones

Walking Maps produced for different routes/localities
Residents engaged and supported to help produce Walking Maps
Residents engaged in more active & healthy walking lifestyles

### Outcomes

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
4) A positive change in attitudes amongst residents and communities in the area.

### **Sustainability**

Walking Maps outcomes will be sustainable in the long-term by changing attitudes, promoting healthier lifestyles and reducing social isolation.

### **Theory of Change model**

The physical environment of Tyburn is an obstacle to safe and enjoyable walking and contributes to social isolation by making many older people reluctant to go out



Walking Maps help encourage healthier lifestyles and encourage greater mobility and connectedness



Positive change in attitudes, healthier lifestyles, more connectedness and reduced isolation

(Further information in Appendix.)

## **2.4 Project 4: Care & Repair Scheme**

### *1-year project*

Poor physical environment and especially outstanding repair and upkeep of highways, rights of way and related physical environment also contribute to social isolation, falls and injuries, and make people reluctant to go out.

We will fund a 12-month project employing an appropriately qualified individual who will identify, report and ensure resolution of all highways and rights of way repairs and upkeep covered by the statutory responsibilities of the relevant highway authorities.

### **Key milestones**

Appropriately skilled person employed (or seconded)
Faults/damage/obstacles identified in the physical environment
Action taken to prompt resolution including legal enforcement if necessary
Resolution completed & confirmed
Tyburn highways, rights of way and related physical environment as fully compliant as possible

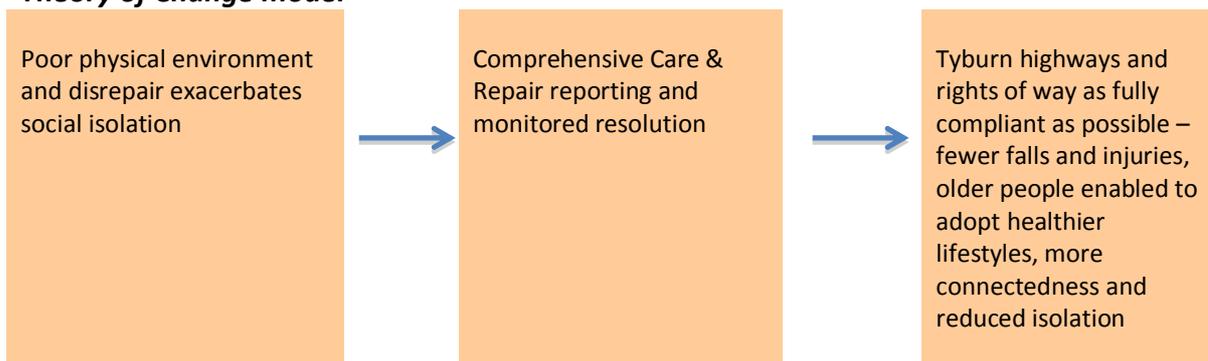
### **Outcomes**

5) A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an 'age-friendly' neighbourhood.

### **Sustainability**

The outcomes of the Care & Repair project will be sustainable in the long-term by ensuring that repair and upkeep of highways, rights of way and related physical environment in the Tyburn Ward is as fully compliant as possible with the statutory responsibilities of the relevant highways authorities.

### **Theory of Change model**



(Further information in Appendix.)

## **2.5 Project 5: Age-Friendly Tyburn – Assessment of the Built Environment**

### *2-year project*

We will commission an ‘Age-Friendly Tyburn’ assessment of the built environment, focusing on the causes of social isolation in older people and the degree to which the physical environment of Tyburn contributes to or exacerbates these. The assessment will be designed to:

- Identify quick-win solutions and changes that will make Tyburn’s streets more age-friendly and promote confidence and wellbeing amongst older people especially but also *all* pedestrians.
- Identify community safety issues and offer possible solutions.
- Identify falls and injuries hotspots, and offer some analysis of the savings to other agencies in tackling these and reducing falls.
- Identify long-term planning and design changes that will make the area more age-friendly.

Prior to commissioning we will seek advice from relevant authorities and experts in the field. Manchester, which was designated the UK’s first age-friendly city in 2007 may hold key lessons.<sup>1</sup> The following in particular would need to be clarified:

- How best to design an effective audit.
- What measures need to be taken and/or structures put in place to ensure buy-in to and co-ordinated action to implement such a study and plan.
- Best practice in incorporating local residents as ‘co-researchers’.
- How best to embed responsibility for implementing a plan amongst relevant authorities.

<sup>1</sup> See *A Research & Evaluation Framework for Age-Friendly Cities*, UK Urban Ageing Consortium/University of Manchester (2014). <http://bit.ly/2gbjhKO>. See also *Street Design for Age-Friendly Neighbourhoods*, Care & Repair England: <http://bit.ly/2gb7cpb>.

- The advisability of developing a ‘physical environment partnership’ committed to helping us and Tyburn residents take forward the plan in the long-term.

### **Key milestones**

Relevant advice and expertise sought prior to commissioning
Appropriate specifications for the assessment drawn up
Integrated Age-Friendly Tyburn study designed and commissioned
Academic or other specialist partners engaged in support
Age-Friendly Tyburn assessment produced, including staged action plan and guidance for implementation
Process and structures established for taking the plan forward
Appropriate and successful influencing achieved to ensure action plan aims are incorporated into BCC ten-year planning and other relevant frameworks

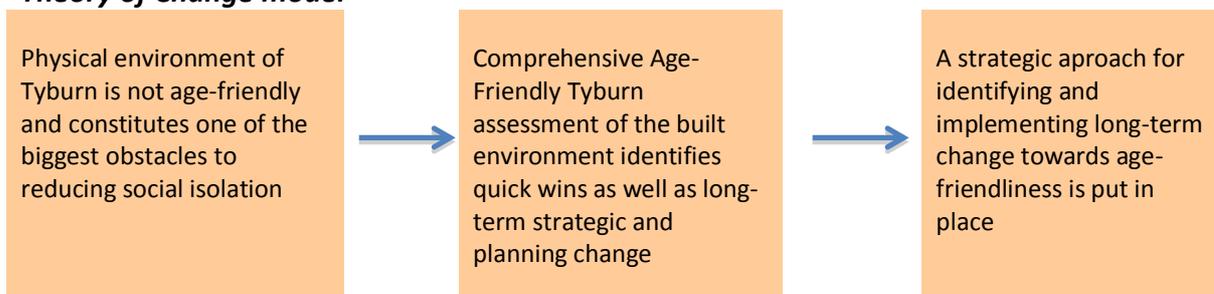
### **Outcomes**

5) A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an ‘age-friendly’ neighbourhood.

### **Sustainability**

Sustainability of the Age-Friendly Assessment of the built environment will be dependent on identifying and putting in place the necessary processes, structures and oversight to ensure that what will inevitably be a long-term plan is taken forward and implemented. This will require relevant structures and influencing; ensure that action plan is incorporated in BCC ten-year planning.

### **Theory of Change model**



(Further information in Appendix.)

# APPENDIX

## Project overviews & budgets

## Project 1: Community Organisers Scheme

### *2-year project*

The Community Organisers Scheme will encourage communities to integrate, enable knowledge and best practice to be communicated across the Tyburn ward, promote cross-community cohesion across the ward, and encourage active citizenship. This project is designed to address community fragmentation and promote neighbourliness and better connect communities, both across areas/neighbourhoods and across physical boundaries and obstacles.

### **Key milestones**

A full-time, 2-year post of Community Organiser will be created
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Appropriate support materials and tools will be provided
40 x Community Organisers will be recruited, trained, supported

### **Outcomes**

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
4) A positive change in attitudes amongst residents and communities in the area.

### **Sustainability**

The Community Organisers scheme will be sustainable in the long-term by providing the tools and training to help people engage in community action, encouraging active citizenship, creating stronger and more resilient communities, and reducing social isolation.
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### **Theory of Change model**



## Project 2: Good Neighbour Campaign

### 1-year project

Poor levels of neighbourliness are contributing to social isolation in the Tyburn ward. A Good Neighbour Campaign across all 10,311 Tyburn households will promote the idea of 'neighbourliness', help reduce the apprehension some have that approaching neighbours is regarded with suspicion, strengthen a sense of community and help reduce social isolation.

### Key milestones

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Production of appropriate materials/resources
Schools engagement with promotional packs, materials and activity suggestions
Leaflets delivered
Media slots
Social media 'bursts'
Facebook presence

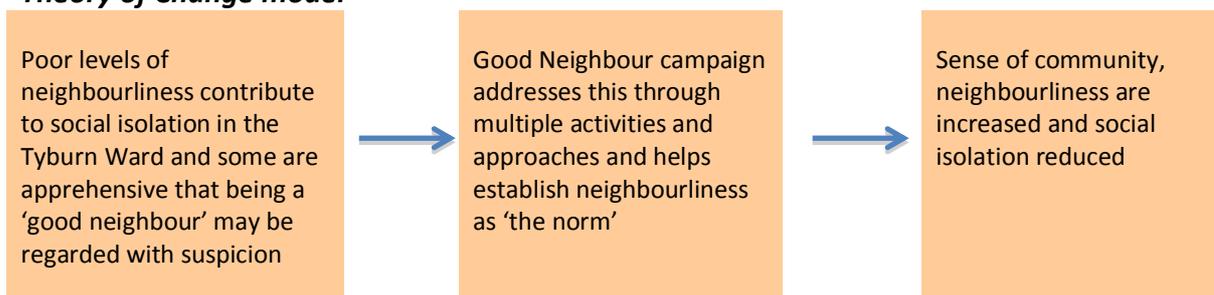
### Outcomes

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
3) Increased neighbourliness in the area.
4) A positive change in attitudes amongst residents and communities in the area.

### Sustainability

The Good Neighbour campaign outcomes will be sustainable in the long-term by changing attitudes, increasing neighbourliness, creating a stronger sense of community, and reducing social isolation.

### Theory of Change model



### Project 3: Walking Maps

6- month project

Tyburn's poor physical environment and especially its large, busy and fast roads contribute to social isolation and inhibit healthier lifestyles. To help address this problem a series of 'Walking Maps' for Tyburn will be commissioned. These will show easy, safe walking routes that will encourage more people to take to their feet – safely and enjoyably. Local residents will help research and 'populate' these Walking Maps and will be supported to do this.

#### Key milestones

Walking Maps produced for different routes/localities
Residents engaged and supported to help produce Walking Maps
Residents engaged in more active & healthy walking lifestyles

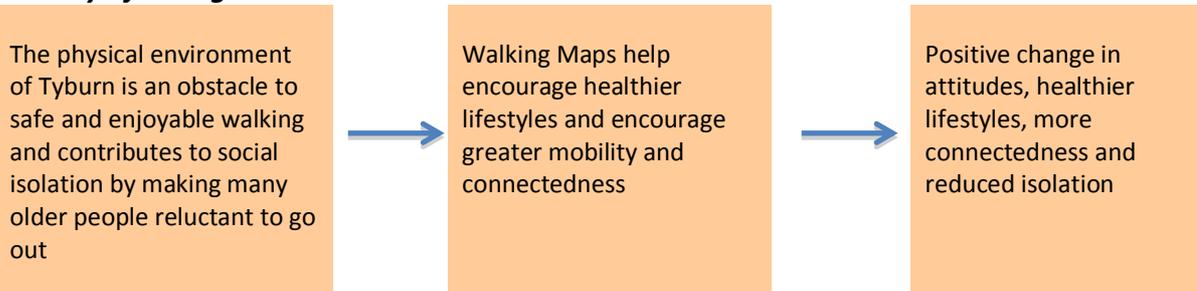
#### Outcomes

1) Increased community connections in the Tyburn Ward.
2) Increased community cohesion in the Tyburn Ward.
4) A positive change in attitudes amongst residents and communities in the area.

#### Sustainability

Walking Maps outcomes will be sustainable in the long-term by changing attitudes, promoting healthier lifestyles and reducing social isolation.
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#### Theory of Change model



## Project 4: Care & Repair scheme

### 1-year project

A 12-month project employing an appropriately qualified individual who will identify, report and ensure resolution of all highways and rights of way repairs and upkeep covered by the statutory responsibilities of the relevant highway authorities.

### Key milestones

Appropriately skilled person employed (or seconded)
Faults/damage/obstacles identified in the physical environment
Action taken to prompt resolution including legal enforcement if necessary
Resolution completed & confirmed
Tyburn highways, rights of way and related physical environment as fully compliant as possible

### Outcomes

5) A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an 'age-friendly' neighbourhood.

### Sustainability

The outcomes of the Care & Repair project will be sustainable in the long-term by ensuring that repair and upkeep of highways, rights of way and related physical environment in the Tyburn Ward is as fully compliant as possible with the statutory responsibilities of the relevant highways authorities.

### Theory of Change model



## Project 5: Age-Friendly Tyburn – Assessment of the Built Environment

### *2-year project*

An 'Age-Friendly Tyburn' assessment of the built environment, focusing on the causes of social isolation in older people and the degree to which the physical environment of Tyburn contributes to or exacerbates these. The assessment will produce an assessment of the Tyburn physical environment and include a long-term plan for change and improvement and guidance on implementation.

### **Key milestones**

Relevant advice and expertise sought prior to commissioning
Appropriate specifications for the assessment drawn up
Integrated Age-Friendly Tyburn study designed and commissioned
Academic or other specialist partners engaged in support
Age-Friendly Tyburn assessment produced, including staged action plan and guidance for implementation
Process and structures established for taking the plan forward

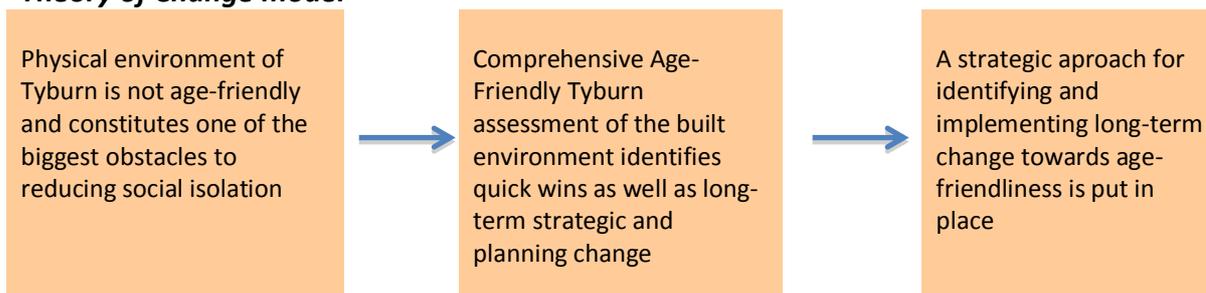
### **Outcomes**

5) A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an 'age-friendly' neighbourhood.

### **Sustainability**

Sustainability of the Age-Friendly Assessment of the built environment will be dependent on identifying and putting in place the necessary processes, structures and oversight to ensure that what will inevitably be a long-term plan is taken forward and implemented.

### **Theory of Change model**



**Total indicative budget**

Community Organisers	100,000
Good Neighbour campaign	50,000
Walking Maps	10,000
Care & Repair scheme	50,000
Age-Friendly Tyburn – Assessment of the Built Environment	100,800
A 'test & learn' project evaluation approach will be used in each case – combined budget for evaluations	38,400

