

Tameside Cultural Strategy and its Impact on Community Cohesion



Resources and Sustainable Communities Scrutiny Panel

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1. Introduction by the Chair

I am very pleased to present this report and would like to thank all those persons who contributed by way of providing information and coming to meet members of the Scrutiny Panel.

The Scrutiny Panel undertook this review because it wanted to see how effectively culture and the council's Cultural Strategy was being used to promote community cohesion.

Community cohesion in Tameside is generally very good and as an area we have never suffered from some of the problems experienced in other towns in the North of England during 2001. We however, cannot be complacent and need to build on the positives that bind us together.



The Scrutiny Panel was previously consulted on the Cultural Strategy and we are aware that the strategy has recently been revised. There have also been fairly recent additions to the community of Tameside with families from Africa settling in Tameside and the cultural strategy also needs to take this into account.

The Tameside Culture and Community Cohesion Partnership was brought together in 2007 and the Scrutiny Panel actively welcomes this recognition that the community and culture should go together. We have seen several examples of good practice especially both the cultural and faith based activities organised by the Arts and Events Team. The work of Faiths United, supported by the Third Sector Coalition was also recognised and should continue to be encouraged. Tameside Local History Forum seeks to raise awareness of Tameside's local history as well as providing information and publishing an excellent annual magazine. We would like to see the forum also encompass black and ethnic minority communities especially their experiences since their arrival in Tameside.

The Panel was impressed with the work of the Sport and Physical Activity Alliance, which has developed sport and activity programmes for both men and women that would appeal to members of black and minority ethnic communities. It also seeks to attract those who are not sport orientated into physical activity.

The Panel also gave consideration to cohesion between the generations especially as youth nuisance was often such a concern. The Panel was informed that the council is taking positive steps by producing a joint action plan to be produced by both the Older Peoples' and Children and Young Peoples' Partnerships.

This is an area and a community that all its citizens can identify with and live happily and safely enjoying both our own personal cultures and the shared culture of Tameside.

A handwritten signature in black ink, appearing to read 'Michael S Smith'.

Michael S Smith
Chair.

2. Summary

Community cohesion is a major current strand in national and local government work since 2001. Much of the focus of community cohesion has been, and will continue to be, about how communities from different ethnic groups can live together better and prosper.

It is recognised that culture plays a significant role in helping communities understand each other. In 2007, as part of a consultation process, this Scrutiny Panel was consulted on a new draft Cultural Strategy for Tameside. This Strategy was subsequently endorsed by the Council and the Tameside Strategic Partnership and it was agreed that the lead deliverer of the Cultural Strategy be the 'Culture and Community Cohesion Partnership'.

The review looks at the work of partnership agencies and highlights some of the activities and events taking place in the borough which aim to promote community cohesion.

3. Membership of the Scrutiny Panel

2008/09 and 2009/10

Councillor M Smith (Chair), Councillor W Brelsford (Deputy Chair)
Councillors Beeley, Buckley, W Downs, Sidebottom, Travis, White and Whitley

4. Terms of Reference

The following Terms of Reference were agreed at a meeting of the Panel held on 4 September 2008:-

Aim of the Review:

To look at how successful the Cultural and Community Cohesion Partnership is in delivering Community Cohesion in Tameside through the Cultural Strategy.

Objectives:

- A. To gain an understanding of the make up of Tameside by community
- B. To examine how the Cultural and Community Cohesion Partnership intends to deliver the Cultural Strategy
- C. To ascertain how the Partnership's Action Plan links in with Community Cohesion
- D. To consider how strategies adapt to changes in the make-up of the community in Tameside
- E. To make recommendations for improvement

Value for Money/Use of Resources:

The Panel will consider whether events delivered through the Cultural Strategy and promoting community cohesion represent good value for money.

Equalities Issues:

This review will consider the involvement of existing communities (through their representatives) on the Cultural and Community Cohesion Partnership in the delivery of community cohesion through the Cultural Strategy, together with the involvement of emerging communities and ways in which they are encouraged to participate through newly formed or existing networks.

Through consultation, the review will look at how accessible events are for the diverse communities living in Tameside and how effective they are in delivering community cohesion.

Local Area Agreement Target

Local Area Agreement Target 1 – People from different backgrounds get on well together.
Local Area Agreement Target 6 – Participation in regular volunteering.

5. Methodology

- 5.1 The Panel met with the Assistant Executive Director (Cultural and Community Services), Neighbourhood and Community Services, to discuss the background to the establishment of the Cultural and Community Cohesion Partnership and its membership; and how Tameside's Cultural Strategy impacts on Community Cohesion.
- 5.2 The Panel met with representatives of partnership agencies (listed below) of the Cultural and Community Cohesion Partnership to discuss the role and contribution of their respective organisations on the Partnership; make-up of communities in Tameside; their views on community cohesion in Tameside, including any barriers to achieving community cohesion and how Tameside's Cultural Strategy can help deliver community cohesion.

Greater Manchester Police
Tameside Racial Equality Council
Faiths United
Black & Minority Ethnic Network
Local History Forum
Arts and Events Team
Sports and Physical Activity Alliance
Arts and Regeneration
Services for Children & Young People Partnership
Older People's Partnership

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- 5.3 Officers from the Scrutiny Support Unit met with a representative of Tameside African Refugee Association (TARA) and Tameside African Families Welfare Association in order to find out about the work of the organisations.
 - 5.3 In order to learn more about more recent changes to the community of Tameside, officers from the Scrutiny Support Unit met with a representative of the Tameside Equality and Diversity Centre to discuss the role of the organisation and contribution to the promotion of community cohesion and relationship with other organisations in the borough.
 - 5.4 The Panel met with the Assistant Executive Director, Cultural and Community Services to discuss the draft Cultural and Community Cohesion Action Plan and its implementation.
 - 5.5 The Scrutiny Panel received information relating to the performance of National Indicator Set/Local Area Agreement Targets 1 and 6 “People from different backgrounds get on well together”, which is a key indicator of a cohesive society and “participation in regular volunteering”.
 - 5.6 The content of this report has been checked for factual accuracy by the Strengthening Communities Co-ordinator.

6. Background to the Review

- 6.1 During the summer of 2001 several towns in the north of England (Oldham, Bradford and Burnley) experienced disturbances between people from different cultural backgrounds.
- 6.2 As a result of the disturbances, the then Home Secretary established a Community Cohesion Review Team consisting of 10 experts. The team was led by Mr Ted Cattle, a local government official with experience of two of the country’s more diverse cities – Nottingham and Leicester.
- 6.3 The Review Team sought the views of local residents and leaders in the affected towns and in other parts of England on the issues which needed to be addressed. The review culminated in a report which set out their findings from the places they visited and made a number of recommendations. The report introduced the concept of community cohesion, although at this time there was no universally agreed definition.
- 6.4 At this time the focus was put on community safety and addressing tensions as community cohesion as a policy aspiration remained with the Home Office.
- 6.5 Following the terrorist attacks on London in July 2005, questions were posed about the nature of British society and about how people can peacefully co-exist; respect differences and work together to develop a shared sense of belonging.

6.6 The creation of a Commission of Integration and Cohesion (CIC) was announced by the Secretary of State for Communities and Local Government (CLG) in June 2006. This Commission was created as an advisory body for the following purpose:-

“...to consider how local areas can make the most of the benefits delivered by increasing diversity – but will also consider how they can respond to the tensions it can sometimes cause. It will develop practical approaches that build communities’ own capacity to prevent problems, including those caused by segregation and the dissemination of extremist ideologies.”

6.7 The Commission produced its final report ‘Our Shared Future’ in June 2007. The report focuses on the importance of positive relations rather than concentrating on ‘race and faith’ and ‘tension and disturbance’ and set out practical proposals for building integration and cohesion at a local level. The report set out four key principles:-

1. A sense of shared futures that binds communities together rather than divides them.
2. A model of rights and responsibilities that creates a sense of citizenship and obligations that go with membership of a community.
3. An emphasis on mutual respect and civility, on the basis that mutual respect is fundamental to integration and cohesion.
4. Visible social justice, prioritising transparency, fairness and trust.

6.8 The report also recommended that a new definition be adopted for community cohesion to reflect a greater emphasis on the importance of citizenship and community empowerment to building cohesion.

6.9 In 2007, the Scrutiny Panel, as part of a consultation process, was consulted on the Council’s draft Cultural Strategy. In light of developments with the inclusion of culture within the Community Cohesion Partnership, the Panel included a review of how the Cultural Strategy helps deliver community cohesion on its work programme 2008/09.

7. Review Findings

7.1 Tameside’s response to disturbances in neighbouring authorities in 2001 was to hold a race summit. The outcome of the summit was a recommendation for the creation of a Community Cohesion Partnership with the purpose of bringing together the key stakeholders that all have a role to play in promoting and developing a community where people are respected and get on well together.

7.2 A Community Cohesion Strategy was produced in 2005. This Strategy was updated in 2008 to include the new definition of community cohesion as reflected in the “Our Shared Future” report, referred to in paragraph 6.7.

Community Cohesion¹:-

Is what must happen in all communities to enable different groups of people to get on well together. A key contributor to community cohesion is integration which is what must happen to enable new residents and existing residents to adjust to one another.

- 7.3 In November 2009, the Culture and Community Cohesion Partnership produced a final draft of a new Community Cohesion Strategy 2010/2020 for consultation. The bulk of the Strategy has been formed from feedback from discussions with local people about issues that are important to them.
- 7.4 Tameside's vision of community cohesion stems from ideas and values contained in Tameside's Sustainable Community Strategy. The vision for community cohesion in Tameside is a local definition which was formed during the consultation process for the Strategy. The vision is 'Included, Inspired, Involved'. The vision is underpinned by nine core values which make up the bulk of the Strategy.

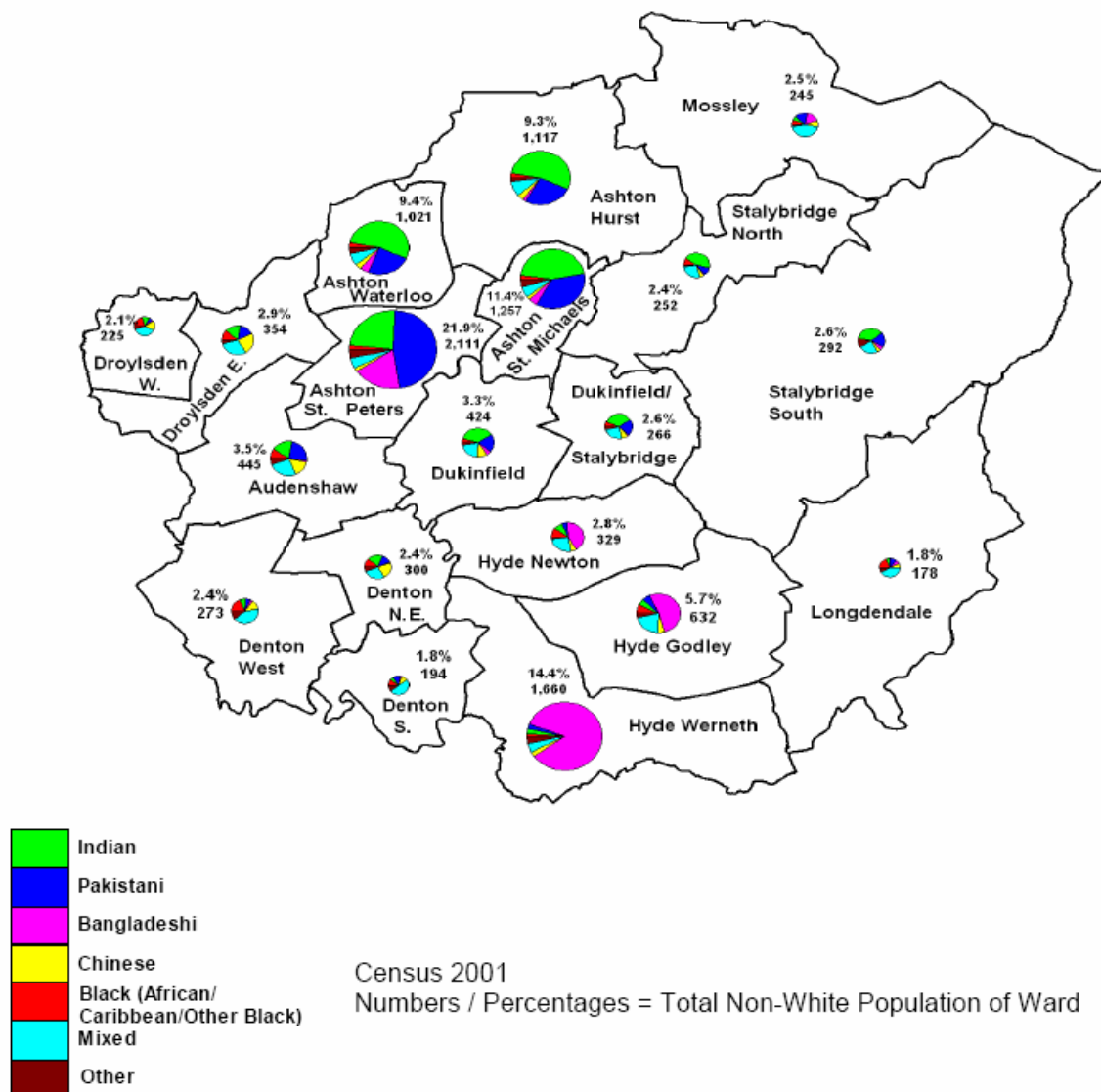
7.5 Make-up of Communities in Tameside

- 7.5.1 The 2001 Census showed Tameside as having a population of 213,043. However the Office of National Statistics mid year population estimate 2007 is 214,400.
- 7.5.2 The Census indicated that the largest ethnic minority groups in Tameside are Indian (1.4 per cent), Pakistani (1.2 per cent), and Bangladeshi (1.2 per cent.)
- 7.5.3 There were approximately 3,087 people in the Indian community, 2,595 people in the Pakistani community and 2,493 people in the Bangladeshi community living in Tameside. Overall, the total non-white population in Tameside at the time of the last Census was 5.4 per cent.

However, the mid year population estimate 2007 indicates that there are now 3,300 people in the Indian community, 3,700 people in the Pakistani community and 3,300 people in the Bangladeshi community living in Tameside.

- 7.5.4 Based on information from the 2001 Census the following map shows a breakdown of the ethnic minority communities in Tameside by Ward.

¹ Tameside Community Cohesion Strategy 2008



- 7.5.5 The Panel acknowledge that since the Census there have been significant demographic changes in the borough.
- 7.5.6 The Panel heard that the mid year population estimate 2007 indicates that since the 2001 Census, around 900 Black African people have settled in Tameside.
- 7.5.7 In addition, information received from Greater Manchester Police, (Community and Race Relations) informed the Scrutiny Panel that the Polish community in Tameside was growing, with people moving into different areas of the borough. It was estimated that Polish occupation of premises around the Portland Basin Centre, Ashton St Peter's was between 30 and 40 percent². People of Polish origin were also known to be moving into Ashton Hurst and Hyde Godley areas. Approximately 25 properties in Tameside housed refugees from Ethiopia, received through the Gateway Project.

² Source: Greater Manchester Police Community and Race Relations

7.5.8 The two main organisations representing black African people in Tameside are the Tameside African Family Welfare Association and Tameside African Refugee Association.

7.5.9 Tameside African Refugee Association

7.5.9.1 Most refugees who arrive in the UK speak little or no English and difficulties occur when trying to access basic services such as legal advice, healthcare and education.

7.5.9.2 Tameside African Refugee Association (TARA) was set up in May 2003 to provide assistance to African refugees and asylum seekers and became a recognised charity on 15 December 2005.

7.5.9.3 TARA has established a one-stop shop to give refugees and asylum seekers a culturally appropriate opportunity to access the information and support they need to improve their everyday lives.

7.5.9.4 TARA was set up to provide free information, advice and support to African refugees and asylum seekers that have been placed in Tameside. The objectives of the organisation include promoting African culture, to facilitate development within the African community in Tameside and to provide a place for discussion.

7.5.9.5 The organisation has extended its help to people in Greater Manchester and other parts of England such Birmingham, Sheffield, London, Leeds and others.

7.5.9.6 The Panel was informed that in June 2008, TARA organised a successful Community Cohesion Project, which involved a trip to the Peak District. The Project gave an opportunity to be acquainted with people from different communities and take part in cycling, mountain biking, walking, zip wires, canoeing, kayaking and a stream ramble. There was participation in the Project from the Indian, Bangladeshi, African and English communities.

7.5.10 Tameside African Family Welfare Association³

7.5.10.1 Tameside African Family Welfare Association (TAFWA) is an organisation based in Hyde, working for the community, bringing together dispersed African families and helping them to access mainstream services in Tameside.

7.5.10.2 TAFWA created an African Families Centre in Tameside to offer practical support for reducing isolation and loneliness, building self-confidence and the development of skills for active participation both socially and in the workplace.

7.5.10.3 The organisation works with families, especially Black Africans and Caribbean; non African families who have fostered or adopted African children and mixed race families and offers:-

³ <http://www.tararefugee.co.uk/history.html>

- Drop-in for needs assessment, information and referral
- Safe-home provision for women suffering domestic violence
- Training and support: parenting, first aid and hygiene
- Health promotion
- Elderly be-friending and support service
- African Families Newsletter production
- Cultural and Social Enterprise
- Liaison with mainstream bodies

7.5.11 Tameside Equality and Diversity Centre⁴

7.5.11.1 The Tameside Equality and Diversity Centre works towards the elimination of discrimination, ensuring people seeking redress have access to advice and support.

7.5.11.2 The key objectives of the organisation include:-

- To promote good relations between persons of different racial origins.
- To work closely with service providers and employers monitoring the effects of policies and practices that impinge on equality of opportunity and enables change.
- To enhance community development work and black ethnic minority people and their organisations through a need-led process, using gradual encouragement, education and training.
- To ensure maximum community participation through consultation and involvement.
- To undertake public information and public education.

7.6 Tameside Culture and Community Cohesion Partnership

7.6.1 Since the creation of Tameside's Community Cohesion Partnership in 2004 it has been recognised that culture plays a significant role in helping communities understand each other.

7.6.2 Due to the key role culture plays in people's lives it was agreed by the Tameside Strategic Partnership in June 2007 that the Community Cohesion Partnership would formally develop its role to include culture. The Scrutiny Panel fully supports this decision and concurs that culture can play a major role in helping communities come closer with a greater mutual understanding.

7.6.3 The aim of the Culture and Community Cohesion Partnership is to positively celebrate local culture, heritage and promote community cohesion and integration in Tameside. The partnership brings together a broad range of stakeholders from statutory and voluntary sectors in Tameside to work in partnership in developing strategies and work which address the needs of all of Tameside's residents.

⁴ <http://www.equalitydiversitycentre.org/aboutus.html>

7.6.4 In November 2007, the Community Cohesion Partnership officially adopted the Cultural Strategy and in February 2008, the Community Cohesion Partnership became the Culture and Community Cohesion Partnership. This resulted in the membership of the Partnership being expanded to include representatives from Tameside Arts Network, Tameside Heritage Forum and the Tameside Sport and Physical Activity Alliance.

7.6.5 One particular recommendation of the report of the Commission of Integration and Cohesion- 'Our Shared Future' was to focus on shared values rather than differences. The Partnership is aiming to achieve this by increased participation in cultural activities and events and by supporting greater involvement in the community by volunteering. The underlying priority of Tameside's Cultural Strategy is to promote positive action to address cohesion. Future priorities of the Partnership include:-

- Develop realistic perceptions between young and old people
- Build understanding and knowledge of diversity in Tameside
- Promote integration between communities/groups through the use of sport, leisure and cultural activities
- Provide opportunities for people to share experiences and activities
- Build the capacity and resources to deliver on community cohesion
- To oversee the delivery of the Tameside Cultural Strategy

7.6.6 At the time of the review, the Culture and Community Cohesion Partnership was allocated a budget of £5,000 which historically has been used for publicity around hate crime. The Panel feel that there is a need for positive press coverage in order to change public perceptions.

7.7 Culture and Community Cohesion Partnership Action Plan 2008

7.7.1 In September 2004, the Community Cohesion Partnership agreed its priorities:-

Priority 1: To provide opportunities for people to share experiences and activities.

Priority 2: Build the capacity and resources to deliver on community cohesion.

Priority 3: Develop realistic and positive perceptions between young and old.

Priority 4: Build understanding and knowledge of diversity in Tameside.

Priority 5: Promote integration between communities/groups through the use of sport leisure and cultural activities.

As of November 2009, the Partnership has been undertaking work to review its action plan in order to realise the ambitions of the new Community Cohesion Strategy.

7.7.2 The Community Cohesion Action Plan reflects the Partnership's performance indicators.

7.7.3 Previously, outcomes have been measured by:

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- Community relations based questions to the Citizen Panel
 - BVPI 174 (Number of hate incidents reported to the Local Authority)
 - BVPI 175 (The percentage of racial incidents reported to the Local Authority that resulted in further action)
 - Number of race and hate crime incidents reported to the police
 - Number of people attending a Community Cohesion event

However, in the future, outcomes will be measured by:-

- A greater emphasis on perception of “how well people from different backgrounds, get on with each other”
- Measures around community engagement, “how many people volunteer and how many people participate in activities”
- More links to other agendas, such as
 - Old and Young People
 - Health Inequalities
 - Continued monitoring of the number of race and hate crime incidents reported to the police

7.7.3 Monitoring Performance

- 7.7.3.1 Local Area Agreement targets that measure the outcomes of measures taken in relation to community cohesion in Tameside are Local Area Agreement Target 1 (NIS 1) and National Indicator Set and Local Area Agreement Target 6 (NIS 6). Both indicators are measured bi-annually via a Place Survey. In addition, residents are asked their views on these indicators each year via a Citizen Panel Survey.

The Place Survey⁵

The National Indicator Set launched by the government in April 2008 contains 25 indicators which are informed by citizens' views and perspectives. In order to minimise the number of surveys that local authorities need to undertake, 18 of these indicators are collected through a single Place Survey administered by, or on behalf of, each local authority. The Survey takes place every two years.

In 2008, a total of 4,348 questionnaires were mailed out to a random sample of residents aged 18+ years in the Tameside local authority area. In total, 1,384 residents responded, giving a response rate of 32%.

Citizen Panel Survey

The Tameside Citizens' Panel was set up in 1998 to give residents of the Borough the chance to have a say in how local services are run. The Panel is made up of around 2,000 Tameside residents who receive three postal questionnaires each year asking about their views on services and priorities in Tameside.

⁵ <http://www.audit-commission.gov.uk/localgov/audit/nis/Pages/placesurvey.aspx>

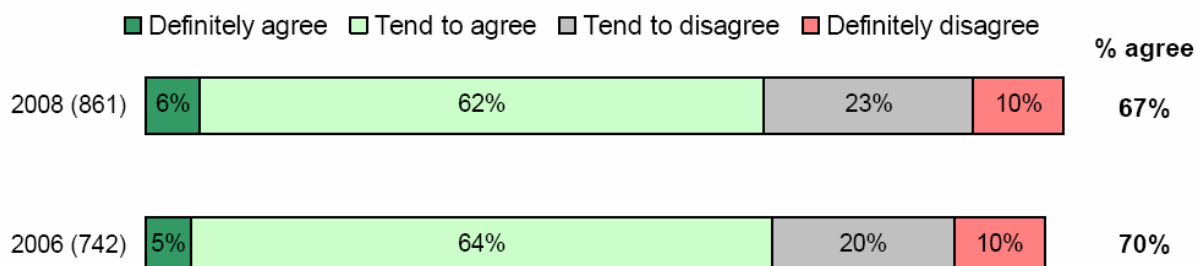
7.7.3.2 NIS 1 – People from different backgrounds get on well together.

The 2008 Place Survey shows that, amongst those who stated an opinion, two thirds of respondents agree that people from different backgrounds get on well in their area.

In 2006, the proportion who agreed that their local area is a place where people from different backgrounds get on well together was 70%.

NI 1 – % of people who believe people from different backgrounds get on well together in their local area

Q18. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



Base : All respondents giving an opinion and living in a diverse area (see above)

7.7.3.3 58.5% of respondents to the Summer 2009 Citizen Panel Survey agreed that their neighbourhood is a place where people from different backgrounds get on well together.

7.7.3.4 NIS 6 – Participation in regular volunteering

A number of barriers exist when encouraging people to become volunteers, e.g. the requirement for checks with the Criminal Records Bureau. It is recognised that additional support and development programmes are required to keep volunteers involved.

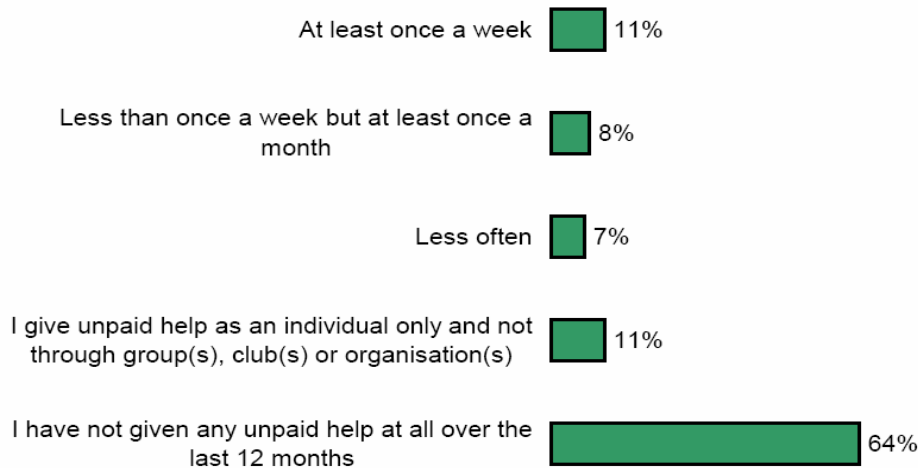
A volunteering action plan was presented to the Tameside Strategic Partnership in December 2008. The Plan aimed to foster stronger communities in which people are actively involved and able to make a positive contribution through volunteering. It is intended to publicise potential opportunities available through volunteering for both young and older generations.

The 2008 Place Survey⁶ shows that the score for NIS 6 is 18.5% formal volunteers. Less than one fifth (19%) carry out some kind of volunteering activity at least once a month.

⁶ 2008 Place Survey – August 2009

NI 6 – Participation in regular volunteering

Q15. Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)?



Base : All respondents giving an opinion (1184)

- 7.7.3.5 23.6% of respondents to the Winter 2009 Citizen Panel Survey gave unpaid help to any group, club or organisation in the last 12 months.

7.8 Tameside Cultural Strategy

- 7.8.1 Culture has a very specific contribution to make towards community cohesion and social engagement in communities.

- 7.8.2 A number of strategies and action plans are in place in Tameside which contribute to cultural development around sports, play, museums, libraries, tourism, talent, countryside and green space.

- 7.8.3 Tameside's Cultural Strategy (A Cultural Strategy for Tameside 2008/2011) has been developed following consultation with community groups, partnerships, organisations and this Scrutiny Panel; and aims to provide support to the various strategies to ensure their success.

- 7.8.4 The Cultural Strategy defines Culture as:-

“anything we do that makes us feel alive; it’s what makes us feel happy and brings quality to our lives. Culture defines who we are as people and what we are as a community”

- 7.8.5 The six priorities of the Strategy are:-

- Using Culture to improve Health and Wellbeing
- To engender pride in individuals and pride in the community

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- To bring people together and use cultural activities as a positive tool to address inequalities
 - To maximise sporting potential and creative talent of all those living in Tameside MBC
 - To improve our public spaces and improve our environment
 - To promote Tameside to the outside world as a place of interest and importance offering a diverse, inclusive and quality visitor experience

7.8.7 Tameside's Interfaith Network 'Faiths United'

7.8.7.1 Tameside's Interfaith Network, 'Faiths United' was established in 2004 in order to bring together people of different faiths in Tameside. The Network has gradually increased its capacity and has held conferences and events. Milestones of the Network include:-

- The recruitment of a part-time development worker which has resulted in successful bids to the government initiative 'Community Development Foundation' over 2 years. Funding for the development worker for a third year 2008/09 was provided by the Council.
- The development of a Constitution
- Links established with Interfaith Network UK
- The design of a logo for the Network

7.8.7.2 The Network's first large conference held in 2006 was based on an environmental theme and attracted approximately 120 people. Young people became involved in a second conference, the focus of which was around moving towards an integrated diverse community.

7.8.7.3 During 2008, the Network organised a Faith Fun Day which was held at King George Playing Fields, Ashton-under-Lyne.

7.8.7.4 Representatives from Faiths United feel that activities need to take place both at borough wide and local level and that local faith centres should be encouraged to work together.

7.8.8 Tameside Local History Forum

7.8.8.1 The Tameside Local History Forum was established in January 2000 to increase public awareness and use of all the elements of local history throughout the borough. The aim is to promote the study of archive and source material for social, business and archaeological purposes, and to make sure that such material is well preserved, collated and accessible to all.

7.8.8.1 The Forum brings together groups interested in local history. At the time of writing this report there are currently 26 groups which form its membership including local churches, museums and galleries, businesses and the University of Manchester Archaeological Unit. The Forum has formed strong links with Tourist Information, Tameside Arts and Events Team and District Assemblies

together with out of borough links throughout the North West with local history groups and museums. Administration of the Forum is undertaken by volunteers.

- 7.8.8.2 The Forum promotes itself and its activities through leaflets and a website, which has previously been awarded second place in the e-Tameside Awards. The Panel heard that the website has attracted queries about the borough worldwide.
- 7.8.8.3 The Forum produces an annual magazine which includes items of historical interest about Tameside. The Forum's activities have been publicised in the 'One Tameside' magazine.
- 7.8.8.4 Activities of the Forum have included heritage open days, attracting approximately 5000 visitors; walks and talks; exhibitions and social events. Visits to national historical venues have also taken place. The Forum has organised book fairs which have taken place in the borough's town halls. It was hoped that in the future, young people would become involved with the activities of the Forum.
- 7.8.8.5 The Forum has worked with local businesses in the area to obtain archive material, such as the Robertsons Jam Factory in Droylsden.
- 7.8.8.6 The Forum has had an input into arrangements for monuments and plaques which are to be situated in the newly developed Stamford Park.
- 7.8.8.7 The work of the Forum also includes an involvement in the 'planning process' where listed buildings and buildings at risk are concerned; consultation with developers about intended development sites; support for members of the public on heritage matters and membership on the Heritage Consultation Group.
- 7.8.8.8 To date no specific work has been undertaken with regard to the involvement of black minority ethnic communities in the Forum. However some members of the Forum may have individually had an involvement in the annual 'Black History Month' held during October.
- 7.8.8.9 The Panel heard that the Forum was open to all, and participation encouraged through events and exhibitions etc. Although the Forum has not been involved in previous Diwali and Eid events, it was felt that with the assistance of Tameside Arts and Events Team it could be in the future.
- 7.8.8.10 The Tameside Arts and Events Manager feels that the input of the Local History Forum is invaluable when organising sculptures, local maps, blue plaques, heritage events, exhibitions and arrangements for the 100th anniversary of Gorse Hall.

Conclusions

1. The Tameside Local History Forum is active and well organised. The Forum clearly works effectively with the Council but there appears to be little recognition of the history of the black minority ethnic community in Tameside.

Recommendations

1. That the Local History Forum considers opportunities to have greater involvement from black minority ethnic communities by encouraging communities to open mosques and temples during Heritage Weekend.
2. That the Forum seeks ways to engage young people in local heritage activity.

7.8.9 Tameside Arts and Events

- 7.8.9.1 Tameside Arts and Events Team are responsible for organising an annual programme of public events and heritage projects throughout the borough and for co-ordinating a range of community arts projects in Tameside. The Team is made up of eight full time members of staff.
- 7.8.9.1 An ethos of community cohesion exists in all aspects of the Arts and Events Team work and organised public events. Specific work has been undertaken with the Indian community around Diwali including the organisation of various workshops leading up to the event. The Arts and Events Manager stressed that building relationships with communities and their involvement with arrangements for events is a key factor for success. Event arrangements are overseen by a Steering Group.
- 7.8.9.2 Evaluation of events takes place through consultation with attendees on the day of the event via a questionnaire in order to find out from the public of Tameside what and how events could be improved. Feedback from consultation undertaken at annual Diwali events shows that there has been a positive change since the first event was held 6 years ago, in that there is now a greater mix of people who attend, which in turn brings a strong and positive sense of cohesion.
- 7.8.9.3 It is acknowledged that further work needs to be undertaken around the annual Eid event. The event has been held at various venues over previous years including Portland Basin Museum in 2008. It was felt by the Panel that this venue encouraged interest from members of the public who were visiting the museum and who would otherwise not have attended the Eid event.
- 7.8.9.4 However, following consultation with the Steering Group, which comprises of community members, it was decided that the 2009 Eid event would be held at Hyde Town Hall.

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- 7.8.9.5 An event celebrating the Chinese New Year has taken place over the previous two years and it is felt that this event has potential to grow in the future.
 - 7.8.9.6 Due to a reported lack of interest by black minority ethnic communities in the 'Proms in the Park', the Panel feel that although the first day is intended to be very traditional, the second day could include a broader programme to encourage attendance in the future. 'Splendid Sunday' has proved increasingly more popular.
 - 7.8.9.7 At present black ethnic minority communities do not appear to become involved in the more indigenous community activities in the borough. The Panel feel that the heritage of BME communities in the borough should be highlighted and communities, including local Ukraine and Polish communities encouraged to become involved in the Local History Forum's Heritage Day.
 - 7.8.9.8 In addition to the organisation of the borough's events, the Arts and Events Team also provide support for other organisations in arranging their own events. An example of this is support provided to Tameside's Interfaith Network, Faiths United, when organising a Faith Fun Day in July 2008. It is recognised however that the support of communities and volunteers contributes greatly to the success of events.

Conclusions

- 2. The Tameside Arts and Events Team clearly encourage community cohesion in all aspects of work.
- 3. The support of communities and their involvement in arrangements for events is imperative for events to be successful.

Recommendations

- 3. That the Arts and Events Team actively seek to include cultural activity from local BME communities as part of Splendid Weekend.
- 4. That the work of the Arts and Events Team in trying to make Diwali, Eid and Christmas celebrations and events enjoyable for all communities be supported.

7.8.10 Sport and Physical Activity

- 7.8.10.1 The work of Sports Development impacts on approximately 2,000 young people and adults per week. A target introduced by Sport England is to increase adult (16+) activity in sport in the borough to 10,000 per year.
- 7.8.10.2 A Sport and Physical Activity Alliance (SPAA) has been established as an infrastructure to bring together partners such as the Primary Care Trust,

Tameside Sports Trust, New Charter, Manchester City Football Club and the biggest component, voluntary groups.

- 7.8.10.3 Twelve sports development groups with specific interests have worked together to develop action plans and obtain grant funding for sport and physical activity.
- 7.8.10.4 The Scrutiny Panel heard that examples of activities taking place in the borough which work across cultures included:-
- Dance development groups
 - 'Kick Racism out of Football' (sponsored through partners)
 - Intensive swimming programmes involving black minority ethnic communities has taken place at Ashton Pool
 - Circuit training for Asian men, Oxford Park
 - Gentle exercise classes for Asian women in Hyde
 - Ashton All Stars, Holy Trinity, Ashton-under-Lyne
 - 'Active Programme' working with people with a disability and training for 2012 Para-Olympics.
- 7.8.10.5 'Pathway into Sport' aims to attract young men and boys who are not especially sport orientated. The scheme also serves as an early intervention tool for those at risk of being excluded from school. Participants are assigned a one to one coach/mentor for a period of 6 weeks and are able to obtain funding for sports equipment. In addition, an officer has been seconded to undertake work with youth offenders.
- 7.8.10.6 Funding has been provided by New Charter Housing Trust Limited to enable work to be undertaken in New Charter neighbourhoods. Additional funding to provide further work has also been received from Sport England.
- 7.8.10.7 The Sport and Physical Activity Alliance has also received funding from Partnerships for Older Peoples Projects (POPPS) in order to provide activities for older people such as health walks and gentle exercise.
- 7.8.10.8 As 70% of funding for sport and physical activity is received from external sources there is a risk that this funding may cease. The Panel was assured however that exit strategies for projects have been put into place.
- 7.8.10.9 The Panel heard that the Alliance faced challenges around marketing of activities and opportunities available, together with training and development.
- 7.8.10.10 The Panel feel that marketing needs to be undertaken around the sources of funding available for clubs including funding available from partners, such as the Primary Care Trust.

Conclusions

4. Many good activities around sport and physical activity are taking place in the borough especially Pathway into Sport and taster days at sports centres.

Recommendations

5. That opportunities for the marketing of activities and funding available to local clubs, be further explored.

7.9 Intergenerational Cohesion

- 7.9.1 During the course of the review Members learned that when asked, a majority of older people in Tameside suggested that youth nuisance was a major concern for them and suggested that cohesion between generations was an area which needed further work.
- 7.9.2 Improving understanding between the older and younger generations of people in Tameside is a priority of the Cultural and Community Cohesion Strategy through Priority 3, “Develop realistic and positive perceptions between young and old people” and the Older People’s Quality of Life Strategy through Priority 1.3 “Focus on intergeneration work across a range of themes jointly between the Older People’s Partnership and Children and Young People’s Partnership”. The Panel heard that a robust action plan was to be produced in conjunction with both Partnerships.
- 7.9.3 It is acknowledged that there needs to be more strategic support for intergenerational work. As a result a Working Group has been established in order to review current actions and develop new action plans and performance management systems. However, at the time of this review, there is a need to initially map what activities are taking place in the borough; who is involved and in what areas.
- 7.9.4 It is also acknowledged that a dialogue between younger and older generations needs to be created. In order to facilitate this, a joint consultation event was to take place in May 2009.
- 7.9.5 A marketing exercise is to be undertaken to publicise examples of positive contributions of young people to communities in the borough together with publicity around the work undertaken by older generations.
- 7.9.6 Some of the intergenerational activities which take place in schools in the borough include gardening and allotment clubs. Some pupils in the borough have also participated in Tameside In Bloom.
- 7.9.7 The government’s Extended Schools Programme places a duty on schools, colleges and academies to co-operate in making school facilities accessible before and after school (8am – 6pm) forty eight weeks of the year for the provision of organised activities. Currently, activities run by the Tameside Sports Trust were provided at four schools. Any profits made from activities are shared between the school and the Sports Trust.

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- 7.9.8 Some activities have taken place to address community cohesion with young people. Projects have been undertaken by St Peter's Youth (SPY); Crucial Crew, which is a multi agency event that delivers messages through scenarios; and Poppy Pride, which involves young people making poppies and interacting with ex-servicemen.
- 7.9.9 Tameside Youth Service run a number of activities in the borough throughout the week and aim to introduce activities at the weekend. At the time of this review, the Service was looking into the possibility of introducing a mobile youth centre should permission be granted by government to utilise funds in this way.
- 7.9.10 An example of a successful activity undertaken by the Tameside Youth Service, in partnership with Museums and Galleries, is a young women's project 'Passion for Fashion'. This Project formed part of the Positive Activities for Young People Programme and involved young women of all cultures interviewing family members about their past, particularly about fashion. The final event raised money for breast cancer charities.
- 7.9.11 The Arts and Regeneration Team, in conjunction with the Youth Service and Groundwork Trust has undertaken specific intergenerational work in priority neighbourhoods.
- 7.9.12 A Visual Art Project has taken place at Ridgehill Primary School and Children's Centre and ran from 29 January 2007 to April 2007. The project aimed to provide practical creative sessions at Ridgehill Primary School, targeted at families from the school. The sessions produced finished artwork which decorated the building and were used to develop ideas for a larger project with the Children's Centre, designing permanent artwork for the new building. The Project's objectives were:-
- To bring in professional artists to use brand new skills with the family groups.
 - To strengthen relationships within the family; between siblings and between parents/other family members; through co-operative and creative group activities.
 - To learn new skills and gain confidence to try creative things at home.
 - To produce artwork to take home and to decorate the building.
 - To write a journal of the project, reflecting experiences and record the benefits of the work.

The Panel heard that the outcomes included:-

- Six families targeted with 45 young people sessions and 21 adult sessions.
- Nine separate pieces of artwork completed during the course of the project.
- Families reported more activities going on at home.
- The journal recorded important steps in the project, and showed enjoyment of the group.
- Bid to Grants for the Arts submitted to the Arts Council in February 2007.

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- 7.9.13 In addition, the Ridge Hill: A People's History Project aimed to:-
- Strengthen and focus the 'sense of place' experienced on the estate.
 - Stimulate pride and recognition of the history of the area.
 - Work across the age ranges to bring material alive for all residents on the estate.
 - Record histories and memories from older residents, which may be lost.
 - Use the developments to increase community participation and where possible give residents new skills for the future.
 - Leave a physical record of the Project both on the estate, in libraries, schools and on the internet.
- 7.9.14 The Project resulted in eight locations on the estate being commemorated with bronze plaques; one large bronze map sited to mark out the bronze plaques; a 60 page book which publishes selected interview material, colour plates and a Heritage Trail map; and an interactive DVD.
- 7.9.15 Activities in Denton South have included a dedicated page in a local newspaper available to publish young people's news and organised intergenerational bowling activities in Haughton Green. The Panel also heard that successful projects have been undertaken in Micklehurst, Mossley, in conjunction with New Charter Housing Trust Limited and Community Police.
- 7.9.16 The Arts and Regeneration central activity is based around the current delivery of On Top of the World from Greater Manchester Music Action Zone (GMMAZ). Young people are recruited from satellite projects to work at a higher level and experience the full range of activities offered by GMMAZ. The Service planned to work with seven satellite projects which had been identified from the priority neighbourhoods and needs highlighted by partners. Each satellite project would have a feeder project to recruit to a central activity, followed by three more projects across the year, in any art form. Feeder projects could involve detached engagement and tasters that would include screenings of previous work. This would be followed by short three or four week projects to recruit into the higher level central activity.
- 7.9.17 On-going projects involve three short projects of six to eight weeks which follow the interest of the young people met through the feeder projects. The aim of the sessions is to cater to the needs of those not feeding into the central activity, with different art forms; to stimulate new contacts; to give more young people the opportunity to achieve outcomes such as producing a music track, learning a new skill and to offer places on the central activity to new contacts throughout the year.
- 7.9.18 The Project includes the formation of a band with an aim to appear at the Stalybridge Splash event in 2010.
- 7.9.19 Arts and Regeneration is now undertaking projects throughout Tameside as funding previously received for priority areas has now ceased.

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- 7.9.20 An event marketing plan has been developed in order to promote planned activities as efforts to publicise events through the local press and council publications had not proved successful.
- 7.9.22 Within the Youth Service, efforts have been made to recruit members of local churches as volunteers to work at local youth clubs through the national 'volunteers week' events which aim to recognise, reward and recruit volunteers.

Conclusions

5. The Panel is pleased with the positive activities undertaken in priority neighbourhoods but feel however that it is important to ensure that other areas are not overlooked.

Recommendations

6. The need for constructive positive intergenerational work is common to all areas and learning from most successful practice detailed above, the most cost effective activities should be extended to other areas.

8. Conclusions

Conclusions

1. The Tameside Local History Forum is active and well organised. The Forum clearly works effectively with the Council but there appears to be little recognition of the history of the black minority ethnic community in Tameside.
2. The Tameside Arts and Events Team clearly encourage community cohesion in all aspects of work.
3. The support of communities and their involvement in arrangements for events is imperative for events to be successful.
4. Many good activities around sport and physical activity are taking place in the borough especially Pathway into Sport and taster days at sports centres.
5. The Panel is pleased with the positive activities undertaken in priority neighbourhoods but feel however that it is important to ensure that other areas are not overlooked.

9. Recommendations

Recommendations

1. That the Local History Forum considers opportunities to have greater involvement from black minority ethnic communities by encouraging communities to open mosques and temples during Heritage Weekend.
2. That the Forum seeks ways to engage young people in local heritage activity.
3. That the Arts and Events Team actively seek to include cultural activity from local BME communities as part of Splendid Weekend.
4. That the work of the Arts and Events Team in trying to make Diwali, Eid and Christmas celebrations and events enjoyable for all communities be supported.
5. That opportunities for the marketing of activities and funding available to local clubs, be further explored.
6. The need for constructive positive intergenerational work is common to all areas and learning from most successful practice detailed above, the most cost effective activities should be extended to other areas.

10. Borough Treasurer's Comments

Cultural activities are a very cost effective way of bringing people and groups together to aid community cohesion. External funding has been accessed successfully to aid in this work, however these are time limited funding streams that must be continually monitored to ensure that the work is sustainable.

11. Borough Solicitor's Comments

Community cohesion is what must happen in all communities to enable different groups of people to get on well together. People all want to fulfil their potential and feel that they belong and contribute to their local area.

Councils and their partners play a central role in providing services that are fair and promote equality and positive relationships. They are also taking an increasingly important and central role as community leaders and in 'place shaping'. Place shaping involves defining the positive aspects of a locality and promoting local pride and belonging.

Local authorities are expected to have a good understanding of their community. Local authorities must engage with local people and consult in order to identify and tailor equality priorities to local needs when carrying out their functions and actions.

Improving cohesion is about understanding multiple issues at the same time. Delivery of equality outcomes is, therefore, the key litmus test that should be used to determine whether equality duties are being discharged.

There is a positive legal obligation on public authorities to give regard to policy to ensure eliminating discrimination and promoting equality of opportunity when carrying out relevant functions and actions. The legal obligation places race equality and communities living together in harmony at the heart of public policy considerations.

It is important that Equality Impact Assessments are undertaken in respect of the cohesion strategy and activities there under in order to monitor and measure the effectiveness of the leadership role of the Council.