



**Report To:** Leader and Cabinet

10 July 2014

**Lead Officer:** Director of Health & Environmental Services

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## **Priorities for “Ageing Well”, Children, Young People & Families, Health & Wellbeing, and Communities & Localism**

### **Purpose**

1. To seek Cabinet’s agreement to adopt the Joint Portfolio Holder Task & Finish Group (JPFH T&FG) recommendations on corporate priorities for “Ageing Well”, Children, Young People & Families, Health & Wellbeing, and Communities & Localism.
2. This is a key decision because it is significant in terms of its effects on communities living and working in an area comprising two or more wards or electoral divisions in the area and it was first published in the March 2013 Forward Plan.

### **Recommendations**

3. That Cabinet agrees:
  - (a) The outcomes and ambitions in **Appendix 1** and outline action plans in **Appendix 2** as the South Cambridgeshire DC priorities for “Ageing Well”, Children, Young People & Families, Health & Wellbeing, and communities & locality-working, to be delivered as part of the 2014-19 Corporate Plan.
  - (b) Delegate the reorganisation of resources within the Sustainable Communities & Partnerships Team to support delivery of the recommendations in this report to the Director, Health & Environmental Services, in consultation with relevant Portfolio Holders.

### **Reason for Recommendations**

4. Cabinet is recommended to agree the recommendations to support delivery of SCDC Corporate Plan commitments, support the Sustainable Communities & Partnerships Team working more commercially (including securing external funding to deliver community projects), develop more effective relationships with Parishes, and ensure a corporate approach to delivery of these priorities across the Council and in working with partners.

### **Background**

5. As a contribution to the delivery of the South Cambridgeshire DC Corporate Plan and Medium Term Financial Strategy (MTFS) targets, £100k efficiencies have been delivered in 2013-14 by merging the Sustainable Communities and Partnership Teams. As a result, Cabinet agreed to review the new team’s work priorities via a Joint Portfolio Holder Task & Finish Group under the Portfolio Holders for Planning & New Communities and Environmental Services (with membership set-out in **Appendix 3**) with the aim of:

- (a) Undertaking a stock-take of what SCDC is currently doing in the areas of Ageing Well, Children Young People & Families, Health & Wellbeing, and Communities & Localism
  - (b) Providing strong Elected Member leadership to shape future service delivery.
  - (c) Providing officers with clarity of direction
  - (d) Clarifying and setting out clear outcomes, ambitions and priorities for what the Council wants to achieve for residents and communities in the context of the delivery of the Corporate Plan and £100k efficiencies.
6. The JPFH T&FG, including a Member of the SCDC Youth Council, met 4 times over 4 months, with a dedicated Officer Working Group drawn from across all SCDC Directorates meeting each week to develop the work and direction set by Members. In addition to consideration of the SCDC Corporate Plan, the South Cambridgeshire Crime & Disorder Reduction Partnership, Local Health Partnership and Children's Area Partnership plans, Elected Members heard evidence from a variety of sources, including Cambridgeshire County Council Adult Services, the Cambridgeshire Director of Public Health, and the Cambridgeshire & Peterborough Clinical Commissioning Group Director of Strategy. Additionally, the SCDC Partnerships Review Committee took evidence from the Cambridgeshire County Council Children's Services Director, Principal of Swavesey Village College, Chief Executive of Romsey Mill, and representatives from the Shelford & Stapleford Youth Initiative. The Portfolio Holder PNC also attended a joint meeting of the Village College Principals, while views have also been fed in from the "Allyance" group of 13 primary schools.

### **Considerations**

7. The recent development of a Cambridgeshire Health & Wellbeing Strategy, the completion of delivery of the previous SCDC Children's Plan, the need to actively and corporately plan for future demographic change and an increasingly ageing population, a Member desire to clearly set-out how SCDC will work with and support local communities, and the need to take a more commercial approach to service delivery resulted in the 2014-2019 SCDC Corporate Plan committing the Council to develop and deliver action plans on Ageing well, Children, Young People & Families, Health & Wellbeing, and supporting communities and locality working. These priority outcomes and actions in Appendices 1 & 2 help fulfil that commitment.
8. Evidence from health, Village College and Primary School partners led Members to focus on prevention and early intervention activities as key to avoid constantly reacting to "predictable" crises. A key priority agreed by Members priority was working with partners to better support the emotional and mental health & wellbeing of primary school children to ensure they are "fit to learn" and be successful at school and in developing skills for future employment.
9. Elected Members recognise that SCDC officers are working very hard on lots of activities. Rather than officers simply attempting to do more with limited resources, Members wanted to see more focus on SCDC supporting and enabling the development of community groups and social networks that harness community strengths, capacity and talent that enables communities and Parishes to deliver local community services and solutions for themselves.
10. Members were also keen to ensure that SCDC did not take on or duplicate the work of other agencies and partners. The recommended outcomes and actions seek to clearly set out SCDC's strengths and roles in delivering these priorities, and therefore what the Council will not do and what it expects partners to contribute as part of a joined-up approach to service delivery.

11. Members noted the success of other Councils in identifying and bidding for external funding and drawing in sponsorship to support both internal initiatives (such as ParkLife and Community Awards events), and local groups and community activities. Members endorsed exploring how SCDC could access the skills and extra capacity needed to better generate such income. This supports the SCDC Corporate Plan priority to move to a more commercial approach to service delivery.
12. Numerous surveys identify South Cambridgeshire as a relatively wealthy, healthy place to live, with a superb quality of life for the majority of residents. However, SCDC acknowledges that this broad description masks a “pepper-pot” of deprivation and social issues which do not readily show-up in official data. Partners identified that SCDC was uniquely placed through Councillors’ close relationships with Parishes and their knowledge and networks “on-the-ground” to get close to and better understand the needs of residents and communities across the District and so improve the quality of “fine-grained” data and intelligence being used to plan services.
13. Key data that informed JPFH T&FG Members views on priorities included:
  - (a) Educational attainment of South Cambridgeshire Children & Young People in receipt of free school meals is significantly below the all-England average. This has implications for future SCDC spend on benefits and on the development of the skills needed to support economic prosperity and growth.
  - (b) The 19-25 age group is the most likely to be a repeat “victim of crime” in South Cambridgeshire. Vulnerable young people in this age group are also at greatest risk of being “lost to the system”, as they are no longer supported by Children’s Services after the age of 18.
  - (c) Routine and manual workers in South Cambridgeshire continue to have higher-than-average rates of smoking. This group should be the target for smoking-cessation activities through “health & safety at work” advice.
  - (d) Having a fall is a key trigger for elderly residents accessing social care and health services. SCDC should therefore continue to focus on preventing and reducing falls, particularly amongst older SCDC tenants.

### **Options**

14. Cabinet can agree, reject or amend the recommendations set out in paragraph 3 above, including:
  - (a) outcomes, ambitions and outline action plan included at Appendices 1 and 2
  - (b) the re-alignment of existing budgets to deliver these corporate plan commitments

### **Implications**

15. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

#### ***Financial***

16. The efficiency target of £100k, agreed as part of the 2013-14 MTFS has been delivered. Agreeing the recommended priority outcomes and action plan will support this and enable the new team to work more flexibly across the Council, deliver agreed priorities, take advantage of commercial opportunities and secure external funding where appropriate.

17. It is anticipated that delivery of these corporate outcomes and action plan can be achieved through the re-alignment of current budgets. Officers will work with relevant Portfolio Holders to identify at least £30k of current budgets to be used in support of this work.

***Legal***

18. Completing publication of clear “Localism Act” processes will demonstrate SCDC’s compliance with statutory requirements.

***Staffing***

19. A formal staff consultation is currently underway on a proposal to reorganise the new Sustainable Communities & Partnerships Team to deliver the corporate plan commitment to move to locality / patch-based work and review job roles to reflect future corporate priorities and approaches.

***Risk Management***

20. As part of the detailed implementation planning, a risk register will be developed for action and review.

***Equality and Diversity***

21. As part of detailed implementation planning, equality impact assessments will be undertaken and reported for consideration to relevant Portfolio Holder meetings.

**Consultation responses (including from the Youth Council)**

22. Extensive consultation has taken place in developing the JPFH T&FG recommendations, as set out in para.10 above. A Member of the South Cambridgeshire Youth Council sat with SCDC Councillors as a member of the JPFH T&FG.

**Effect on Strategic Aims**

**Aim 1 – Engage with residents, parishes and businesses to ensure we deliver first-class services and value-for-money.**

23. The recommendations will help deliver successful vibrant villages, and support community groups and locality working, as set out in the SCDC corporate plan.

**Aim 2 – Work with partners to create opportunities for employment, enterprise, education and world-leading innovation.**

24. The JPFH T&FG recommendations will provide clarity on SCDC’s priorities and role in delivering partnership working, and provide a clear focus on improving educational outcomes for young people and helping them develop the employment skills they need to be successful in South Cambridgeshire’s growing economy.

**Aim 3 – Ensure that South Cambridgeshire continues to offer an outstanding quality of life for our residents.**

25. The JPFH T&FG recommendations will help improve the health and wellbeing of local communities and support corporate plan commitments to develop a “Lead Professional” approach to families with the most complex needs.

**Background Papers:** None applicable

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