

COWLEY AREA PLAN

Introduction

Area Committees are locally based committees of Oxford City Council in which ward members, services, partner agencies and local communities can work together for the area so that services are delivered according to local needs and priorities.

The vision for them is:

'to promote the well-being of local people by actively involving them in the decisions which affect their lives and provide a more targeted and responsive approach to the differing needs of areas within the City'

This Area Plan is the joint plan of action agreed between a range of organisations concerned for the well being of the Cowley area and its contribution to Oxford as a whole.

Similar Area Plans are being developed across Oxford, based on the City Council's Area Committee boundaries. As well as reflecting solely local priorities, this Area Plan will help to translate citywide priorities into a reality in our community. The Area Plans will also the local partnership organisations plan their activities over the coming years.

The Area Plan is an ongoing programme not just a one-off exercise. It will be refreshed each year by the local partnership. At this point progress will be updated, new priorities considered and a fresh commitment made to the revised version.

A detailed action plan begins later in this document however a summary, from consultation with local groups and issues arising via the Area Committee, of the key areas for action and the good points about the area follows:

Summary of key areas for action:

- ◆ Many different population groups locally - students, minority ethnic groups and need to develop more ways of bringing people together within the community
- ◆ More local information for people moving into the area – need more tenants, residents groups to develop and network
- ◆ Addressing community safety issues related to combating anti-social behaviour and crime
- ◆ Maintaining and improving our built and natural environment especially related to parks, cleanliness of streets and gardens

- ◆ Density of housing especially houses in multiple occupation and houses being turned into flats – need more enforcement and imaginative solutions
- ◆ Maintaining and improving play facilities for children and addressing needs of young people in the area
- ◆ Support for community organisations providing community meeting space and services to their communities
- ◆ Improving communication between local people and both the City and County Councils, police and PCT to help prioritise local services
- ◆ Support the development of community networks to assist local people to work effectively together
- ◆ Promotion of cultural activities within the area, whether provided by community organisations or professional arts organisations

Good points about the area:

- ◆ Open/green spaces - e.g. Cowley Marsh, Florence Park, Golf Course, the playing fields behind the Temple Cowley pool, green area at the top of Hollow Way
- ◆ Some attractive buildings/areas with interesting local history
- ◆ Diversity of population
- ◆ Very convenient location as you can walk/cycle to many community facilities and there is a good bus service
- ◆ Swimming pool
- ◆ Many good small businesses that are helpful to one another

To link the Action Plan to Oxford wide activities, the detailed action plan, organises the various actions under the themes of Oxford's Community Strategy.

Developing the Area Plan

This first version of the Area Plan is largely based on existing documented issues or those, which have been raised by people at the Cowley Area Committee or via consultation. For example, last spring, all general local community groups were surveyed followed by local workshops.

During the next 6 months or so, we will be sharing this Action Plan with local people and other organisations, explaining the purpose and developing the process where they can play a part in identifying local needs, help establish the priorities and contribute to the Action Plan.

The Primary Care Trust have already provided actions within the area plan. Their criteria for what to include were:

- Work is already in our current plans or listed objectives
- In partnership with other organisations
- Measurable outcomes
- Within timescale of the Area Plans - (3 yr rolling programme)

- In response to local consultation
- Address inequalities in health
- Can be focused on one area or several (citywide priorities translated into local focus)

About the area

The Cowley area comprises of three wards: Cowley, Cowley Marsh and Lye Valley.

The population is 16,503 which represents 12% of the total population of the City.

The parish of Cowley lies on the south-eastern edge of Oxford within the city boundary. The area has a

lot of mostly pre-war private housing built when the car industry expanded in the 1920's and 1930's. However there have been a number of new housing developments in recent years. With the closure of more than half of the BMW car works, there has seen the creation of a large business park on one of the sites and a retail park on another namely the Oxford Business Park, and the John Allen Centre. There is also a large district shopping centre at Templars Square that forms a focus for the community and attracts shoppers from a very wide area.

The Cowley area has several areas of green space including Florence Park, Hundred Acre Park, as well as the Southfield golf course and Lye Valley Nature Reserve.

There is a high proportion of elderly people who moved to the Morris Car works in Cowley in the 1930's but young families are now moving in as properties become available. Cowley is an area where there is a diverse population and there are significant Asian and Afro-Caribbean communities:

- In Cowley Marsh there are relatively large concentrations of people of Pakistani origin (17% as compared to 1.96% in the City as a whole).
- There is also a large Bangladeshi community of around 8.5% compared to the City level of 0.65%.
- This is also reflected in Cowley ward where the Pakistani and Bangladeshi communities are around 8% of the local population.



- All three wards have amongst the highest number of people in the City who are of Black or Black British ethnic origin.
- Cowley also has the largest Irish population in the City of 3.8%.

Cowley ward has one of the highest percentages of limiting long-term illness at 17% (2388 people) compared to 14% for Oxford as a whole. Within this figure there is a high number of over 65 year olds reporting long-term illness at 485 people. This is supported by a high number of people (330) reporting that they are 'not in good health' in the census.

In 2004 the annual local festival called the 'Cowley Feast' was revived, through the Area Committee, after 50 years and included a week of activities within the local area. This brought together a range of individuals and groups who staged music, arts, historical and sporting events. It was well received locally and will hopefully be further expanded this year.

COWLEY AREA PROFILE

Key statistics for the Cowley Area Committee area. A detailed breakdown by ward is contained in Appendix A

| | Area | Oxford | National |
|------------------------------|-------|--------|----------|
| Population | 16503 | 134248 | 52041916 |
| Number of children (0 to 15) | 2728 | 21467 | 10488736 |
| Number of people over 60 | 2954 | 22245 | 10857528 |
| Number of households | 6775 | 51732 | 21660475 |

| | | | |
|---|-------|-------|-------|
| % unemployed of economically active population | 3.50 | 3.72 | 5.04 |
| % of dwellings that are council-owned | 13.03 | 15.69 | 13.24 |
| % of dwellings that are social housing, not council-owned | 3.97 | 5.54 | 5.95 |
| % of unoccupied household spaces | 1.84 | 2.66 | 3.23 |
| % of housing lacking basic amenities | 0.10 | 0.54 | 0.16 |
| % of people who are income deprived | 7.85 | 7.32 | 9.77 |
| % of households receiving council tax benefit | 16.67 | 15.90 | 21 |

| | | | |
|---|-------|-------|---------------------|
| % of people with a long term illness | 14.58 | 13.78 | 18.23 |
| % describing their health as "not good" | 7.44 | 6.63 | 9.22 |
| Road Accident Data, All Casualties ¹ | 120 | 832 | 33,951 ² |

| | | | |
|---------------------------------------|-------|-------|-------|
| % with degree or higher qualification | 30.58 | 36.85 | 19.76 |
| % with no formal qualification | 23.96 | 18.59 | 29.08 |

| | | | |
|---------------------------|-------|-------|-------|
| % Ethnic origin - white | 82.19 | 87.11 | 91.31 |
| % Ethnic origin - mixed | 2.40 | 2.41 | 1.27 |
| % Ethnic origin - asian | 8.84 | 4.82 | 4.37 |
| % Ethnic origin – black | 4.32 | 2.51 | 2.19 |
| % Ethnic origin - chinese | 1.26 | 1.83 | 0.44 |

¹ Attendances at Oxfordshire A&E departments of people resident in Oxford Local Authority following a road traffic accident (RTA), April 04-Mar 05

² Jan 03-Dec 03

| | | | | |
|--------------------------------|--------------|--------------|--------------|---|
| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|---|

| | | | | | |
|-----------|---|---|---|---|---|
| 1 | A VIBRANT AND INCLUSIVE ECONOMY | | | | |
| | Oxford has a thriving and diverse economy, from community enterprises to manufacturing industry, and from a cultural and creative sector to high-tech science parks. We wish to encourage strength, diversity, and social inclusion across the city's economy in its broadest sense, covering both paid and unpaid work, in workplaces, out in the community, or in the home. We will promote genuine opportunities and a fair reward for all and sustainable growth that recognises the pressures and needs of our communities. | | | | |
| 1.1 | Working with Emmaus to develop local homeless project in Cowley area with possible community café facility | X | X | X | Emmaus / Area Committee |
| 1.2 | Continue partnership working with Templars Square shopping centre to further develop links with community and provide information on local services/issues | X | X | | Templars Square management / Area Committee |
| 1.3 | Cowley Feast – local festival to run over a week in September 2005 to celebrate Cowley life and people involving music, art, dance and sport. This builds on first year's festival run in 2004 and involves wide range of organizations within all three wards and links to the Evolving Cities programme. Steering group established and co-ordination has now passed from City Council to Ark-T Centre, John Bunyan Church | X | | | Ark-T Centre / Oxford City Council / County Council / Oxford Inspires / Templars Square / Local community and interest groups / local businesses |
| 1.4 | Adopting and implementing an effective public art policy and strategy | X | X | | Leisure & Parks/Planning |
| 1.5 | To maintain and support existing arts infrastructure, whilst encouraging Cowley arts organisations to increase wider community participation (supports Arts Strategy) e.g. outreach. | X | X | | Leisure & Parks / Oxford Inspires |
| 1.6 | Continue to develop working relationships with Oxford Business Park and other local businesses to address community issues | X | X | X | Area Committee/ Oxford Business Park/BMW |
| 2. | SAFER COMMUNITIES | | | | |
| | Crime and the fear of crime have an adverse effect on all our lives. Tackling these is critical to improving our overall quality of life, and we will build on current successes to ensure that Oxford is a safe, friendly environment for residents, workers and visitors. | | | | |
| 2.1 | Combating antisocial behaviour through Community Safety Fund projects – security measures to be implemented at Regal Community Centre | X | X | | Neighbourhood Renewal/TVP/Leisure & Parks |
| 2.2 | Street Wardens and Police Community Support Officers – confirm development of services | X | X | X | Neighbourhood Renewal |

| | | | | |
|--------------------------------|--------------|--------------|--------------|---|
| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|---|

| | | | | | |
|-----|---|---|---|--|--|
| | within Cowley area | | | | |
| 2.3 | Assess issues at Gaisford Road recreation ground and implement actions to combat anti-social behaviour | X | X | | Leisure and Parks / TVP / Neighbourhood Renewal |
| 2.4 | Further dialogue with County Council to move the gate across Bailey Road to Phipps Road in accordance with the consultation undertaken with the local residents | | | | Area Committee / County Council |

| | | | | | |
|-----------|--|---|---|---|---|
| 3. | A BETTER LIVING ENVIRONMENT | | | | |
| | The protection and enhancement of our city's high-quality natural and built heritage is important for the citizens of today and for future generations. We acknowledge the urgency of meeting the city's need for high-quality, affordable housing, particularly for key workers and the homeless. We will work towards an attractive, healthy, and varied living environment, including safe and accessible public spaces. Oxford also has a unique and celebrated natural heritage that needs protecting and enhancing, and we will work to reduce our impact on the wider environment. | | | | |
| 3.1 | Upgrading of facilities in Horspath Road recreation ground and new entrance improvements to be agreed and installed | X | X | X | Parks / Area Committee / Built Environment / HART |
| 3.2 | Cowley Marsh recreation ground – Section 106 funding for improving play facilities needs a planned approach with a steering group to include local councillors and representatives of tenants/residents/community groups | X | X | | Planning policy / Leisure and Parks / Area Committee |
| 3.3 | More effective enforcement of environmental and social nuisances such as litter, dog mess, fly tipping, street trading | X | X | X | Environmental Health/Police |
| 3.4 | Off street car parking <ul style="list-style-type: none"> ▪ Parking charges at all car parks to be reviewed ▪ Possible change to concessionary bus fare scheme ▪ New dial a ride scheme starts in April 2005 | X | X | X | Transport and Parking |
| 3.5 | Install noticeboards at selected sites around area in conjunction with residents groups. Lye Valley ward has two identified sites | X | | | Built Environment |

| | | | | |
|--------------------------------|--------------|--------------|--------------|---|
| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|---|

| | | | | | |
|-----------|---|---|---|---|---|
| 4. | OPPORTUNITIES FOR LIFE | | | | |
| | We believe strongly in improving equality of access to life opportunities, whether at home, work, or play. Access to skills, learning, and personal development in all walks of life will be promoted for everyone, from young people to senior citizens. This includes access to services and support via new technology, while recognising human contact and mobility as the cornerstone of society. We will also build opportunities for people to lead their lives independently and engage actively in local decision-making. | | | | |
| 4.1 | Florence Park Family Centre – working in partnership with County Council on redevelopment of site | X | X | X | Early Years Service, Oxfordshire County Council / Oxford City Council / PCT |
| 4.2 | Grants advice/community development support for community projects – develop practical proposals for this as parts of Grants Review, including clearly defined Area Committee Community Grants Budget for each area. | X | | | Neighbourhood Renewal |
| 4.3 | Supporting local residents, community and residents groups through easing their access to City Council services and public services in general – key target is to ensure timely and constructive responses to concerns raised via the Area Committee. Link to the Customer Contact Strategy and standards for customer contacts, esp. for delegated services. | X | X | | All council services/ SMB |
| 4.4 | Establishing more effective dialogue with local people – especially Area Committee mailings/website/developing closer links with TRA's and community groups/consultation and partnership development of Area Plan. | X | X | X | Councillors/Area Co-ordinator and Committee Sec./Neighbourhood Renewal/Strategy & Review/Housing |
| 4.5 | To adopt and implement policies that develop and promote the Cowley area as a centre for contemporary culture as well as an important centre of history and heritage. | X | X | X | Leisure & Parks/Planning/Strategy & Review/Oxford Inspires/County Council |
| 4.6 | Develop local performance indicators (incl. process for monitoring and evaluation) and a constructive dialogue between City Council services delegated to the Area Committee and the Area Committee | X | X | X | SMB/delegated services/Performance Mgmt team |
| 4.7 | Service standards for Housing are being developed and these will be circulated to all Area Committees for information, and committees will be kept informed of the progress of the Stock Options appraisal. | X | X | X | Housing |
| 4.8 | Develop small area surveys for Cowley Marsh, consult on findings and identify practical improvement actions | X | X | | Strategy & Review/Area Co-ordinator/PCT/Police/Neighbour |

| | | | | |
|--------------------------------|--------------|--------------|--------------|--|
| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|--|

| | | | | | |
|---|--|------------------|----------|----------|---|
| | | | | | hood Renewal/Housing/community groups |
| 4.9 | Review of pilot Neighbourhood Management Plan in Blackbird Leys and rolling out of identified service improvements | | X | | Neighbourhood Review/City Works/ Housing /Leisure & Parks |
| 4.10 | Translate the citywide Community Development Strategy into a strategy and action plan for each area | X | | | Neighbourhood Renewal |
| 4.11 | Community facilities/community centres review – consult with Area Committees on first draft and translate outcomes into practical actions. Related to: Cowley Community Centre, Bullingdon, Regal and Florence Park | X | | | Neighbourhood Renewal /Asset Mgmt/ Community Centre Associations |
| 4.12 | Consult with Area Committees on the following draft strategies: <ul style="list-style-type: none"> ▪ Open Spaces ▪ Leisure Strategy ▪ Playing pitches Achieve approval of final strategy and translate into practical actions | X X X X | | X | X Leisure & Parks Leisure & Parks Leisure & Parks Leisure & Parks |
| 5. | ACTIVE AND HEALTHY COMMUNITIES | | | | |
| | Good physical and mental health, and a sense of well being, require a healthy lifestyle and access to social, cultural, and leisure activities. We will promote these across Oxford, and help to channel health services where they are most needed, and develop new preventative approaches. We will work in partnership to identify and reduce the main causes of ill health in the community, tackle inequalities in health, and provide responsive and appropriate health services across the city according to need. | | | | |
| 5.1 | Clarification of City Council support to allotments and how this is resourced and ensure that this is understood by Allotment Groups. A baseline audit to be completed. | X | | | Leisure & Parks/ Asset management |
| 5.2 | Benefits in practice scheme – aimed at elderly housebound, carers, people living in poverty in Temple Cowley Health Centre | X | X | | PCT |
| 5.3 | Peat Moors play area – to be installed in partnership with local residents group | X | | | Leisure and Parks |
| 5.4 | Exercise on prescription scheme at Temple Cowley Health Centre | | | | PCT/ Temple Cowley Health Centre |
| The following are specific action points from the Oxford Primary Care Trust: | | | | | |
| 5.5 | Support the development and long term sustainability of Benefits in Practice in local health centres | X | x | x | PCT, City Council, Age Concern, CAB, LSC |
| 5.6 | Promote smoke free public places, carry out public consultation and implement action according to local priorities and national legislation | X | X | X | Env Health, PCT, |
| 5.7 | Develop integrated green transport plan for all NHS organizations, safe and sustainable routes to school by bicycle and on foot and further develop the inter organizational transport | | | | City Council, PCT, County Council, Brookes, |

| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|---|
|--------------------------------|--------------|--------------|--------------|---|

| | | | | | |
|------|--|----------|----------|----------|--|
| | plan for the North East Area of the City | | | | University of Oxford, Oxford Radcliffe NHS Trust, NOC |
| 5.8 | Promote oral health to families of young children | X | X | X | PCT, County Council, Healthy Living Initiative, City Council |
| 5.9 | Develop and promote exercise on prescription schemes and include new activities such as dance, gardening and health walks | X | X | X | PCT, Leisure Services, allotment associations |
| 5.10 | Establish a systematic approach to providing comprehensive health care packages for homeless families | X | x | x | PCT, Housing, Social and Health Care |
| 5.11 | Coordinate services in the city which provide information and help people to manage their weight, linking people and communities with their local service providers. | x | x | x | PCT, County Dietetic Service, GP Practices, Leisure Services, private sector (e.g.. weight watchers) |
| 5.12 | Provide emergency hormonal contraception, a comprehensive programme of health promotion and management of long term medical conditions through community pharmacies in all areas of the city | X | X | X | PCT, community pharmacies |
| 5.13 | Lead health walks in the area each week through the summer of 2005, expand the network of measured walks and promote them | X | | | PCT, Leisure Services, Neighbourhood Renewal, Fusion, |
| 5.14 | Develop a health drop in facility at the Oxford School to provide information, support and health services to the school students | X | | | PCT, Healthy Living Initiative, Oxford School |
| 5.15 | Provide support and multi-agency response to the needs of asylum seekers, refugees and recent migrants in the area | X | X | X | PCT, Social and Health Care, Asylum Welcome, Refugee Resource |
| 5.16 | Work in partnership to develop and implement the action plan following community consultation on substance misuse by the Oxfordshire Bangladeshi Association | X | | | Oxfordshire Bangladeshi Association, PCT, DAAT, City Council |
| 5.17 | Support and steer the Healthy Living Initiative through the last year of Big Lottery Funding and work to sustain the work beyond the current funding. | X | X | X | PCT, Neighbourhood Renewal, Healthy Living Centre, |
| 5.18 | Establish the Food For Families project in the Cowley and SE Areas, providing practical support and information on healthy eating for families in the area | X | | | PCT, Healthy Living Initiative, |
| 5.19 | Develop the services available at Florence Park Family Centre, including healthy eating sessions & exercise sessions, cooking clubs, breast feeding clubs, | x | x | x | PCT, Healthy living Initiative, City Council |

| | | | | |
|--------------------------------|--------------|--------------|--------------|---|
| COWLEY AREA ACTION PLAN | 05/06 | 06/07 | 07/08 | City Council lead business unit in bold |
|--------------------------------|--------------|--------------|--------------|---|

| | | | | |
|---|----------|----------|----------|----------------------------------|
| Improve links with local industry such as BMW Group, Oxford Business Park , engaging the them with the local community in supporting local projects e.g. setting up smoking cessation sessions. | x | x | x | PCT, local industry/city council |
|---|----------|----------|----------|----------------------------------|

Cowley

| | Cowley | Cowley Marsh | Lye Valley | Area | Oxford | National |
|------------------------------|--------|--------------|------------|-------|--------|----------|
| Population | 5460 | 4886 | 6157 | 16503 | 134248 | 52041916 |
| Number of children (0 to 15) | 1045 | 641 | 1042 | 2728 | 21467 | 10488736 |
| Number of people over 60 | 1195 | 690 | 1069 | 2954 | 22245 | 10857528 |
| Number of households | 2332 | 2069 | 2374 | 6775 | 51732 | 21660475 |

| | | | | | | |
|---|-----------------------------|-------|-------|-------|-------|-------|
| % unemployed of economically active population | 3.78 | 3.71 | 3.02 | 3.50 | 3.72 | 5.04 |
| % of dwellings that are council-owned | 16.38 | 12.23 | 10.49 | 13.03 | 15.69 | 13.24 |
| % of dwellings that are social housing, not council-owned | 1.80 | 6.14 | 3.96 | 3.97 | 5.54 | 5.95 |
| % of unoccupied household spaces | 1.44 | 2.17 | 1.90 | 1.84 | 2.66 | 3.23 |
| % of housing lacking basic amenities | 0 | 0.29 | 0 | 0.10 | 0.54 | 0.16 |
| % of people who are income deprived | 9.03 | 8.69 | 5.82 | 7.85 | 7.32 | 9.77 |
| % of households receiving council tax benefit | Awaiting data from Benefits | | | | | |

| | Cowley | Cowley Marsh | Lye Valley | Area | Oxford | National |
|--|--------|--------------|------------|-------|--------|----------|
| % of households with lone parents and dependent children | 5.57 | 4.45 | 5.1 | 5.04 | 6.16 | 6.46 |
| % of adults unemployed (16 – 64) | 20 | 26.26 | 26.47 | 24.24 | 25.22 | 25.9 |

| | | | | | | |
|--|------------------------|-------|-------|-------|-------|--------|
| % of people with a long term illness | 17.16 | 13.63 | 12.96 | 14.58 | 13.78 | 18.23 |
| % of long term illness among children | Awaiting data from PCT | | | | | |
| % of low birth weight babies (<2500 grams) | Awaiting data from PCT | | | | | |
| % describing their health as “not good” | 8.55 | 7.45 | 6.32 | 7.44 | 6.63 | 9.22 |
| No. of disability living allowance claimants | 185 | 145 | 180 | 510 | 3820 | 207500 |
| Road traffic casualties per 1000 pop. | Awaiting data from PCT | | | | 74 | 33951 |
| Standard Mortality Rate for under 65s | Awaiting data from PCT | | | | 90 | 100 |

| | | | | | | |
|---------------------------------------|-------|-------|-------|-------|-------|-------|
| % with degree or higher qualification | 25.31 | 37.59 | 28.84 | 30.58 | 36.85 | 19.76 |
| % with no formal qualification | 30.15 | 17.95 | 23.78 | 23.96 | 18.59 | 29.08 |

| | Cowley | Cowley Marsh | Lye Valley | Area | Oxford | National |
|---|--------|--------------|------------|-------|--------|----------|
| % pupils achieving level 4 or above in the KS2 English test | 66.13 | 65.38 | 64.52 | 65.34 | 61.61 | 74.90 |
| % pupils achieving level 4 or above in the KS2 Maths test | 62.9 | 59.62 | 62.9 | 61.81 | 57.08 | 72.11 |

| | | | | | | |
|---------------------------|-------|-------|-------|-------|-------|-------|
| % Ethnic origin - white | 83.92 | 79.21 | 83.45 | 82.19 | 87.11 | 91.31 |
| % Ethnic origin - mixed | 2.2 | 2.33 | 2.66 | 2.40 | 2.41 | 1.27 |
| % Ethnic origin - asian | 8.35 | 11.38 | 6.79 | 8.84 | 4.82 | 4.37 |
| % Ethnic origin – black | 4.45 | 4.36 | 4.14 | 4.32 | 2.51 | 2.19 |
| % Ethnic origin - chinese | 0.62 | 1.53 | 1.64 | 1.26 | 1.83 | 0.44 |