

**South Derbyshire Partnership
Community Strategy Action Plan 2014/15
Quarter 3 (Oct-Dec 2014/15)**

Sustainable Development

- **Assist unemployed groups into opportunities for training, employment and entrepreneurship, particularly in the most deprived areas of the District.**

Swadlincote Jobs & Careers Fair took place in June at Green Bank Leisure Centre's Grove Hall offering over 1,000 jobs. With over 60 exhibitors including employers and training providers, the event attracted some 650 visitors (more than double that of the previous year). For the first time the event offered advice workshops and presentations by employers from key sectors, co-ordinated by Swadlincote Jobcentre.

In September 'Work Clubs' were launched in areas of higher unemployment, operating from the Old Post Centre, South Derbyshire CAB offices and Oakland Village. The Clubs are delivered by the Old Post Centre and offer free, friendly, informal help and support on a drop-in basis to jobseekers. Typical assistance offered includes help with CV writing, covering letters, applications forms, searching and applying for work online, and using Universal Jobmatch. Over the period Sept-Dec, the Work Clubs had 130 attendees with excellent feedback from users and partners and numerous individuals having already progressed into work. This included a number who had previously been unemployed for several years.

Both the Work Clubs and the 'ALICE' project have received funding from the South Derbyshire Partnership and the Locality Public Health Plan. The Accessible Learning in Creative Environments project is also now operating led by South Derbyshire CVS and aiming to assist those facing multiple barriers to entering the workforce. It uses non-traditional learning environments working with, for example, lone parents, individuals relocated following domestic abuse, individuals accessing food banks, and referrals from partner agencies who have identified a need for more intensive learner support. Learners are now taking part in sessions to improve their self-esteem and self-confidence, and to improve knowledge and skills to access other services including participation in training, volunteering and employment.

- **Work with Promote Melbourne and Swadlincote Chamber to attract visitors and investment.**

The second Swadlincote Festival of Transport was staged in the town centre in May, attracting hundreds of classic vehicles and thousands of visitors. The event, led by the Box Motor Club and the Rotary Club of Swadlincote, has been broadened to include live entertainment and has successfully engaged local businesses.

Swadlincote's monthly Farmers' Market was promoted with an Easter Farmers' Market at Rosliston Forestry Centre in April and stalls at the South Derbyshire Festival of Leisure at Maurice Lea Park in June. September's Farmers' Market included support for 'Feeding Britain's Future' - Skills for Work Month, a national initiative bringing together food and grocery companies across the UK plus agencies such as the Jobcentre to provide young people with an insight into the skills required to get into jobs within the industry.

The Swadlincote Scarecrow Hunt led by Swadlincote & District Chamber of Trade took place in August. The event aims to attract visitors to the town and encourage them to explore all parts of the town centre in completing their search. Over 40 retailers and other businesses took part. 135 entry forms were sold to family groups taking part.

A Xmas Mega Market was held in Swadlincote in December, bringing together the best of the town's general and farmers' markets, plus children's fairground rides, carol singers, food tastings and a Santa's grotto. This was the largest market held in Swadlincote for some years, with stalls filling the High Street from end to end and attracting a large number of visitors.

- **Support the formation and development of local enterprises.**

The South Derbyshire Business Advice Service has continued to grow, particularly in terms of assisting established businesses to secure grant funding and supporting the establishment of new businesses, with the aid of partner referrals.

The Service staged a “Thinking of Starting a Business?” workshop at Sharpe’s Pottery Museum in July targeting pre-starts and those that had recently become self-employed. There were twenty-one participants, attracted through local promotion and referrals from agencies such as Swadlincote Jobcentre. A similar event was held in October, which attracted twenty-four participants. A final event of the year is planned for 6 February 2015. This will be held at the Old Post Centre in Newhall, as part of the Partnership’s aim to target service delivery on the most deprived areas of the District.

The Burton, Swadlincote & Uttoxeter (Burton Mail) Business Awards were held in October with a gala awards evening. There was a strong entry and some outstanding performances including: Bretby Gammatech (Small Business of the Year <10 employees); The Greenbank Group (Best Use of Innovation/Technology); and, Hilton Garage (Retail Outlet of the Year). For the first time the overall winner was from South Derbyshire, with the Greenbank Group taking the ‘Business of the Year’ title.

- **Promote South Derbyshire as a place to visit and invest.**

The National Forest Walking Festival was staged from 17-29 May 2014 and attracted some 1,100 visitors to take part in 71 walks staged with the support of around 25 partner organisations. The event marked the launch of The National Forest Way and attracted funding from the National Forest Company, Leicestershire County Council and South Derbyshire District Council.

The National Forest Food & Drink Fair was staged at Rosliston Forestry Centre in November to coincide with the 20th birthday celebrations of the Centre. The event featured a diverse range of food and drink producers, plus craft stalls, live music and children’s entertainment. There was also a ‘Bake Off’ competition staged by Abracadabra Baked Creations. The event was very well attended and attracted an audience from a wide area many of whom had not visited the Centre before.

Health and Wellbeing Group Quarter 3 (Oct-Dec 2014/15)

Healthier Communities

South Derbyshire District Council has been approached by Derbyshire County Council (DCC) Public Health to become affiliated members of the Derbyshire Healthier Communities network.

The Healthier Communities approach is based on the World Health Organisation's (WHO) Healthy Cities model. This global network engages local authorities and their partners in health development. The network is now widening to counties under the umbrella of 'Healthy Communities'. Lancashire and Cumbria are already signed up. Derbyshire County wants to establish itself as the next Healthy Community.

The approach provides a framework for local authorities to tackle the wider determinants of health such as education, housing, planning, transport and employment by addressing the needs of vulnerable and disadvantaged groups. The approach recognises that health is the business of all sectors and local authorities are in a unique position to take the lead.

The programme has four core themes each with priority issues to be addressed:-

Life course approach and empowering people	Tackling public health priorities	Strengthening people-centred health system and PH capacity	Creating community resilience and supportive environments
Early life	Physical activity	Health and Social services	Community resilience
Older people	Nutrition and Obesity	Other wider county services	Healthy settings
Vulnerability	Alcohol	Public Health capacity	Healthy urban planning and design
Healthy literacy	Tobacco		Healthy transport
	Mental Health and wellbeing		Climate change
			Housing and regeneration

Belonging to the network will offer the opportunity to share innovative practice at a local, national and international level.

Local delivery in South Derbyshire will be achieved through the work of the South Derbyshire Health and Wellbeing Group and its associated Locality Action Plan.

The approach also fits well with our existing Healthier South Derbyshire partnership brand.

Cost of Derbyshire's accreditation will be in the region of £9,000. This will be covered by the DCC Public Health budget.

It is envisaged that the District application will be submitted by the summer of 2015. It is proposed that this takes the form of an SDDC application on behalf of the wider South Derbyshire Partnership. South Derbyshire partners are essential players in improving health and wellbeing in the District. Inclusion in the application will ensure that mutual gain is achieved by all. The South Derbyshire Health and wellbeing Group agreed to this approach at their January 2015 meeting.

The proposal is going to SDDC Housing and Community Services Committee in February to obtain Member approval.

For more information, contact Vicky Smyth, Health Partnership Manager - vicky.smyth@south-derbys.gov.uk

Or visit the Healthy Cities network website: - healthycities.org.uk

Locality Plan 2015/2016

Significant progress continues on the 2014/2015 locality projects, with many projects aiming toward completion by the end of March 2015. A full round up of outcomes and outputs will be presented at the next meeting.

The intention is that Derbyshire County Council will maintain Public Health locality investment at current levels into 2015/2016. For South Derbyshire this equates to £92,283/annum.

Allocation of funding will be in line with the agreed priorities outlined in the South Derbyshire Health and Wellbeing action plan (2013 – 2016)

These are:-

- Reducing health inequalities within families and young people living in the urban core around Swadlincote (75%)
- Supporting health of older people in their own home (20%)
- Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation) (5%)

The South Derbyshire Health and Wellbeing Group recently agreed to pre-allocate funding to the following projects with long standing commitments.

These include:-

- South Derbyshire voluntary single point of access (vSPA) project
- Contribution towards Health Partnership Manager post
- Small Grants Fund
- Vulnerable occupiers emergency fund
- Contribution towards County Raising Aspirations pot.

The remaining budget allocation of just over £44k will be opened up to partners, organisations and local providers to bid for. Projects will need to evidence how they will address one or more of the priority areas outlined above.

Applications open 2nd February and close on the 2nd March.

For more information, contact:-

Vicky Smyth, Health Partnership Manager - Email: - vicky.smyth@south-derbys.gov.uk
Elaine Varley, Public Health Manager – Email: - elaine.varley@derbyshire.gov.uk

Are you being served?

The 'Are you being served?' project is well under way. South Derbyshire Health and Wellbeing Group used locality funding to commission Rural Action Derbyshire (RAD) to research the scale and extent of health related service provision in rural settlements. This research relates to health in its widest sense. The report will estimate the extent of health inequality due to the rural nature of South Derbyshire and provide some insight into the experience of people in rural communities.

Two workshop events have recently been held to obtain stakeholder and resident views (Dalbury Lees and Melbourne)

If partners have any additional views or evidence please feed them directly back to Joe Dugdale, project officer, Rural Action Derbyshire.

Project report will be made available in April.

For more information contact Joe Dugdale, Rural Action Derbyshire
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