

Bradford case study

City of Bradford Metropolitan District Council has improved community cohesion by creating a district that acknowledges its unique surroundings and uses this knowledge to ensure equity of service delivery and appropriate geographical solutions. The case study outlined below demonstrates some of the benefits to the local community achieved through this process.

Since 2001 the council has supported the development of local governance. As a result Denholme Town Council has become engaged with service providers. Denholme enables the community to have a voice and to influence the delivery of local services. Denholme has undertaken a variety of new initiatives including the development of joint forums in partnership with the neighbourhood support service and the successful production of a neighbourhood action plan.

Denholme was formerly a textile mill village. It is now becoming a residential community populated by more than 3,000 people who often have to travel to access services. The council became aware of anecdotal evidence suggesting pockets of deprivation within Denholme. In 2002, the council worked with Denholme Town Council and Bingley Voluntary Action to produce the 'Bingley Bypassed' report. This document showed high levels of deprivation, which were often overshadowed by the relative wealth of the surrounding area.

Supporting young people into employment and education

Identified gap

There is a lack of public transport at appropriate times, which has an impact on younger people accessing training and employment.

Identified solution

Bradford Council worked in partnership with Bingley Voluntary Action, the Learning and Skills Council, parish and town Councils and the Airedale Partnership to develop a 'wheels to work' scheme. This scheme provides a subsidised scooter and training which allows young people to access jobs and education as well as sparking the development of an economically prosperous district.

Example

One case involves a 22-year-old from Denholme who starts work at 6.00 am at a bakery five miles away. The first bus does not arrive until 6:30 am so previously he relied on his mother to drive him to work. The scooter has given him independence, which has had a positive effect on him and his family.

Access to employment and childcare

Identified gap

Increased Commuter times have an impact on families of school-age children accessing employment and training.

Identified solution

Since 2002 schools in Bradford have participated in the national Extended School schemes. This is run by the council in partnership with Education Bradford and the private sector.

Example

Denholme's Extended School Scheme provides an 8.00 am breakfast club and an after-school club which runs until 6.00 pm. Children who use this scheme participate in a variety of activities including, sports, arts and technology. Parents are now able to find jobs and take part in training courses.

Tackling crime and the fear of crime

Identified gap

There is a perceived lack of local rural policing.

Identified solution

The fundamental change in neighbourhood policing has allowed the council to work in partnership with the police authority and local communities to develop local policing solutions to local problems.

Example

Denholme is served by a neighbourhood policing team who tackle issues at a local level through local consultation and the Denholme Police Community Contact Point. People in Denholme now feel safer as they are able to report crimes, discuss issues with trained local volunteers, speak directly to police officers and access business and neighbourhood watches.

Improving quality of life for older people

Identified gap

Older people in Denholme have voiced concerns about relationships with young people.

Identified solution

The council's social services team have worked in partnership with Age Concern to support and develop intergenerational work.

Example

Members of Denholme Elders' network regularly meet with children from the local primary school. This allows young people and older people to work together to develop relationships and to learn from each others experiences.

Access to leisure activities

Identified gap

A lack of youth facilities within the local park.

Identified solution

The council's parks service, neighbourhood support service and youth service worked in partnership with Denholme Town Council and community members to develop existing park facilities.

Example

Young people in Denholme were actively involved in creating the multi-use games area in the local park. They are now leading further developments including organised sports activities and modernising the existing skate park.