

The One Council Approach 'Ramps It Up' In Wood Farm

A case study by the Localities Team
from Oxford City Council

www.oxford.gov.uk



When you think of Oxford you probably think of -

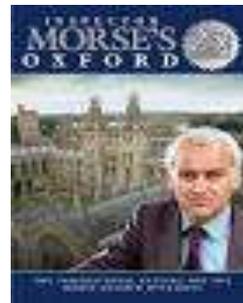
The University & Learning



Architecture & Buildings



Inspector Morse & Lewis



You probably wouldn't think that -

One Oxford Super Output Area (SOA) is in the 10% most deprived category.



10 of Oxford's SOA's are in the 20% most deprived areas in the UK



Looking forward to a future of long-term unemployment

The Oxford Approach

The Oxford Locality team = 10 full time staff

- 3 focus on the 3 most deprived areas.
- 2 focus on the 4 next most deprived areas.
- 1 focus on inequalities & diversity.
- 1 supports Community Associations.
- 1 deals with Community Grants (£1.4 million)
- 1 deals with Ward Members budgets (£72k)
- The Community Team manager focuses on drinking coffee and playing on-line bingo. (*not really*)



Main concerns

Community Partnerships have been established in all of the Key Areas.

Every 18 months we sit down with stakeholders and agree the 6 main priorities for the area.

Examples include

- Older people isolation
- Parking & traffic congestion
- More activities for young people
- Improvements to play areas
- Anti-social Behaviour
- Dog fouling



Wood Farm

Is one of the City Councils Priority Neighbourhoods. It is home to about 4,000 people.

Three specific priorities have been established for Council services. Two focus on enhancing community facilities, and the third emphasises the need to improve community satisfaction with public spaces.



An issue emerges

In May 2015 during one of our 'Street Meet' consultation events a local woman told us that she couldn't access all the shops in her wheel chair.

'to get in the chemist I have to ring a bell and wait for them to erect a temporary ramp, either that or they serve me at the door – it's all a bit undignified'



The Wood Farm Shops



What did we do about it

Stage 1 – *check it out!*

We visited the shop

- Only the supermarket had a permanent / fixed ramp all of the others had DIY wooden constructions
- The chemist none at all.
- We raised the problem at the Wood Farm Community Partnership.
- Revisited the shops with Ward Councillors and other Council officers to appraise the problem.
- It was universally agreed that the current situation was intolerable and a solution need to be found.

**OH
NO**



Stage 2

Escalate & Collaborate

- We escalated their concerns to Senior Management
- Within a few days the go-ahead had been given to spend in the region of £30,000 to upgrade the paving outside the shops to allow full and proper access to all the community.
- Staff from Direct Services, Housing, Property & Communities would collaborate in every way to engage with local people and deliver the best possible result for the community.



Stage 3

Engagement

Following a series of meetings with budget holders etc. it was agreed that we would only consult people on issues they could influence

In Early September 2015 we held two engagement events outside the shops.

At the event we displayed illustrations of the area and asked local people and shop keepers to choose their favourite design detail, paving block etc. from a range of samples, and make any comments they thought would be helpful.



An the winner is !

- Ultimately 106 people expressed a view
- All but one person fully supported the scheme. The other one said '*I don't really give a Bu**er*'
- All of the results were feedback to the project team to help fine-tune the final design



Installation of the chosen pavers commenced on the 15th November and was completed in 2 weeks

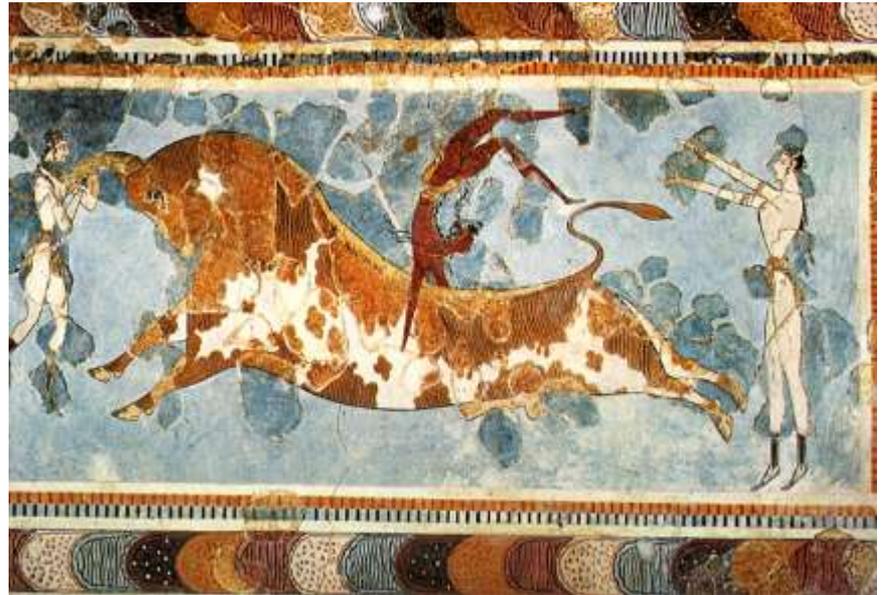


Total Face Lift

Having received such a positive response to the initial work.

A further £50k was spent on the site to give it a total face lift.

We now plans to install a *community mosaic* in a prominent place.



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Now everyone can access the shops
with their dignity intact. *Val's Picture*



Why did we succeed?

- We had a issue that needed addressing
- We had the ability to make it happen
- We had the chance to make a real difference.



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In true style of Inspector Morse we had the Motivation Means and Opportunity – We were the prime suspect !

