



# Accord

Bringing together the work of the partners within  
the Greater Peterborough Partnership

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Welcome to this edition of Accord, presenting our annual summary review of progress with Peterborough's Sustainable Community Strategy. The strategy, published in 2008, sets out ambitious plans to create a 'bigger and better Peterborough' and outlines our plans for substantial and sustainable growth that improves the quality of life of people and communities.

In such a short report it is impossible to do justice to all the hard work of our many partners and to list all the achievements and challenges of the year. But overall, and despite the difficult economic circumstances, I believe that 2010 has been another year of genuine progress across large areas of our joint agenda. It is particularly satisfying to read about the significant success in two areas that the public has consistently identified as priorities – educational attainment and crime. For the second year in a row our young people have achieved record success at GCSE. Three of the seven secondary schools in the city are now judged to be 'Outstanding'. On a similarly positive note serious offences like domestic violence and acquisitive crimes fell by between 13.5 per cent and 43 per cent in the past year.


Our Growth agenda too hasn't stood still during the economic downturn. Most noticeably, of course, we have seen the completion of the biggest single investment project in Peterborough since the Cathedral, our new state of the art hospital, but we have also seen significant jobs creation and inward investment, including the opening of the new Garden Park. Our Environment Capital aspirations continue to gain national and international credibility – witness the launch of the Peterborough Model and the success of the Eco-Innovation Centre and Greeniversity.

We know that the year ahead will present many challenges. Working in partnership, our aim is to focus our efforts on the projects that can make the most difference and create positive outcomes for those that live, work and visit our city. Above all, we must continue to be ambitious for Peterborough!

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Colleen Gostick,  
Chair of the Greater Peterborough Partnership

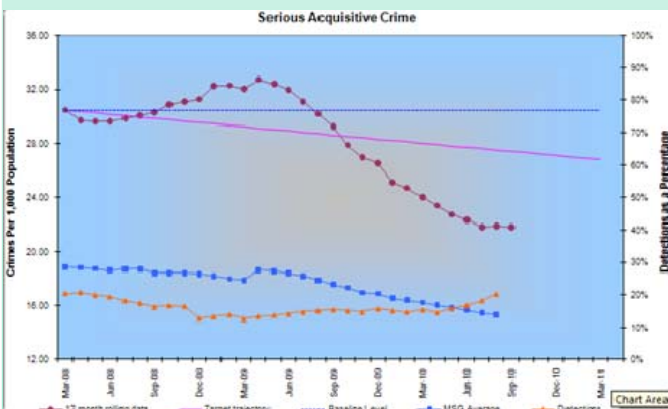
# Community

We have had another good year of performance in the community area of our strategy for Peterborough. Again, we are proud to announce that crime levels in Peterborough continue to decrease thanks to the wide support and involvement of local groups and partners across the city.

A big change for the city was the launch of Vivacity, a new culture and leisure trust, which has already secured funding for a multi-million pound museum revamp and commenced a £100,000 overhaul of the reception area, gym and changing facilities at the Regional Pool.

## Some of our successes have been:

- Serious offences like domestic violence and acquisitive crimes fell by between 13.5 per cent and 43 per cent in the past year. The number of victims of house burglaries and car crime reduced by 18.2 per cent and 24.8 per cent respectively. The Prolific and Priority Offender Scheme has already proved successful by encouraging offenders to change their ways instead of jeopardising their continued freedom.
- The increasing strength and ability of Peterborough Council for Voluntary Service, which celebrated its 30th birthday and now has more than 500 groups in membership. Many who have lost their jobs due to the recession have turned to volunteering as a way of helping them get back into work. The first ever Peterborough Voluntary Sector Business School was launched, which provides training and knowledge to volunteers, trustees and paid staff.
- A record number of entries together with the second fastest time recorded in the country for a half marathon at the Great Eastern Run 2010. More than 4,000 runners took to the streets and thousands more turned out to watch.



## Case study: Citizen Power Peterborough

Citizen Power Peterborough was launched in July to help local citizens become directly involved in shaping the future of the city. It aims to build connections between people and communities, get them more involved in public life, and encourage active citizenship. Citizen Power Peterborough will re-examine many aspects of life in our city through projects focused on new ways of supporting local people and their communities to make a positive difference. Citizen Power Peterborough will also provide an early test of how the new coalition Government's concept of a 'Big Society' can encourage local people and organisations to become the drivers of change. It hopes to provide an innovative model of citizen-led change that could be adopted by other cities and towns in the future.

## Case study: Bespoke approach to reduce crime

The development of a SaferPeterborough partnership integrated approach to offender management aims to achieve sustainable reductions in crime. Known as IOM, it works with those who are most likely to commit any wrong doing in the future. This is boosted by the SaferPeterborough partnership's capacity to continue to successfully tackle anti-social behaviour by developing closer links with partner agencies and deal with root cause of anti-social behaviour together.

Continuous dialogue with police and neighbourhood managers has enabled work to commence anti-social hotspots throughout the city. Communities are informed of progress relating to prevention, intervention and enforcement that will ultimately improve the quality of life of those affected by anti-social behaviour.



- The Faith and Cohesion Network came into existence in February 2010, aiming to bring different faith groups together and discuss some of the key challenges faced by the community including education, homelessness, Big Society and the safeguarding of children. Recently, the network has prepared a interfaith statement, due for release in December, reaffirming the cohesion message for the city.
- The city continues to lead the way within the East of England in building resilience to violent extremism. This is particularly important as we face the EDL march in December.

## There are still challenges ahead and key areas to focus on are:

- Deprivation arising from loss of jobs or reduction in income.
- Reducing first time entrants into the Youth Justice System.



# Environment Capital

The city's Environment Capital ambition was advanced significantly this autumn. Peterborough City Council adopted a Major Policy Plan for Environment Capital and city-wide consensus was achieved for the 'Home of Environment Capital' to be a single unifying brand for the city. Active support for the Environment Capital objectives continues to build, with new stakeholders such as Peterborough Council for Voluntary Service, Nene Park Trust, the Growth Partnership, Health Partnership and Riverford Farms.

While performance against our targets was mixed, many of those with which we were disappointed follow national trends with declining recycling performance and a fall in bus passenger journeys due partly to the impact of the recession.

## Some of our successes have been:

- The Eco-Innovation Centre (pictured right), achieved 100 per cent occupancy and continues to provide specialist advice to help cultivate environmental business in the city.
- Peterborough now has five Green Flag Eco Schools and 80 per cent of schools in the city have signed up to become more sustainable. There has also been a 1.5 per cent reduction in the use of the car for school journeys.
- A dedicated Green Team visited 2,500 homes in five different Peterborough wards to help residents 'go green'. The Green Team found that 7% of people surveyed believe that the city's ambition to become the UK's Environment Capital is beneficial for Peterborough, its residents and visitors.
- The four-day week refuse collection has reduced the fleet fuel consumption by 165,000 litres in the first six months. In addition, an overall reduction in the total waste produced per household has been achieved.
- More than 10,000 people attended the Green Festival, with more than 50 different events during the two weeks.
- Seventy-five per cent of our local nature conservation sites are now in positive management – exceeding targets.
- The launch of Peterborough's Greeniversity, through which a range of courses are offered by local people who are sharing their green skills with others. So far, 400 people have signed up to the Greeniversity.



## Case Study: Forest for Peterborough

As part of ambitious plans to create a Forest for Peterborough, green charity Peterborough Environment City Trust (PECT) is working with a range of nature conservation partners to plant one tree for every person in Peterborough.

The Forest for Peterborough project is all about enhancing our local wildlife and helping to reconnect people with nature by learning about it. We have a long term vision for this project spanning 25 years and beyond. We will plant trees in pockets across the city to create 'green corridors' which will give local wildlife a welcome boost.

The Forest for Peterborough project was launched on November 22 by Clive Anderson.

## There are still challenges ahead and key areas to focus on are:

- Recycling and landfill levels.
- Reversing the decline in passenger journeys.
- Fly tipping - this year the city council cleared 8,192 lots of fly tipping, although this is 752 lots less than 2009, this number still needs to be significantly reduced.



## Case Study: The Peterborough Model

Peterborough City Council and Opportunity Peterborough in partnership with IBM, Green Ventures and Royal Haskoning have received international acclaim for 'The Peterborough Model' which showcases our environmental performance on Google Earth.

The pioneering model will be used in an attempt to find better and greener solutions for Peterborough as it grows. The visualisation tool will be used to mobilise key decision-makers to work together towards creating a truly sustainable environment, as well as improve connectivity and to rally citizens towards improved sustainability. The model has been described as a ground-breaking way of finding more secure and greener ways of dealing with the challenges that are faced by all cities.

It is intended the model will enable improved collaboration between public and private sector organisations and identify and consider new, combined environmental strategies for Peterborough that can be tested in the city and then applied elsewhere.

# Sustainable Growth

It has been both an exciting and challenging year for Peterborough in terms of growth. Significant developments such as the opening of the new hospital, the first academic year in the new University Centre Peterborough and a redeveloped city centre in Cathedral Square are balanced by our ability to weather the storm of the challenging economic climate we are and will continue to face next year.

## Some of our successes have been:

- More than 3,000 new jobs have been created in the city, either through expansion of existing firms or by attracting new businesses to the area. A number of businesses have shown considerable growth, including Amazon, Royal Sun Alliance, and White Concierge while BGL has just recorded its 13th successive year of record profits. Lobbying and activity by Opportunity Peterborough encouraged the retention of the Land Registry in Peterborough, securing 300 jobs.



- The new Peterborough City Hospital (pictured above) welcomed its first patients in November 2010, offering state of the art facilities to bring patient care into the 21<sup>st</sup> century. A new radiotherapy suite is due to open to cancer patients in April 2011.
- In October the Greater Cambridge and Greater Peterborough Local Enterprise Partnership was approved by Government to bring businesses together with the public sector to tackle issues such as local transport and infrastructure, economic development, employment, planning and housing, enterprise and supporting business start-ups.
- The Peterborough Women's Enterprise Centre was opened in January – one of only two in the UK and the first outside London. It aims to help women develop their enterprise ideas, skills and new business ventures.
- A number of big name retailers have invested in the city such as Van Hage at Peterborough Garden Park, which opened in February. TK Maxx and Dobbies Garden Centre have also committed to opening their businesses in Peterborough.
- Three growth programmes have been delivered through Opportunity Peterborough. Funding to companies under the Growth Fund has been almost entirely allocated and is delivering new job growth for smaller SMEs. Supply Peterborough is providing capacity building for local companies in public sector procurement. And UKCEED is delivering a programme of business support to the environment cluster.
- More than 1,110 new homes were added to Peterborough's housing stock – the highest amount for 20 years. More than 700 of these were built as affordable housing – significantly exceeding targets.

## Case Study: Back to Business Club

The Back to Business Club is an initiative that gives support to unemployed professionals and executives in the Peterborough area who have been in continuous work for many years but who now find themselves made redundant in an unfamiliar job market.

Run by facilitators from JobCentre Plus in conjunction with Greater Peterborough Partnership and funded by East of England Development Agency, the club aims to motivate and inspire members to help them on the route back into



employment through CV help, interview preparation, presentation and communication skills, as well as modern job seeking methods such as LinkedIn and Facebook. The club helps maintain

members' confidence and motivation as they seek to return to the workplace, through networking with others in the same position and through introductions to support services.

The club had about 200 people pass through its doors, with 70 per cent of the members who have made use of the facilities either returning to work or going into self-employment.

- Job Centre Plus vacancies have shown a steady rise since January with evidence of falling unemployment levels. Between August and October this year there has been a 49% increase in vacancies and the current count stands at 2,796, the highest since records began in 2004.

## There are still challenges ahead and key areas to focus on are:

- Follow up Cathedral Square improvements and ensure vacant city centre shop units are occupied.
- Work to counteract the effects of the recession.
- Encouraging and enabling further housing growth for Peterborough.



# Inequalities

It has been a mixed story for this priority with some big moves towards success and some new and continuing challenges. We have seen continuous development of the educational facilities and attainment by Peterborough's young people, however the Government's cuts to school capital budget has seen some of our redevelopment plans redirected.

## Some of our successes have been:

- Three secondary and six primary schools in the city were judged 'Outstanding' by Ofsted and no primary or secondary school featured in the category of concern. Arthur Mellow Village College and Hampton College were granted academy status.
- Secondary school pupils achieved the best ever GCSE results for the second year running. Pupils gaining five or more A\* to C grades was 73.9 per cent – a 12 per cent increase on last year. Peterborough's A-level results were in line with the national average with more than 100 city pupils achieving passes at the new A\* grade.
- A £20.6 million contract was signed for the design and construction of the new Ormiston Bushfield Academy – due to be built by September 2012. During the last six years more than £135 million has been invested in secondary schools and £40 million in primary schools in the city.
- Peterborough achieved an overall rating of 'Performing Well' for adult social care services in the Care Quality Commission ratings

announced in November, showing improvement in two areas from last year.

- The creation of a bespoke Peterborough Skills Pledge launched in November, aiming to bridge gaps in the local economy by giving businesses the opportunity to voice their needs and help shape the city's skills agenda.



- The Social Impact Bond (SiB), a project to reduce reoffending by 7.5 per cent, is being piloted at Peterborough Prison. Early findings have found that engagements levels and use of the mentoring support service following release are high.
- Department of Education officers have acknowledged progress made since the inspection of Safeguarding and Children in Care Services by the Care Quality Commission and Ofsted earlier this year.

## There are still challenges ahead and key areas to focus on are:

- Tackling the causes and effects of child poverty.
- Continuing to improve educational attainment..
- Promotion of healthy eating and regular exercise.
- Focussed action to reduce alcohol intake.
- Continued action to reduce obesity, and child obesity.
- Continued focus on ensuring that vulnerable children and young people are kept safe and supported.



*"This Future Jobs Fund work placement has provided me with the vital experience needed to pursue my career within the NHS."*

**Max Gasbon**  
Microbiology Assistant Technical Officer  
Peterborough and Stamford Hospital  
NHS Foundation Trust

## Case Study: Future Jobs Fund

The Future Jobs Fund is a Government initiative aiming to give long-term unemployed young people a valuable six month paid work experience, through which they receive training and guidance to assist them in gathering the essential skills and experience needed for the workplace.

All Future Jobs Fund positions are focused on providing a benefit to the community whilst also increasing the job prospects of the individual. All Future Jobs Fund employees also receive guidance and support in the form of training, workshops and advice services. Peterborough successfully won bids for two phases of the project in the city, creating a total of 370 jobs for Peterborough's young people.

The scheme has dramatically improved the employability levels of Peterborough's 18 – 24 year olds, with 50 per cent of those completing the scheme going directly into employment.

## Case Study: Carnegie Weight Management

A Carnegie Weight Management clubs has been established to address obesity in children aged four to 17; since its establishment May, 117 referrals have been received.

Naureen and her two children attended the flagship programme from May to July. Each week included a lifestyle session which looked at the importance of implementing a healthy diet through informed choices and knowledge on how to do so. The family set personal weekly goals, which were achievable and realistic. The children and Naureen participated in fun and interactive physical activity sessions.

The family environment at home changed, the children increased the amount of physical activity they were performing and confidence and family morale increased. The children were monitored and both had significant weight loss and significant reduction in waist circumference. Their attitude towards a healthy lifestyle and implementing changes to maintain a healthy weight and healthy lifestyle changed for the better.

