

## Appendix 3.7 SMART Community Initiative Surveys

Information from	The SMART Community Initiative
Lead by	Rosemary Hurtley
Graphics produced by	Lucy Boatswain
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A few people within Cranleigh are investigating the background information required for a 'SMART Community' initiative, an integrated approach to healthy living within Cranleigh. Some preliminary work has taken place and several groups and individuals have been interviewed or invited to complete surveys. The results of some of their views have pertinent implications for the neighbourhood plan.

### **Statement from the Lead Facilitator Rosemary Hurtley**

*'Collaboration between and among interested people and a number of representative groups of all ages in Cranleigh are exploring together a 'Smart Community' initiative, which is gathering momentum. The movement focuses on achieving a healthy community including the care, business and wellbeing needs for Cranleigh working towards developing a masterplan.*

*The healthy village/community initiative is bringing together empowering local business, churches, health and wellbeing providers and voluntary groups at grass roots level supported by technology. Working together collaboratively and driving well-co-ordinated and practical solutions can help all citizens live well up to and into old age. The growing needs of people living with frailty within an ageing society requires new and different types of engagement with community driven innovative ideas.*

*Intergenerational contact is encouraged and nurtured and services become more interconnected. The initiative thus focuses on improving quality of life and social cohesion between people of all ages who live and work in Cranleigh, and could deliver improved co-ordination and responsiveness to needs.*

*Given the changing needs and reduction in statutory provision across health and social care, both nationally and locally, it is important to be aware that local government wishes to support and enable communities and are actively seeking to work together with them in new ways to help secure this vision. This will include using the many tools that modern data networks provide, linking to national initiatives to fast track change, whilst understanding the importance of trusting human relationships where individuals and groups feel confident to take back more control and are able to connect and engage more easily within the community.*

*Some preliminary work has taken place to set up a representative steering group and several groups and individuals have been interviewed or invited to complete surveys. The results of some of their views have pertinent implications for the neighbourhood plan.'*

*END*

Summary results of comments were from a group of mothers of children at St. Cuthbert Mayne Primary School and from the Domiciliary Care Agency, interviews are given over leaf. Also given are a few real case histories illustrating the difficulties people in Cranleigh have in finding low cost accommodation. This is followed by a graphical representation of the wide-ranging topics covered in the SMART community initiative.

The information so far collated has a direct relevance to

- Policy 3 on the Housing Mix,
- The Community Infrastructure
- The Cranleigh Village review and re-design project.

## Comments from Cranleigh Mums

### As parents we need...

- Moving here it was hard to meet and make friends, community spaces would make this easier play spaces
- More seats for elderly, pregnant mums & mums with young children where we can chat and meet people, make friends
- Fountain square is not safe to let kids play, needs to be more like European Plazas
- Well maintained toilets with baby changing facilities, wheelchair access, close to outdoor play spaces
- Covered play spaces where adults can sit too
- Cafe's near play areas

### Transport & roads worry me...

- We need better bus routes from Guildford, we always have to use cars
- a Hopper bus from local villages to care homes
- Traffic is congested on the High Street
- Our pavements are cracked and dangerous for older people and buggies.

### For my elderly parents...

There are good things:

- The Lions do super events, Cranleigh Festivals, Cranleigh in Bloom, the Arts Centre has some lovely craft sessions

### But we need more:

- We need a community space to visit, social interaction, meals, exercise, lead by qualified therapists, therapy based activities, talks, films....
- We need respite for Carers
- Meals on Wheels and outreach groups
- more easily accessible coffee mornings
- Bowling green with seats to watch from
- More seating near play equipment so all ages can sit and enjoy the children play
- A bandstand with music events like Godalming, brings all ages together.

### Homes are expensive...

- 20-30 year olds can't afford to live here
- not good career prospects for university leavers
- These new affordable homes will bring people on benefits. We need new jobs for them locally
- Affordable homes should be for local people
- Homeshare schemes seem good if monitoring was robust



### Teenagers need things to do...

- A youth club space to share and activities to do
- A local cinema to access, for teenagers and mums with young kids
- A drama school
- Horsham has a laser quest and a bowling alley, we need these things

### Volunteering...

- Both young and elderly can benefit from volunteering
- Churches offer companions, but some people don't like a church environment
- Some people in need just aren't on our radar, so how to we find them?
- Can doctors/nurses suggest people who might benefit from help?
- Who do they signpost to?
- A community space with qualified therapists and volunteers is needed.

### The Village Hospital no longer provides:

- Short term elderly care support
- Minor operations like stitches
- Short term care following an operation

A new Village Hospital would...

- Encourage professional health care workers to live here
- We need better provision and funding for Mental Health Services

### Integrate our young and elderly

- Like Scandinavia mixing nurseries within care homes.
- Young and Elderly pen-pals
- Sharing story sessions and photos of Cranleigh when they were kids
- Mixed Arts & Craft events
- "walking" service so elderly people can feel safe when they go outside
- Mentoring classes where old help young: knitting, crochet, gardening, dancing
- & where young help old: How to use a mobile phone, a computer, how to Skype



## Comments from Domiciliary Care Agencies working in Cranleigh

### Rented and 'Affordable' homes are out of reach for community care workers...

- "Young people can't afford to live here, so few people apply and of them fewer turn up to interview."
- \* "People who live here are generally wealthy so don't need to work. Those who would do the work can't afford to live here"
- "Those who pay £7-8 phr even at 40 hrs per week cannot afford 'Affordable Houses'. Have to be already in a council home, can't move into a council house in Cranleigh"
- "not enough pay to afford homes locally"

### Purpose Built Essential Key Worker Accommodation is vital

- 'Key Worker Schemes possibly but all price dependent. Affordable Homes won't work, need small rooms in a commune"

### Community Hub / with Coordinator

- "Somewhere for everyone to share, a place where carers can meet each other for support & avoid loneliness. Where young and old can meet and engage. Activities which involve carers and people living in care homes"
- "A social space offering refreshments, stimulating social activities and informal learning opportunities."
- Reduced cost services, eg. nail and haircare.
- Children need to be involved so elderly are not afraid of piercings and hoodies, see them as people and visa versa [link from facebook]

### Group living accommodation...

- 1-2 bedroom studios with shared communal spaces, a cost effective solution which safeguards the workforce.
- "Larger houses to accommodate foreign staff avoiding loneliness."

### Protected Small Scale Living Facility...

- "As it's an expensive area the people who do live here don't need to work for such low wages with such stressful work. Need 'single mums' who need to work"



### Harnessing existing community activity under umbrella of a Cranleigh Hub...

- "We already offer free dementia services, geared so people can get flexible respite care and flexible social opportunities to stay connected. But as a charity we can't afford flyers etc to spread the word"
- "I'd love to run a Supper Club in Cranleigh with free transport too and from, like we do in Bramley"
- "I'd like to run coach outings 2-3 times monthly"
- "We'd like to start community action - one day a week to pop in to an elderly friend, cook a meal and eat with them to ensure they do actually eat, and provide company"

### Local Lettings Plan needed for Council Property

Need to provide appropriate accommodation at 'viable' prices. 'Affordable' does not mean affordable in reality. James Brittan, Roger Coupe: Need to provide local accommodation for local workers. Currently no protection is offered for people with local ties.

### Bus Routes Needed...

"Currently Carers must drive a car in order to be employed which is costly & limiting."  
"Need for improved bus routes to Dunsfold, Rudgwick, Godalming & Elmbridge."

### Attracting and Retaining Staff...

- "We need a change in the perceived value of the job"
- "Local challenge is perception of Caring work needs to be changed by 2020. We currently turn down 30-40 referrals per month as we cannot staff them."
- "Healthcare Assistants in hospitals have better terms and conditions."
- "Supermarkets and stores offer easier work & more sociable hours."
- "People living in Cranleigh don't want to do personal care"
- "Affordable homes in Cranleigh could attract staff especially if it becomes a **Centre of Excellence**".

### Coordinating both informal and formal services to ensure a high degree of communication between agencies.

Promote the adoption of a more holistic view of health, wellbeing and prevention. Broadening role, scope and coordination of daycare provision of Domiciliary services.

- "All services to link up and communicate well. District nurses, OT's, Doctors. Chasing people is difficult and problematic"
- "NHS & Social Care clash. Needs joined up & coordinated finances and organization."

### 'Recognised' quality education delivered locally for higher apprenticeships & career pathway: this addresses the current low status of the role.

"Need to develop a very practical career pathway in Social Care"

"Need to bring the community together with better coordination. Need to help younger people understand this is a positive task rather than an onerous one. Focusing on the concept of 'Paying it Forward' "



## Housing Need in Cranleigh

### Case Studies 2016

#### Professional Golfer representing Cranleigh

Currently  
commutes to  
Cranleigh as  
can't find an  
affordable  
home in the  
village

"I need an affordable family home in Cranleigh, space for one child with potential for expanding family. I need a garden for my children"

#### Single Mother Child attends St Joseph's School

Currently living  
in Mole Valley in  
Social Housing.

"My daughter and I have close links with Cranleigh community through St Joseph's School which my daughter attends. I have to commute 40 miles per day for the school run. Our lives would be so much better if I could exchange homes and live closer to school"

#### Student Living with family in Cranleigh

What are young  
people supposed  
to do?

"I'm studying politics and live with my parents. We've been here for generations. But what is my next move? How do I move forward"

#### Key Worker Cranleigh Arts Centre

Single Female  
Require small affordable home  
Currently rent

"Affordable rents in Cranleigh are flats with potential. My experience is that the landlords renovate these more affordable flats in order to charge higher rent"

"Result is that those seeking affordable rent get moved on. Resulting in a lack of affordable homes, lack of stability, unable to forward plan"

#### Single working mother of 3

Entitled to  
disability benefit  
but chooses  
instead to work in  
Cranleigh.

Currently  
Rent.

"Rent in Cranleigh is £1107.25 per month, I've managed for 7 years but it's not viable any longer. I'm desperate to stay in Cranleigh but I need affordable housing"

#### Key Worker Knowle Park Care Home

Single Female 30+  
Requires affordable,  
low maintenance,  
single bedroom

"I originate from mainland Europe and despite a good position at work, I struggle with high rents on low pay"  
"Finding friends is difficult, I am lonely because I have a poor work/life balance"  
"busses are unreliable so I also have to have a car in order to work"

# Shared Mission Building Active Relationships Working Together

