Family matters in West Gorton.

Findings of a Community Research Project
Summary

This report presents the findings of a community research project that took place in West Gorton, Manchester, between January and March 2005. A team of thirteen people, made up of local parents and workers, interviewed over 100 parents, carers, workers and West Gorton residents. They talked to them about the challenges involved in bringing up young children in West Gorton, where they went for information, services and support, and what ideas they had about how things could be improved.

Parents, carers and residents in West Gorton said that there were many things that made bringing up young children challenging. The main obstacles seemed to be the lack of basic amenities, such as shops, places to socialise or a community building, and the lack of things for young people to do. People agreed that this caused problems for everyone, because young people with nothing to do became involved in anti-social behaviour and crime.

Confidence and morale were very low in West Gorton. People felt they had been ‘left out’ of the regeneration that has been happening elsewhere in Manchester. They had not benefited at all from the Commonwealth Games or other developments nearby. When good things had been expected, these were slow to happen and sometimes did not happen at all.

However, the team spoke to many people who believed that something could be done to help get West Gorton back on track and families and young people should play an active part in this. They said that improvements would only work if local people themselves played a leading role in them. They said that local workers, services and agencies should support them to do this.

We hope that this report is seen as the beginning, rather than the end, of a process of change for the better in West Gorton. We welcome your comments and ideas on any of the issues raised in the report, or any issues you think are missing. Details of how to contact us are in the back of this booklet.
Acknowledgements

Family Matters in West Gorton: A Community Research Project was funded by Hyde Road SureStart.

The project was carried out in collaboration with local parents and workers from a range of different agencies. Heartfelt thanks go to everyone who gave their time, enthusiasm and commitment to make it happen. Thanks also to all the parents and local residents who talked to us (despite the rain and snow!), and invited us into their homes.

Special thanks to Rev. Michael Williams of Emmanuel Parish Church, Blackwin Street, West Gorton, and the Live At Home group, for the use of their facilities.

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1.0 Introduction

Hyde Road Sure Start is a programme that provides extra support for children and families living in Ardwick, Gorton and West Gorton. Sure Start workers, along with local health care staff, recognised that West Gorton is an area with very few resources that can provide information, services and support for parents, carers, parents-to-be and children. We decided to spend some time talking to parents and carers about their experiences of bringing up young children in West Gorton, and how they think we could improve the support that is available.

How to use this report

This report has been written for all concerned with the lives of families in West Gorton – families themselves, local residents, people who work with them, and policy - and decision-makers whose work directly affects everyday life in the area.

We hope it will help to bring all these people together. We would like to help develop a shared understanding and closer working on the issues and challenges raised. There is much good will, motivation and desire to change things in West Gorton.

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2.0 Background to the Project

We wanted to find out about:

1. Support during pregnancy
2. Support with parenting once the baby is born

For each of these issues, we were interested in finding out what was good and what people would change about:

- When people received information, services and support – did they get them when they were needed, or did they have to wait?
- Who and where people went to for information, services and support
- What kind of information, services and support were available to them
- What the information, services and support were like – were they useful, was there enough support, could they understand the information?

We recognised that there are many factors that affect people’s ability to parent. We tried to build up a picture of West Gorton’s history and geography, and find out about specific local issues, to help us understand how these things affect the lives of children and families in the area.

We wanted to know:

- Where is West Gorton?
- Who lives in West Gorton?
- Do local people feel part of a community in West Gorton?

3.0 Where is West Gorton?

West Gorton is an area in Manchester, about 1.5 miles east of the city centre. We talked to local people about where they thought the ‘boundaries’ of West Gorton were. On the map on page 7, the area inside the orange line is roughly where people understood West Gorton to be.

At the south side of West Gorton is Hyde Road, a major route linking Manchester city centre to the M60 and M67 motorways. To the north, east and west of the area are major railway routes in and out of the city. Pottery Lane, a road that was re-built as part of the regeneration of East Manchester, runs through the middle.

West Gorton is around two miles away from Sportcity, the site of Manchester’s 2002 commonwealth games, and one of the country’s largest regeneration programmes, New East Manchester.

The side of West Gorton east of Pottery Lane is in the ward of Gorton North, and the side west of Pottery Lane is in the ward of Ardwick. Gorton North is currently represented by Liberal Democrat councillors, whilst Ardwick is represented by Labour councillors. You can see from the map on page 7 how West Gorton is in parts of Ardwick and parts of Gorton North wards.

Even though this is the case, we found that local people clearly identified themselves as living in West Gorton. They did not see the area as part of Ardwick. They did see it as being linked to Gorton but many people, especially those who did not have a car, thought that Gorton district centre was quite far away and separate to where they lived. All except one person we interviewed did not think that the area should be described as ‘Ardwick’ or ‘Gorton West’.

While we were doing this project, a second series of the TV drama ‘Shameless’ was being shown on Channel 4. This is a comedy drama portraying family life on a fictitious estate in Manchester, but it is filmed in West Gorton. The series has attracted some negative publicity to the area. Two articles appeared in national newspapers in January and February that described real life in West Gorton as ‘worse than Shameless’, plagued by ‘drugs, violence, vandalism, decay and terror’ (The People, 23.01.05), ‘grim’ and ‘shameful’ (The Mirror, 17.02.05). Many local people, particularly those actively working to improve things in West Gorton, were angered by these articles because they reinforced the view that the area is run-down and that the people who live there are no good. A more balanced article, written by local resident Eric Allison, appeared in the Guardian newspaper on 12th January 2005. Whilst doing this project we met over 100 local residents and workers, almost all of whom were happy to talk to us, and keen to take part in something that may make a difference to their area.

Having said this, West Gorton does lack many of the things that have helped other communities to improve and develop. Families and residents in general, face many challenges. You can read more about these challenges on page 11.
Findings of a Community Research Project
3.0 A brief history of West Gorton

**The Railway Industry**

- *Gorton Tank* - A major railway maintenance yard (Beyer Peacock Railway works). More than 8000 steam engines were built here up until 1966.
- 1852: Gorton Mills along the Ashton Canal
- 1872: Gorton Monastery stages its high profile grand opening
- 1863: Gorton local board of health established
- 1994: West Gorton joins the city of Manchester
- 1970’s: Housing Clearance
- 1989: The final mass takes place at Gorton Monastery
- 1997: World Monuments Fund designates Gorton Monastery as one of the world’s 100 most endangered sites.

**Population Growth**

- The railway industry brought about a huge increase in the population as people moved to the area to work.
- 1866: Closure of ‘Gorton Tank’
- 1966: Closure of ‘Gorton Tank’

**Slum Clearance**

- Manchester City Council’s slum clearances in West Gorton during the 1970’s meant that the terraced housing was demolished. Some residents remained in the area but many moved to Middleton and Hattersley. This also led to the closure of the area’s many cinemas, such as the Corona.
- 1955: Belle Vue Children’s Zoo opens
- 1977: Belle Vue Zoo closes down
- 2004: ‘Shameless’. Channel 4 series - a comedy drama about the lives of one family in a Manchester estate-filmed in West Gorton.

**West Gorton Today: who lives here?**

- It’s home to a large number of families and older people. About 79% of the population are from white ethnic groups, and the 2nd largest group is Black British. A number of different languages are spoken, including - French, Spanish, Portuguese, Chinese (Mandarin), Greek and German. There are refugees in West Gorton, but not a large number from any one community.
- People can feel isolated because they do not speak English, and they don’t live close to other people who speak their language.

**The Industrial Revolution**

- transformed West Gorton from a rural farming village into a huge, densely populated industrial centre. People came from all around the world to be part of it.

**Economic Decline**

- The closure of local industries has badly affected West Gorton. Today, less than half (49%) of the working age population are economically active. Almost 60% of households have no car or van (source: 2001 census).
Findings - 4.0 Challenges faced by families in West Gorton

Findings of a Community Research Project
**Findings - Continued**

On page 11 you can see a 'map' of some of the things that families and workers told us make bringing up children in West Gorton challenging. We've organized these things under a few different headings:

<table>
<thead>
<tr>
<th>Environmental</th>
<th>These are things about the environment in and around West Gorton – the land, roads and buildings, what state they are in and what they are used for.</th>
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<tbody>
<tr>
<td>Economic</td>
<td>These are things to do with people’s income – what they can afford – and what's available in and around West Gorton. They’re also to do with any money that is being invested in the area.</td>
</tr>
<tr>
<td>Political</td>
<td>These are things that are controlled or affected by large institutions, such as Manchester City Council or the government. Because of this they can sometimes seem difficult to change, but it’s important that we understand them and the impact they have, if we are going to make a difference in West Gorton.</td>
</tr>
<tr>
<td>Social</td>
<td>These are things to do with community life in West Gorton. They are general things that people living or working in the area have told us that people tend to experience. They are also views that people have and how they tend to behave.</td>
</tr>
<tr>
<td>Information, services and support during pregnancy and early years</td>
<td>These are things that are available to help parents and carers to bring up their children. They can be provided by lots of different people – for example, schools, churches, clinics, the local pharmacy, and some other specialist services.</td>
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We’ve used the same headings later on to show all of the ideas and opportunities that parents and local workers identified, to improve things for families in West Gorton. Parents said they felt it was important that workers in the area had an understanding of all the different factors that affected family life in West Gorton. The map provides a picture of some of the challenges they face. Depending on individual family circumstances, there may be many others.

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4.1 Environment

4.1.1 Housing

There are three main housing areas in West Gorton – the Guinness Trust estate (around Anthony Close), the Clowes Street estate (now known locally and beyond as the 'Shameless' estate, after the TV series that was filmed there), and the areas east of Pottery Lane including the housing near Blackwin Street and near the Monastery. The accommodation is a mixture of maisonettes, flats and houses. Most of the properties are owned by Manchester Housing and other private housing associations. Residents in all parts of West Gorton had put them off visiting it. They said the park is poorly lit in the evenings, which encourages anti-social behaviour. People told us that they did use the local parks from time to time, but many said that they didn’t feel safe in Gorton Park because there was broken glass, even around the children’s play area, and groups of young people gathered in the park, which people found intimidating. Some people had heard that there were discarded needles in the park and this had put them off visiting it. They said the park is poorly lit in the evenings, which encourages anti-social behaviour.

"The council’s got no money-we’re being sold off. Everyone in Manchester is."
- Local resident

Many of the roads are cul-de-sacs and have no direct access to main roads. They tend to face inwards. Residents identified with one of these areas and didn’t tend to travel between them very much. There is some derelict housing on Matthews Street, close to the Guinness Trust housing estate, which was sealed up and is now being demolished.

4.1.2 Land use

There is a large amount of open space in and around the area but this tends to be undeveloped. Industrial works surround the area and as a result West Gorton seems isolated from neighbouring areas like Longsight and Gorton. Major roads – Hyde Road and Pottery Lane – and railways also surround the area and these act as boundaries. They restrict people’s ability and willingness to travel within and outside of West Gorton. We asked local residents to show us on a map where they went to buy food, socialise, play with their children, use health services, and take their children to school. We found a clear difference between those who owned a car and those who did not. Car owners tended to travel outside of West Gorton for most things, except health care. People without cars (around 60% of all households in West Gorton, according to the 2001 Census) travelled out of the area much less and often relied on taxis or friends and relatives for transport.

There is no natural centre or civic space in West Gorton. There is a small parade on Gortonvilla Walk that is home to a convenience store and pharmacy. There is also a convenience store on Blackwin Street. Like most local convenience stores, these are more expensive than supermarkets. People have to travel to Longsight, Beswick or Gorton to use the shops there. They often take taxis because it is difficult to carry shopping home by foot (the walk takes 20-30 minutes) or on the bus (the journey costs around £1.10 each way), particularly for parents who have to take children with them. This makes it difficult to get food and other essentials. In addition to this, shops and district centres can be a good meeting place for local people, and help to create a sense of community. There are little or no opportunities for people in West Gorton to meet one another and so people said they sometimes feel very isolated. The local bingo hall on Hyde Road is one of very few places where people, especially women, can go to socialise. The bingo hall offers free entry during the day and is popular with parents whose children are in school.

People told us that they did use the local parks from time to time, but many said that they didn’t feel safe in Gorton Park because there was broken glass, even around the children’s play area, and groups of young people gathered in the park, which people found intimidating. Some people had heard that there were discarded needles in the park and this had put them off visiting it. They said the park is poorly lit in the evenings, which encourages anti-social behaviour.
4.2.3 Economic
Less than half (49%) of the working age population (aged 16-74) are economically active. There are over 500 Job Seekers Allowance claimants. Many families depend on benefits. Car ownership is low, with almost 60% of households having no car or van (source: 2001 Census). The Post Office on Gorton Villa Walk has recently closed, and the nearest is now on Wellington Street in the centre of Gorton.

Many parents spoke of the financial burden created by having to take taxis to and from supermarkets and launderettes. They felt this money should be spent on food and services, rather than transport.

One parent said that lots of families used the ‘tally man’ when they were having financial difficulties. This practice got families even further into debt because of the high interest rates. She was not aware of any credit union schemes in the area.

There is a lack of affordable things for people of all ages to do in the area. Almost all of the people we spoke to said ‘there’s nothing for kids to do round here’. People thought this was a problem that affected everyone.

At least nine parents told us they would like to return to work or attend adult education classes but were prevented from doing this because they weren’t able to get childcare, or classes were too far away. They said they would prefer older, more experienced childcare workers who had children of their own. One mother said it would be nice to see more male workers in the area, providing good role models for young boys.

4.3 Social

4.3.1 Crime
A number of well-publicised Anti-Social Behaviour Orders (ASBOs) have been given to young people in West Gorton. Residents told us that the area had ‘gone quiet for a while’ as a result of these, but they seemed to feel this was a temporary measure. As few as two of the families said they were too frightened to go out of their houses at night, and sometimes even in the daytime. They preferred to ‘keep themselves to themselves’ to avoid attracting trouble.

Both the Community Police Support Officer and the Gorton Street Wardens were well known in the area and had a strong presence on the streets. People felt they could trust them.

4.3.2 Race/Ethnicity
West Gorton is home to a predominantly white population but around 20% of people are from black and minority ethnic groups.

There is a small number of Irish traveller families (between four and eight families) housed in the area. They are temporary measure. A number of families said they were too frightened to stay in their houses at night, and sometimes even in the daytime. They preferred to ‘keep themselves to themselves’ to avoid attracting trouble. Some parents said that consultation times were too limited and waiting times too long. Residents were positive about the health care buildings, which they said were ‘run down and poor’ and lacked space for prams and pushchairs, warming baby milk or breastfeeding. Several parents said that it was difficult to get a dentist.

People said it is sometimes difficult for them to get the health care services they need because of waiting times, or language differences.

Out-of-hours health care was a problem for some people. One parent said, ‘you can’t get a home visit any more. If one of my kids is ill I’m expected to go to Mandoc, which is a bit difficult as I’ve got five other children’.

Some parents said that they sometimes felt as though professionals thought that people in West Gorton were bad parents. There were also some people who felt they had been treated unhelpfully by reception staff when attending Gorton Clinic on Blackwin Street. One young man told us that he felt as though staff in the clinics were suspicious of him just because he was a young man from West Gorton.

There was a lack of information and support about dietary issues, during pregnancy, weaning, and throughout childhood. Parents had heard that there was a link between children’s diet and behavioural difficulties, but they didn’t know where to go locally for more information on this. Breastfeeding mothers said they would prefer a separate area in clinics to enable them to breastfeed while they waited for their appointment. Several parents commented that it was difficult to buy baby milk, as it wasn’t available in all the clinics or chemists.

There was also a lack of information and education about child development. One parent said, ‘when I had my first, I didn’t know what to expect at different ages, especially with speech and language. They’ve stopped doing the two-year checks so they don’t pick up on the problems until your kids start school – then they have to see the Speech Therapist’.

An Irish Traveller parent told us that she only received advice or information about wider support services if the staff themselves told her things, but this varied a lot between different workers. It also depended on the type of relationship she had with the worker. As levels of literacy are low in this community, parents rely on word of mouth for information. This highlights the need for all workers to be well-informed about the full range of support services available to families in West Gorton, and to be skilled at providing broader advice and information on, for example, diet or child development.

Homelessness, poverty, domestic violence, miscarriage, stress and depression are seen as ‘normal’ experiences in the Irish Traveller community, and parents rarely actively seek help or support with these issues, but just ‘go home and get on with it’. Although there are specialist services for Irish Traveller families within Education and Housing, there are no such specialist health services, and it was felt that health services needed to improve their understanding of the community and the specific issues they face.
5.0 Opportunities to improve life in West Gorton

Although there are many challenges facing families in West Gorton, local people and workers spoke to us about ideas they had, and opportunities to make things better. You can see a ‘map’ of these things on page 11.

Findings of a Community Research Project
5.1 Environment
Gorton Monastery will be restored as a venue for community activity, local history exhibitions and conferencing. The Monastery is well known by local people and many who have lived in the area a long time have fond memories of when it was the hub of community activity. The Gorton Street Wardens are an impressive reminder of the area’s affluent history. Its restoration will create a much-needed venue for large and smaller-scale community activity in West Gorton. It is also hoped that its new role as a multi-faith meeting place will help to increase people’s understanding of different religious and ethnic groups in the area.

Emmanuel Parish Church, on Blackwinnet Street, is a good venue for community activities and is well used by the brownies, Wild Things Youth Club, senior citizens’ Live At Home scheme, and a karate club.

Gorton Park Play Centre (Beehive) will open for five mornings per week from April 2005. Local children will be able to attend playgroup sessions there, and will be an adult and toddler session. The Beehive could also be better advertised and made to look more inviting to families who are passing by. It is hoped that the building may also be re-developed over the next few years. Parents suggested that improvements could be made in Gorton Park, for example, better lighting, to discourage anti-social behaviour.

In March 2005, Manchester Climbing Centre opened in the old St. Benedict’s Church on Bennett Street. The Climbing Centre has received a grant from New East Manchester to help them set up a community room in the church’s old rectory, which will be an ideal space to hold activities for families and the community as a whole. The community room will be available for a ‘ peppercorn’ charge. Hyde Road Sure Start and other agencies such as Manchester Adult Education Service (MAES) can use this venue to do ‘ outreach’ work.

The Nichols Centre on Hyde Road is a campus of Manchester College of Arts and Technology (MANCAT). The centre has large floodlit football pitches which could be used by a local football league for a small charge. The Centre is also keen to offer the ‘Playmakers’ scheme, which involves children under five and their parents in basic football skills training.

The former Post Office building on Gortonvilla Walk is being re-developed as a community venue, and local people and workers had many ideas about what kinds of things could be done there once it is finished.

Many people commented that the appearance of West Gorton needed to be improved, but they said that when people did make the effort, such as putting flowers along the parade at Gorton Villa Walk, these were vandalised or stolen. One possibility would be to involve the local community in hands-on action. For example, one resident said she wouldn’t mind being involved in gardening or landscaping some of the many derelict areas of land or ‘recreational space’ that are littered around the area. Local primary schools or Children’s Centres could create small gardens to improve outdoor spaces and help children learn about fruit and vegetables.

5.2 Political
It is important that decision-makers, councillors, MPs and policy-makers gain a better understanding of West Gorton as a distinct area, and the experience of people who live there. By doing this they can help to overcome some of the problems that have arisen from West Gorton being split across the Ardwick and Gorton North wards. It is hoped that this project will help those working in and for West Gorton, to work together towards some common goals.

By doing this, we would also like to generate some more positive publicity for West Gorton. This may help to counteract some of the effects of the press coverage seen in early 2005, as a result of the ‘ Shameless’ TV series.

5.3 Economic
The extension of the New East Manchester regeneration area into Gorton North means that money will be available to improve nearby facilities, for example, Gorton District Centre. This should lead to better health care centres and shopping, among other things.

Children’s Centres will bring extra facilities to the area for families with young children. They will also require closer working between all the different agencies that have contact with families. This should help to ensure that families in West Gorton do get the information, services and support they need.

Hyde Road Sure Start is funded to provide extra support for families with young children in West Gorton. This report will help us to ensure that this support is delivered in the way that families want, and will find useful.

5.4 Social
Although Gorton as a whole has been called ‘the ASBO capital of Britain’, West Gorton residents told us that thanks to the ASBOs and other efforts to reduce crime, the area had ‘gone quiet’ since late 2004. This had made people feel safer and more optimistic. The Gorton Street Wardens were known to most people we spoke to, and people felt comfortable approaching them for advice and support. The Community Police Support Officer was also known personally to many people and this was seen as a great improvement.

There is still a great deal of work to do to improve people’s confidence and morale. People are still unwilling to use certain services, for example, West Gorton Youth Centre, because they are afraid or intimidated. Many people on the estates do not know their neighbours and would have to attend new groups or activities on their own. More structured activities would help to ‘break the ice’ and encourage parents to get to know one another. There are three primary schools in West Gorton. Some parents felt the schools could play a bigger role, for example, in organizing after-school activities, or even activities for parents. Extended Schools and Children’s Centres could be a catalyst for a partnership approach between the three West Gorton schools, alongside other agencies such as Sure Start, to improve after-school and parent involvement activities across the area. Some parents thought that schools could play a bigger role, providing activities for both parents and children, outside normal school hours.

One theme that ran through almost all of the interviews we did, was the lack of activities for young people in West Gorton. There was a consensus for everyone that this caused problems that go beyond the young people themselves. Suggestions included more holiday activities and sports. A film project, among other initiatives, is being planned by the On the Streets project. The newly re-launched Young Parents’ Group is one activity that could encourage more West Gorton parents into the Youth Centre. Another parent said, ‘I’d go there if there were more adults to supervise the kids and look after the Centre’.

5.5 Information, services and support for parents
Families and residents told us that one of the most important things that we could do was improve the amount and type of information they received about what was available in West Gorton. We could begin by looking at all of the existing information on services that we received, its quality, level of detail, and how up to date it was. Parents suggested that people setting up or publicising services should do some ‘market research’ before they produced leaflets or brochures. Many parents will be attending groups alone, so they need to be reassured that groups will be friendly, welcoming, enjoyable and useful. The Sure Start welcome pack could be updated to include specific information for West Gorton families on what’s available in their area. These packs could be hand-delivered to families who are new to the area, by the Gorton Street Wardens or Hyde Road Sure Start. Information must be reviewed on a regular basis and kept up to date.

Local people could be made more aware of the link-worker and interpretation services available to them. Information on the link-worker and interpretation services available could be targeted, for example, in the Guinness Trust and Blackwinnet Street housing areas where there are more families who speak other languages. In addition to this, ESOL [English for Speakers of Other Languages] classes could be provided in community venues such as the Manchester Climbing Centre. Hyde Road Sure Start is already planning classes at the Guinness Trust community house on Anthony Close.

One parent, who was well-informed about dietary issues thanks to her own reading and good relationship with the health visitor, said she would be happy to share some of this knowledge with other local parents, if she had the chance. She wasn’t sure where other parents got this information from if they didn’t all do the extra reading that we had done when pregnant. We met several parents who were keen to use their knowledge and experience to support other parents or parents-to-be in West Gorton. They in turn need support from local workers in the health, education and voluntary sector, to enable them to do this.

Services should consider the lack of education about dietary issues and food preparation, lack of opportunities to buy affordable fresh food in the area, school meals, health and behavioural problems, as intrinsically linked, and look for ways to tackle the problem as a whole, using a joint approach. Parents said they often have with families as an opportunity to provide little bits of information, and to make the most of places where we can already find them – for example, at the school gates, clinics, parent and toddler groups, residents meetings and so on. They said they would find it difficult to commit to ongoing groups, such as twelve-week parenting classes. Because confidence and morale is very low in West Gorton, it will be extremely difficult to sustain new groups that require parents to attend over a number of weeks, for example, parenting skills classes. Instead, services need to find ways of working more closely together and breaking down parent education into ‘bite size’ chunks that can be delivered by anyone who works with a family, whenever they get the chance.

Some awareness-raising could be done with all those who work with West Gorton residents on specific local issues that affect people there. This community research project could act as the basis for the awareness-raising.

Parents said they would like more help to quit smoking, especially whilst pregnant, and this could be provided by the Manchester Stop Smoking Service, in community venues such as the Anthony Close house, Manchester Climbing Centre, or local primary schools. Prechve provision is also needed for these sessions.

Although lots of parents talked about ‘time out’ and ‘respite’, some parents said that in fact they wanted to get more involved in their children’s learning, instead of having separate activities organized for children and parents. One way in which this could be achieved is through Family Learning, provided by Manchester Adult Education Service (MAES), again in appropriate community venues.

People had very positive things to say about the health care services they had received. On the whole, people felt that midwives, health visitors and doctors were doing an excellent job.

Two parents said they tended to forget appointments and it would be useful to get reminders, for example by the telephone. They also said that they would like facilities to warm baby milk in the clinics.

Findings of a Community Research Project

You need a nice brochure, with just a little picture, with all the kids in playing round. A map of where it is, a phone number, the contact, of who works there, the address.
6.0 Family Matters in West Gorton: What happens next?

<table>
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<th>What needs to be done</th>
<th>What’s happening so far Short-term</th>
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<tbody>
<tr>
<td><strong>Short-Term</strong></td>
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<tr>
<td>Provide training for local workers, e.g. in clinics, on specific diversity</td>
<td>Hyde Road Sure Start will address this issue with local clinics.</td>
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<tr>
<td>Improve publicity for link-worker and interpretation services.</td>
<td>Findings have been shared with these services.</td>
</tr>
<tr>
<td>Improve the availability of baby milk.</td>
<td>Hyde Road Sure Start will investigate where milk is currently available and discuss with local clinic and pharmacy. La Leche League will promote and support local women to breastfeed.</td>
</tr>
<tr>
<td>Provide activities for parents during adult and toddler sessions.</td>
<td>Hyde Road Sure Start will work with local parent and toddler groups and Manchester Adult Education Service to develop a programme of activities to involve parents more in the sessions.</td>
</tr>
<tr>
<td>Utilise existing contacts with families to promote other services and activities.</td>
<td>Hyde Road Sure Start has set up a local network meeting so that workers can learn more about what is going on in West Gorton. They can share this knowledge with local families. More work needs to be done to look at flow information and knowledge is kept up to date.</td>
</tr>
<tr>
<td>Provide training for local workers, e.g. in clinics, on specific diversity issues affecting West Gorton</td>
<td>Central Manchester Primary Care NHS Trust’s Education and Training Manager co-ordinates a programme of training on diversity issues. This finding will also be shared with the Trust’s Access and Inclusion working group.</td>
</tr>
<tr>
<td>Review quality, quantity and distribution of existing information on services for families.</td>
<td>The NHS Partnership Worker for the Gorton area will do this along with others.</td>
</tr>
<tr>
<td>Provide baby change facilities at West Gorton Youth Centre to support the young parents’ group.</td>
<td>This has been shared with West Gorton Youth Centre.</td>
</tr>
<tr>
<td>Under-fives football coaching sessions at Nicholls Centre on Hyde Road. Help to publicise, and develop parents activities/advice sessions as an add-on.</td>
<td>The Nicholls Centre on Hyde Road is planning a family event this summer to enable local people to try out the facilities on offer and have a go at football activities. A taster session of the under-5’s football skills will be held in West Gorton. We will get feedback from parents and children with a view to making this a regular activity at the Nicholls Centre.</td>
</tr>
<tr>
<td>Increase the number of stops for the playbus and mobile library.</td>
<td>The playbus now operates two sessions per week in West Gorton, at Anthony Close and Armitage Primary School. Parents will have a chance to try out the playbus and give their views on when and where they would like to see it. Publicity for the playbus will also be improved.</td>
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<tr>
<th>What needs to be done</th>
<th>What’s happening so far Medium-term</th>
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<tr>
<td><strong>Medium-Term</strong></td>
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<tr>
<td>Build on the existing Sure Start welcome pack to include targeted information on West Gorton services, and hand-deliver to families new to the area. Also ensure that families already in the area have West Gorton information.</td>
<td>This will follow the review of existing information and publicity.</td>
</tr>
<tr>
<td>Increase the number of childminders in the area.</td>
<td>Hyde Road Sure Start is working to promote childminding as a career, in the local community. More information about becoming a childminder is available from the Hyde Road Sure Start office.</td>
</tr>
<tr>
<td>Improve access to counselling services across West Gorton.</td>
<td>A review of counselling provision across central Manchester is currently taking place.</td>
</tr>
<tr>
<td>Increase provision of after-school and holiday activities</td>
<td>The Sure Start Children’s Centres planned for Ardwick and Gorton North will lead to improved out of school activities from 2006. Sure Start Hyde Road is developing a programme of activities for the summer holiday.</td>
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<tr>
<td>Provide space to park prams and pushchairs in health centres and clinics.</td>
<td>These findings have been shared with groups who are looking at the redevelopment of local health and children’s centres.</td>
</tr>
<tr>
<td>Provide facilities for mothers to breastfeed in health centres and clinics.</td>
<td>These findings have been shared with C.M.P.C.T’S, Local Area Team Managers and groups who are looking at the redevelopment of local health and children’s centres.</td>
</tr>
<tr>
<td>Increase children’s access to information on diet and behaviour, as well as practical access to information on diet and behaviour, as well as practical</td>
<td>Hyde Road Sure Start has recently launched a volunteer programme, including a programme of training, and parents who would like to become ‘buddies’ or mentors are welcome to join this scheme. More information is available from the Hyde Road Sure Start office. The Community Midwives have set up a La Leche course, starting in June, which will enable local women to support one another with breastfeeding.</td>
</tr>
<tr>
<td>Support local parents who wish to become ‘buddies’ or mentors to share their knowledge and experience with other parents.</td>
<td>Hyde Road Sure Start is working on a partnership approach to supporting and sustaining existing groups and activities.</td>
</tr>
<tr>
<td>Develop a shared understanding of the challenges faced by West Gorton families, among all those who work with and for them.</td>
<td>This report will be shared with all those working with families in West Gorton.</td>
</tr>
<tr>
<td>Develop multi-agency commitment &amp; approach to supporting and sustaining existing groups and activities.</td>
<td>It is hoped that improved publicity and awareness among local workers will help to increase the uptake of activities in West Gorton. At the moment many new things fail because they aren’t given enough publicity and time to gain the trust of the community. We hope that the guidelines we have produced in this report will help people who are working with groups in West Gorton.</td>
</tr>
<tr>
<td>Develop a shared commitment to working in a more co-ordinated, holistic way with families in West Gorton.</td>
<td>In the longer term, Sure Start Children’s Centres will require closer working between all of these people. Those responsible for developing the Children’s Centres are looking at ways in which this can be achieved.</td>
</tr>
<tr>
<td>Develop a partnership approach between the three primary schools, to deliver on Children’s Centres and Extended Schools.</td>
<td>Hyde Road Sure Start has established a monthly network meeting which brings together providers of services in West Gorton.</td>
</tr>
</tbody>
</table>

Outreach adult education provision into the area, for example family learning and ESOL. Sure Start Hyde Road is working with Manchester Adult Education Service to plan courses and activities in community venues, such as 11 Anthony Close. The Manchester Climbing Centre Community Room will be an ideal venue once renovation is completed. Provide a stop smoking club for parents and parents-to-be, in community venues such as Anthony Close or the primary schools, and provide a cître. The Manchester Stop Smoking Service will look at recruiting local parents to join a stop smoking group in the area. Improve the lighting at Gorton Park, to discourage anti-social behaviour. This report has been shared with Manchester City Council’s Parks department. Improve access to healthy food. Sure Start Hyde Road will meet with Asda Eastlands and Local Link to discuss options for improving transport between West Gorton and the store. Healthy Arkwill is also working to bring Herbie, the fruit and vegetable van, to West Gorton. Provide education about preparing healthy food and the links to child health and behaviour. Hyde Road Sure Start will work with Community Dieticians to provide access to information on diet and behaviour, as well as practical ideas and recipes. Look at issues surrounding the re-opening of Gortonvilla post office as a community venue and identify any possible support that can be provided to speed up the development. Hyde Road Sure Start to meet with the building owners. Improve outdoor play opportunities, including the areas on nursery school premises. The plans to re-develop Matthews Street include a children’s play area. Sure Start Children’s Centres in the area from 2006 may include plans for outdoor play spaces for young children. Hyde Road Sure Start has funded an outdoor play area at St. Francis’ RC Primary School.
7.0 Groups and activities in West Gorton: some handy hints!

These are guidelines for anyone thinking of setting up a new group or holding an event or activity in West Gorton, based on parents’ suggestions and our own experience and observations whilst doing this project.

- Always begin by asking yourself, is setting up a new group the best way to achieve our aim? Or could I utilise existing groups and opportunities?

- The best way to get your message across is word of mouth. Start by contacting the more motivated, well-known members of the community. Go along to residents meetings, schools etc. Tell people that what you’re doing is a response to their requests! Personal invitations, reminder calls and visits will be necessary to ensure you have a good turn-out.

- Attractive, enticing publicity showing groups in session will help.

- Think about how you will distribute any leaflets and publicity materials – via the local shops, schools, clinics, pharmacy, Working Mens club, tenants groups, housing office, post office for example.

- Take account of limited mobility and transport issues – most people do not have cars.

- Any charges should be nominal – most people do not work so expensive trips etc. will be off-limits.

- Don’t lose heart if attendance is low for the first few weeks. Be patient. People lack confidence and it will take time for the message to spread.

- Remember that people feel intimidated and sometimes unwilling to go to certain venues, whether it’s because of the venue or its location, or the walk involved. Do everything you can to reassure people it will be safe – and make sure you stay aware of anti-social behaviour issues.

- Think about the atmosphere and make it as appealing as possible!

- Continuity of staff is very important. Publicity could include photos of the staff and maybe even short ‘biographies’. This is especially important for childcare. Parents are very reluctant to leave their children with a stranger.

- Keep consulting and evaluating throughout. Ask people how things are going, and what they think. Involve local people as much as possible in being organizers and leaders.

- Remember that your aim is not just to provide advice and information but to build the community’s confidence.

- You will need to build trust and respect – this takes time. You have to trust and respect the parents too.

- This includes respecting their wishes not to be involved.

8.0 How did we do it?

- Rigid sets of questions limit what can be talked about. We wanted parents to talk about the issues that were important to them, whatever they may be.

- We were committed to making sure that our findings led to action. This report does not signify that our project is finished. We want to keep on talking to families in West Gorton so that we can make sure the ideas and solutions that came out of our research are being used in a way that is making a difference to their lives.

- We used a methodology called Participatory Learning and Action (PLA). PLA is a way of enabling people to work together to identify and prioritise issues to be addressed, decide what can be done to tackle them, and then to take action to implement their ideas. It draws on the principles of good quality community development work, because it values the knowledge and experience of local people and their ability to come up with solutions about issues and problems that affect them.

- A team of 13 people got together to complete the project over a six-week period during January–March 2005. The team came from different backgrounds. They included local parents, researchers, community development workers, street wardens, a family support worker and an early years co-ordinator. You can read more about the team members on page 25.

- The project involved intensive work over a six-week period to:
  - Train a team of local parents and workers in the principles and methods of PLA
  - Enable the team to practice applying these new skills in a real-life setting
  - Plan and complete a research project in West Gorton, using PLA
  - Present findings and plan actions as a result

- We used a variety of different ways to search for parents and workers that we could interview. Altogether we spoke to around 100 people. We used ‘opportunity sampling’ – approaching parents in the street or at venues where we thought we might find them (e.g. the baby clinic). We used ‘snowball sampling’ – parents talked to us other parents. We visited workers in their usual workplace. We attended group sessions such as tenants meetings and a young parents’ group. On page 23 you can see where we went and who we involved.

The key principles of PLA are:

- Participation
- Cross-checking information
- Honesty
- Flexibility

9.0 Participatory Learning and Action (PLA)

Many members of the team had experience of using ‘traditional’ research tools such as questionnaires and focus groups. But we chose to learn a new method for doing research. This was for two main reasons:

1. Rigid sets of questions limit what can be talked about. We wanted parents to talk about the issues that were important to them, whatever they may be.

2. We were committed to making sure that our findings led to action. This report does not signify that our project is finished. We want to keep on talking to families in West Gorton so that we can make sure the ideas and solutions that came out of our research are being used in a way that is making a difference to their lives.

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To find out more about PLA on the web:

Visit www.oxfambg.org/ukpp and follow the link for ‘participation’ or Intermediate Technology Publications website: www.itpubs.org.uk

On the page:

Participatory Learning and Action by J. Pretty et al (IIEC, 2001)

The Community Planning Handbook by Nick Watke (Earthscan, 2000)
10.0 The Project Team

Aneza Argiti Local Parent
As a local parent who is new to the area I was really pleased to be approached to take part in the project. It was useful to get involved in the community and learn about the neighbourhood; it also enabled me to meet people, particularly other parents. I saw my role as helping to gather information and contribute to doing something positive in the area. I enjoyed the whole process very much - I thoroughly enjoyed being part of this team as everyone worked well together! I am also very pleased by the fact that I received accreditation for my involvement. I have now returned to work and feel being involved with the PLA project has helped to prepare me for this.

Tony Bates Neighbourhood Warden for Gorton
I feel my role was to bring local knowledge to the project. Although it was challenging it was also enjoyable and I’ve learnt a lot about local need, particularly with regards to health. I’ve really enjoyed working as part of a team with a clear purpose and I just hope that all the information we’ve collected will lead to some positive results!

Claire Devine Research and Evaluation Assistant for Hyde Road SureStart
The PLA project has given me a different perspective on carrying out research and evaluation in the community. I think the strength of this project lay in the mixed skill sets and experience of the team. It was particularly useful and insightful working with those who had a great deal of local knowledge. Ultimately PLA as a technique does have the potential to help make significant, effective changes through identifying area based challenges and transforming these into achievable solutions.

Kate Gant Independent trainer specialising in PLA
I facilitated sessions and worked with the core team to support them to gain the skills needed to undertake the research. PLA brings its challenges-it is not an easy option! We didn’t want the project to be just another training opportunity, which people may have found difficult to put into practice. We wanted the West Gorton Project to lead to action. This report is not the end. My hope is that the investment everyone has made and are continuing to make in PLA will result in a real difference to the communities living in West Gorton.

Lorraine Graham Family support worker for Hyde Road Sure Start working in West Gorton
I have learnt a great deal in such a short space of time. The volume of work that we have created is very impressive. I facilitated sessions and worked with the core team to support them to gain the skills needed to undertake the research. PLA brings its challenges-it is not an easy option! We didn’t want the project to be just another training opportunity, which people may have found difficult to put into practice. We wanted the West Gorton Project to lead to action. This report is not the end. My hope is that the investment everyone has made and are continuing to make in PLA will result in a real difference to the communities living in West Gorton.

David Gray Community Coordinator for the Monastery of St. Francis and Gorton Trust
My role in the project was primarily to help make links with the community. Along the way, I learnt ways of helping people to express some of the complexities of life in our community that made this particular approach to consultation a stimulating and rewarding experience. I’ve enjoyed meeting so many local people alongside professionals who seem genuine in their determination to take local peoples’ needs and concerns forward.

Scott Howells Neighbourhood Warden for Gorton
Being a local warden means I have a good understanding of the Gorton area and many contacts within the local community. My involvement in the project was to share this knowledge and also maintain a visible presence in the community. Participating in the project has taught me how to interact with local people in the community and has helped me to do my job more effectively by showing me different ways of getting information from people. My only concern is that we keep this work going and don’t forget about what we have done.

Jason Kennedy Early Years Co-ordinator
I thoroughly enjoyed participating in this PLA project. The PLA approach emphasises priority and time to listening and understanding local needs. As a result it is time consuming, intensive and requires a lot of commitment from team members, but it was invaluable as a means of approaching, understanding and engaging with families and I would definitely use it again.

Jane McAllister Partnership Worker for Gorton and Levenshulme Local Area Group (NHS)
My role in the project was to share my knowledge and contacts in the area and to make sure we developed a link between the West Gorton work and the work of the Gorton Improvement Team, which is looking at redesigning health services. What I enjoyed most was working with this particular group; it was a very good mix of local people and people who work in the area. Overall, I think because we combined practical work alongside training this made the whole project more meaningful.

Sam McCormick Community Development Worker (Ardwick)
My role in the PLA project was to support the main team and to provide local knowledge from a community worker’s perspective. I learnt a lot about the area, namely that the people in West Gorton are very positive that the health services in the area are well regarded and that it’s really cold in Gorton in February!!! I think the most challenging thing now is knowing which direction to go in - we have to ensure something is done with the information gathered - the PLA process itself is great but we must act on the information!

Shazia Naz Community Development Co-ordinator, SureStart Hyde Road
My role within the project was to raise my own awareness of the services and contacts within West Gorton and also to be able to undertake some of the action points raised. I have been introduced to some effective techniques which encourage and interest local people to participate in research. They are a valuable way of involving people, especially those whose first language is not English. I also enjoyed talking to parents about the small differences that if made have the potential to make peoples lives easier.

Vickie Stringer Local Parent
I learnt absolutely loads during the six weeks-for instance, the different ways of finding out information from people; seeing first hand all the work and research that goes on behind the scenes etc. Personally, I grew in self-confidence and enjoyed the experience of working in a team. The whole learning experience was great; the project was well organised and a lot of thought had clearly gone into planning it. I got immense satisfaction from being part of the project and feeling I am making a difference to my area.

Jane Walker Research & Evaluation Officer for Hyde Road SureStart
For me the most important element of PLA is the principles underlying it. It’s vital that the team doing the work are committed to making sure that the project results in action – not just information. Some of the outcomes of this project may not become clear for a while yet, but we need to keep reminding people what we’ve found out, and commit ourselves to putting into practice the things that people have asked us to do.

Katie Wilkes Local Parent
I really enjoyed taking part in the project and getting involved in doing something positive in the area that I live in - I felt that I was giving something back to the community.
Telephone: 0161 223 3457