YOUR NEIGHBOURHOOD PROMISE

Brooklands Neighbourhood
We’re About
Your Neighbourhood Promise

Wythenshawe Community Housing Group’s Vision is:
‘to create a community where people choose to live and work, having pride in their homes and services’.

We want our neighbourhoods to be places where people are proud to live, that are safe, clean and tidy with great accessible services and where people feel part of the community.

To make sure we get it right, we have worked with tenants and residents to develop Neighbourhood Plans for the 14 neighbourhoods managed by the Group. The plans will initially be in place for 3 years and will be reviewed using our Local Performance Panels and Tenant Committee to make sure we are delivering as promised.

Creating a better future for our neighbourhoods

One of the key objectives for Wythenshawe Community Housing Group is improving our neighbourhoods, quality of life and opportunities for tenants and residents across Wythenshawe.

Working in partnership is key in getting things right as no one agency can do it all. You will be our most important partner in helping us to decide what the current and future priorities are for your neighbourhood and whether we are getting things right.

WCHG works very closely with Manchester City Council and other partners to deliver services across our neighbourhoods.

Find out more about your neighbourhood at: www.wchg.org.uk

In Your Area:

3435
Number of repairs completed in 2014/15

713
Number of current properties

21%
% of customers disabled/long-term illness

90%
% satisfaction with the area as a place to live
The Brooklands neighbourhood sits within the ward of Brooklands in West Wythenshawe. The main arterial route of Altrincham Road forms the boundary of the neighbourhood to the South whilst Brooklands Road and Wythenshawe Road form the remaining boundary. There are 5050 people living in Brooklands. There is a mixed range of ages of tenants living in Brooklands with the majority between the ages of 21 and 70.

The neighbourhood is close to many local amenities, including major supermarkets, three high schools and Wythenshawe Hospital. It is also within easy reach of the local motorway network and one of the area’s largest employers, Manchester Airport. The Metrolink service, which runs from Manchester Airport to the city centre of Manchester has stops located on Wythenshawe Road and Moor Road.

The neighbourhood is made up of a range of properties including new developments, semi-detached houses, flats and bungalows. There are 713 properties in the neighbourhood that are managed by the Group with 41 bungalows, 319 flats and 312 houses and 41 maisonettes.
Development

The Group developed its first new build in West Wythenshawe with the Brooklands Gardens bungalows which addressed and reflected housing need in the area. The bungalows made a real difference to the look of the neighbourhood together with providing new, modern homes for our tenants. The feedback from residents of the scheme has been very positive.

WCHG has a planned approach to investment works in the Brooklands area and over the next 3 years there are a number of projects that will be delivered, including:

- A garage site refurbishment programme on Warmley Road and Stancross Road
- External property decoration during 2015/16.
The Environment

As the main provider of social housing in Wythenshawe we manage over 1 million square metres of grassed areas. The Grounds Maintenance Teams operate across the area and are currently working alongside the Operational Services Team from Manchester City Council to deliver a Wythenshawe wide service. This means that the teams are responsible for grass cutting and weed spraying of all areas across Wythenshawe, whether it is council owned land or WCHG land. Many of the greens across the area are now maintained at the same time and this gives a much neater appearance across the estate.

Fencing & Parking

We know from your feedback that these two issues are very important to you in terms of your home and neighbourhood. Over the years, both Willow Park and Parkway Green have carried out a lot of work to try and meet the demands and wishes of our tenants in these areas, whilst balancing this with the other works and services that we provide and carry out. We are now reviewing how we can best provide fencing and parking within the constraints of the available funds and sites that we have.

We will be talking to you, our tenants, about our proposals as they develop, and we will then share the plan so that everyone is clear about what we can do, and when.
How is Your Neighbourhood doing?

The ways that we ‘measure’ your area...

We have identified a number of performance indicators, that we believe tell us how well your neighbourhood is doing. Our tenant and resident surveys give feedback across the neighbourhoods and tell us how your neighbourhood compares to others. We will use this feedback and the indicators to identify where we may be able to provide more support in your neighbourhood, target resources and increase access to services.
What the key indicators tell us:

Brooklands is an area that performs well compared to other neighbourhoods but there are areas where support is needed, particularly around rent arrears and the number of repairs carried out across the neighbourhood. As you can see, many of the indicators we have looked at are telling us that there are less issues to deal with in this area, but we will seek to make improvements where we can and, with you, a better place to live. We have used this information, together with the other feedback you have given us, to develop your neighbourhood plan.

The action plan for your area will target the issues, together with the offer to all our neighbourhoods, to respond to the issues in Brooklands. Some of these indicators, such as qualifications, aren’t directly within the remit of WCHG, and are unlikely to significantly change within the lifetime of this plan, but they help us to work with partners so that we can start to change them, by targeting action and resources to respond to those specific issues.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Performance</th>
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<tbody>
<tr>
<td>Your Satisfaction with Brooklands as a place to live</td>
<td>90% Higher than average</td>
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<tr>
<td>Your view the neighbourhood has improved or stayed the same</td>
<td>90% Higher than average</td>
</tr>
<tr>
<td>Number of properties becoming empty</td>
<td>50 Lower than average</td>
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<tr>
<td>Anti-social behaviour cases</td>
<td>29 Lower than average</td>
</tr>
<tr>
<td>Percentage of rent arrears</td>
<td>2.16% Lower than average</td>
</tr>
<tr>
<td>Average number of reported repairs per home</td>
<td>4.81 Slightly lower than average</td>
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<tr>
<td>Unemployment</td>
<td>31% Average</td>
</tr>
<tr>
<td>Qualifications</td>
<td>28% Higher than average</td>
</tr>
<tr>
<td>Residents with a registered disability</td>
<td>21% Lower than average</td>
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Higher than average performance

Average performance

Lower than average performance
Auditing Your Neighbourhood

What you told us

Your perception of the neighbourhood you live in is very important to us and tenants and residents have told us what is important in Brooklands.

- 90% of people are satisfied with Brooklands as a place to live.
- You said open green spaces are a positive.
- The roads need patching up, there are lots of potholes.
- Dog fouling and litter is a problem.
- Car parking in the area is problematic and it can be hard to find a space, this is a big issue along Wendover Road.
- Noise nuisance can be a problem.
- You said open green spaces are a positive.
- There aren’t many parks or leisure facilities, especially for young children.
- There are good neighbours and community support.
What our neighbourhood teams told us

We spoke to your Neighbourhood Housing Officer for Brooklands, Andy Coutts who said:

- Enforcement work to deal with untidy gardens has helped improve the overall appearance of the area
- Lack of car parking facilities in the area causes congestion and poor access to parts of the neighbourhood
  - The neighbourhood is very accessible by bus and tram and is close to local shops
- There are problems with fly-tipping and the disposal of bulky waste in the walk up flats and we should work with Manchester City Council to reduce this rather than use external contracts to remove it.

What your Tenants & Residents’ Association told us

- There are issues with litter in the area and more litter bins are needed
- Cars are being parked irresponsibly and cause obstructions, particularly on pavements and grassed verges
- There is a sense of community spirit and people have good neighbours.
Neighbourhood Plan

WCHG’s Offer to You

Through the Neighbourhood Plans we will:

• Deliver an excellent neighbourhood service targeted to customer priorities
• Hold regular consultation events to review our performance
• Work with you to develop ideas for future plans
• Work with internal colleagues and partner agencies to provide a joined up approach to neighbourhood delivery across Wythenshawe, and reduce duplication
• Report our performance quarterly to the Local Performance Panels
• Be accountable for how services are delivered across your neighbourhood
• Increase customer satisfaction with services provided by the Group and other partners
• Increase the number of tenants and residents involved in the decision making processes and influencing service delivery in your neighbourhood
• Deliver a value for money service that shows examples of the benefit to our tenants and residents.

What we are aiming to achieve with the actions

• Sustainable neighbourhoods and communities where services we deliver can have a real impact on our communities and people’s lives
• Where individual tenancies are well managed, the needs of our communities are met, the principles of Wythenshawe as a garden city are maintained and strong relationships are developed between the Group, our tenants and residents and partners from across the area.

This is why

There have been some significant changes across Wythenshawe and the Group needs to consider how we respond to those and continue to provide high quality, value for money services to our tenants and residents.

There have been cuts to public sector funding which has impacted Manchester City Council and as one of our main partners in the area we need to work more closely with them to support the needs of our communities.
Neighbourhood Plan
This is how we’re going to do it

Your Neighbourhood Plan

Your plan is in two parts: an offer for Brooklands, based on what the information is telling us are particular priorities in your area, and then our offer for all our neighbourhood work, to ensure our neighbourhoods are improving.

The top issues for Brooklands:
- Performance is good across the board, with slightly lower arrears
- Dog fouling and litter in the area
- Parking issues, particularly around Wendover Road
- Noise can be a problem
- There are lots of potholes in the roads
- Higher than average number of people without qualifications.

Brooklands Offer

|------------------------------|-------------------------------------|----------------------------------------------------------------------|-------------|
| Improve street cleanliness - litter and dog fouling | People in Brooklands told us this is one of their top priorities | • Target hotspot areas with our own in house litter picking team and monitor customer feedback and satisfaction  
• Review and publicise recycling arrangements & monitor monthly  
• Work with local shops and the local community to improve litter around the shopping areas  
• Work with young people through schools to raise awareness of litter issues and consequences  
• Our Neighbourhood Wardens will issue Fixed Penalty Notices to residents caught dropping litter  
• Our Neighbourhood Wardens will issue Fixed Penalty Notices to residents allowing & not clearing dog fouling  
• In addition to our regular estate inspections we will carry out formal quarterly inspections with residents to identify problems | • May 2015  
• May 2015  
• May 2015  
• May - Dec 2015  
• May 2015  
• May 2015  
• Quarterly |
| Reduce reports of fly-tipping and the disposing of bulky household waste | This is an issue around the walk up blocks of flats in Brooklands and raises a high number of complaints. It is also a health and safety hazard | • Work with local tenants to explain about responsible disposal of bulky waste  
• Take action against those identified as responsible for the inappropriate disposal of bulky waste | • Apr - Jul 2015  
• Apr 2015 onwards |
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<td>Reduce anti-social behaviour (ASB) in the area by 5% over the next 3 years</td>
<td>To reduce ASB and increase the feeling of safety for residents in Brooklands</td>
<td>Target areas using our Community Safety Team: • Neighbourhood Warden patrols as a deterrent and to gather evidence • Use of mobile cameras to gather evidence • Work with the Police to share intelligence and carry out joint operations • Use all the legal powers available to respond to ASB • Preventative work with young people &amp; communities - including two local events per year • Publicise successful partnership and enforcement actions</td>
<td>Throughout the plan - 2015 - 2018</td>
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<tr>
<td>Improve parking in the area particularly around the walk up flats and Wendover Road</td>
<td>People living in Brooklands told us this is one of their top priorities</td>
<td>• Work with tenants and residents to identify areas suitable for parking schemes • Develop a programme of agreed schemes over two years subject to budget approval • Advise tenants of proposals in the newsletter • Identify other potential environmental improvements in consultation with residents</td>
<td>2015 - 16, 2015 - 17, 2015 - 17, 2015 - 17</td>
</tr>
<tr>
<td>Improve the garage site on Warmley Road and Stancross Road</td>
<td>The garage sites are in a poor state of repair and attract customer complaints</td>
<td>• Carry out an option appraisal based on best use of the site • Carry out the work to improve the site</td>
<td>2015- 16, 2016- 17</td>
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<tr>
<td>Reduce the number of repairs in the area</td>
<td>To ensure we spend our money wisely</td>
<td>• Identify and visit properties where high numbers of repairs are being reported &amp; identify reasons with the aim of reducing demand and spend • Ensure those who cause damage will be recharged the cost</td>
<td>Throughout the plan - 2015 - 18</td>
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<tr>
<td>Reduce the number of people leaving our homes</td>
<td>At 8.4% the property turnover figure for Brooklands is higher than the Group target of 6.5%</td>
<td>• Work with tenants giving notice or terminating their tenancy, offering additional support to enable them to stay • Identify trends and reasons why tenancies ended and provide options that may encourage tenants to keep their tenancy</td>
<td>Apr 2015, Apr - Jun 2015</td>
</tr>
<tr>
<td>Improve untidy gardens in Brooklands</td>
<td>Residents tell us untidy gardens are an issue in the area</td>
<td>• Regular inspections to identify untidy gardens • Take steps to enforce rules about property conditions and gardens as set out in the Tenancy Agreement where required • Report on numbers of untidy gardens and action taken</td>
<td>Apr - Sept 2015</td>
</tr>
<tr>
<td>Identify roads and public footpaths in very poor condition</td>
<td>Condition of roads and footpaths identified as a particular issue in Brooklands</td>
<td>• Identify and arrange inspections with Manchester City Council to identify areas in poor condition across the neighbourhood • Work with Manchester City Council to prioritise any roads or public footpaths that can be resurfaced or repaired</td>
<td>Apr - Aug 2015, Throughout the plan - 2015 - 18</td>
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### All Neighbourhoods offer:

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<td><strong>Increase awareness of the services available for young people</strong></td>
<td>Teenagers and young people hanging around in Brooklands can be intimidating for older people</td>
<td>• Work with partners to identify isolated groups or individuals and refer to our Tenancy Support team, Real Neighbours and external support agencies • Provide information about social and other events locally to young people • Provide information about activities / events at local community facilities for young people</td>
<td>• Throughout the plan - 2015 - 18</td>
</tr>
<tr>
<td><strong>Improve work and training opportunities</strong></td>
<td>With just under a third of adults in Brooklands unemployed, to improve the local economy and assist tenants to maximise their income potential</td>
<td>• Increase the number of referrals to our Real Opportunities Service, which provides advice and support to those seeking work, with a minimum of 30 referrals per year from Brooklands • Work with local high schools to recruit to our apprenticeship programmes • Promote Get Online Wythenshawe to all tenants visited to increase access to job opportunities • Provide advice about training and employment programmes in our Community Centres and the Forum to all tenants visited</td>
<td>• 2015/16 • 2015/16 • Apr - Aug 2015 • Apr 2015</td>
</tr>
<tr>
<td><strong>Encourage Healthy Living</strong></td>
<td>To improve the health and well-being of Wythenshawe residents</td>
<td>• We will promote the activities of our Real Foods projects to those we feel would benefit • Information on aids &amp; adaptations targeted to tenants who may need assistance • Information about health and fitness programmes available in Wythenshawe at our centres</td>
<td>• 2015/18 • Apr - Jun 2015 • Apr - Jun 2015</td>
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### What? | Why? | How? | When?
--- | --- | --- | ---
**Improve waste & recycling** | To encourage responsible disposal of waste | • Weekly inspections to be carried out of all communal areas  
• Information to be provided to residents via the newsletter & targeted to particular sites  
• In partnership with Manchester City Council, enforcement action to be taken to address fly-tipping and the misuse of recycling facilities | • May 2015  
• 2016  
• May 2015

**Increase the opportunity for tenants and residents to get involved** | To encourage community spirit and ownership of the area and identify priorities across Brooklands and have them influence future plans | • Through a series of events including a monthly estate walkabout, at least 2 community events per year which may include litter pick days, and fun/information days  
• Encourage involvement through the Involvement vehicles e.g. Customer Panels  
• Continue to support Tenant | • 2015/16  
• 1 summer, 1 winter community event

**Provide regular feedback** | To keep tenants and residents informed of our progress and let them know how Brooklands compares to other neighbourhoods | • Report progress of the Neighbourhood Plan to the Group’s Local Performance Panels and through Neighbourhood newsletters  
• Will also provide regular updates using social media, including the WCHG website, Facebook and Twitter | • 2015-2018

**Work with tenants and residents to develop future plans** | To reflect tenant and residents priorities for Brooklands in the plans | • Hold in each Neighbourhood an annual consultation event,  
• Attendance at TARAs and  
• Neighbourhood ‘pop up’ days | • Annually

*TARA - Tenants and Residents Association*

**Data Source** - Customer consultation feedback and Community Insight

**What next?**

The neighbourhood plan will be monitored on a regular basis and we will provide updates to tenants and residents. Your Neighbourhood Housing Officer will work with other teams across the Group to make sure the actions on the plan are completed when we say they will be.

**How will we measure the success of the plan?**

We will be able to demonstrate the achievement of each of the targets in the plan, using feedback from tenants and residents, and other data to measure the level of improvements in the target areas.
What’s available for the community in Wythenshawe?

<table>
<thead>
<tr>
<th>What?</th>
<th>Where?</th>
<th>When?</th>
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<tbody>
<tr>
<td>A range of activities for children, sports enthusiasts and those wanting to expand their IT or language skills</td>
<td>Benchill Community Centre, Benchill Road, Tel: 0161 945 0879</td>
<td>Open Monday to Friday between 8am and 9pm</td>
</tr>
<tr>
<td>A range of activities including art, dance, sports and youth activities</td>
<td>Woodhouse Park Lifestyle Centre, Portway, Tel: 0161 436 0560</td>
<td>Open Monday to Friday between 9am and 10pm</td>
</tr>
</tbody>
</table>

Tenants and residents can use the Ring and Ride service which will take them to any of the activities taking place in Brooklands and across Wythenshawe.
Contact us:
Your neighbourhood promise

Wythenshawe House,
8 Poundswick Lane, Wythenshawe,
Manchester M22 9TA
e: customerenquiries@wchg.org.uk
w: www.wchg.org.uk
t: 0800 633 5500
FREE FROM A LANDLINE
t: 0300 111 0000
LOCAL RATE FROM A MOBILE
(if not included in free bundle minutes)

Parkway Green
Parkway Green House,
460 Palatine Road, Northenden,
Manchester M22 4DJ
or 137 Bowland Road,
Baguley M23 1LE

Willow Park
Wythenshawe House,
8 Poundswick Lane, Wythenshawe,
Manchester M22 9TA
or 294 Portway, Woodhouse Park,
Manchester M22 1TG