

**South Derbyshire Partnership  
Community Strategy Action Plan 2012/13  
Sustainable Development Group  
Update – January 2013**

➤ **Develop proposals for improved Broadband provision.**

In May, 'Digital Derbyshire', the Derbyshire County Council led initiative to upgrade the area's infrastructure to allow better connection speeds received Government backing to progress to the next stage of its development. Key targets of the Digital Derbyshire programme by 2015 are to: Deliver 90% coverage of superfast broadband, with speeds of 30 megabits per second (no less than 24mbps); and, Ensure universal provision of 2mbps across Derbyshire. The County Council is preparing to launch the formal procurement for a commercial partner.

➤ **Promote the development of local enterprises.**

Burton-Swadlincote-Uttoxeter Business Awards 2012 launched in July, with a good number of applications. The winners were announced at an awards evening in October and included Chameleon School of Construction, Crescent Motoring Services, John Bowler Group, Northgate, Swadlincote Market and WT Parker. 'Better Never Stops' business breakfast held at Sharpe's Pottery Museum in September attracting some 60 attendees. 'Ready Mixed Business Support' business breakfast for the property and construction sector held at Burton & South Derbyshire College's Construction & Sustainability Academy in Swadlincote in December attracting some 50 attendees. A creative industries business event is planned for 13 February at Sharpe's Pottery Museum.

➤ **Work with Promote Melbourne to attract visitors and investors.**

Support provided by South Derbyshire District Council for Melbourne's Christmas Shopping Evening on 23 November, with a 'Twelve Days of Christmas' theme.

➤ **Work with Swadlincote Chamber of Trade to attract visitors and investment.**

Very popular Jubilee Street Party held on The Delph in June with Churches Together - Swadlincote. Pilot farmers' market programme successfully launched in June with Geraud Markets, operating on the last Thursday of the month. Town centre Scarecrow Hunt staged in August with the Chamber of Trade, with some 45 predominantly independent retailers taking part. Swadlincote Pancake Races planned for Shrove Tuesday (12 Feb).

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

Successful South Derbyshire Day held with numerous partners involved at Pride Park with Derby County Football Club in April. Biggest ever National Forest Walking Festival staged in May with support from the National Forest Company, National Trust and many local groups and organisations. English Schools Cross Country Championships planned for 16 March at Catton Hall. The 2020VISION Street Gallery - a stunning outdoor exhibition of more than a hundred breathtaking images celebrating nature, wildlife and people working together in the UK will be on display in Swadlincote (The Delph Market Square) from 18 March - 7 April 2013 and at Calke Abbey from 10-29 April 2013.

➤ **Provide a business advice service.**

Funding secured from South Derbyshire District Council to operate a service until March 2013. This will provide a free, independent, one-to-one advice service for new and existing businesses. From November the South Derbyshire Business Advice Service has been providing services to entrepreneurs and companies.

➤ **Assist unemployed groups into opportunities for training, employment and entrepreneurship.**

Swadlincote Youth Training Fair co-ordinated by the Jobcentre held at the Town Hall/The Delph in June attracted some 200 people, predominantly aged under 24, interested in the job, apprentice and training opportunities on offer, plus the chance to try new skills on the day. From November the Old Post Centre in Newhall has been delivering employability sessions to help local unemployed people back into work.

➤ **Enhance visitor attractions in South Derbyshire and The National Forest.**

Sharpe's Pottery Museum extension opened in May, providing a larger ground floor café and outdoor play zone that have contributed to a significant rise in visitor numbers.

**South Derbyshire Partnership  
Community Strategy Action Plan 2012/13  
Health and Wellbeing Group  
Update - January 2013**

➤ **Children and Young People's Choosing Health funding allocations 2012/ 2013.**

£5,000 of this year's Choosing Health funding allocation has been transferred to the recently established Children and Young Peoples Health and Wellbeing Partnership for South Derbyshire. This new partnership will oversee allocation of funds to support projects that meet identified health needs for Children and Young People in South Derbyshire. This partnership will report progress back to the main Health and Wellbeing group.

The application process is currently live. Applications are invited from services working with Children and Young People in South Derbyshire. The closing date for any applications is Friday 1<sup>st</sup> March 2013

For more information: Vicky Smyth, Health Partnership Manager, SDDC, 01283 595776 or Sarah Chajeka, Deputy Programme Manager, Children and Young People's Programme, 01773 525087.

➤ **Breeze.**

Breeze cycling is a ladies only project supported by Choosing Health funding. After a slow start the ladies of the Shout group (mums & carers of disabled children) soon became geared up and ready to cycle their way to success. An enthusiastic and wholehearted approach quickly gave these ladies the exercise bug. So much so, they will be completing the relevant training in the New Year to allow the group to continue cycling and become sustainable in their own right.

For more information: Debbie Chesterman, Development Manager, Get Active in The Forest, 01283 563483

➤ **Chair Based exercise expansion.**

Choosing Health funding that paid for recognised Chair Based exercise training at the end of last year is starting to pay dividends. Co-ordinated by the Village Games Officer and supported by the Physical Activity Officer a team of 12 volunteers completed the course and are now developing a network of new opportunities around South Derbyshire.

The following groups are now running:-

- Barrow upon Trent over 50 club (Bi weekly)
- Linton Brink rooms (weekly)
- Hatton Lunch club (Weekly, will potentially start in Nov)
- Cedar court Care Home (Running Weekly)
- Rosliston Forestry Centre (Occasionally)
- Mount Pleasant Residential home (Weekly)
- Litton day centre sessions running every weekday
- The Dales Repton (weekly on a Monday)
- Coton in the Elms (Community session weekly)

Since volunteers were trained they have achieved:-

Attendances: 1127 Participants: 129 Volunteer hours: 233

The group is working with the Falls Prevention team to get the sessions accredited to the Derbyshire 'Strictly No Falling' initiative.

For more information: Toni Jantschenko, Village Games Co-ordinator, 07909 442996

Vicky Smyth

Health Partnership Manager, SDDC

Jan 2013

**South Derbyshire Partnership  
Community Strategy Action Plan 2012/13  
Safer Communities  
Update - January 2013**

**SP 1. Educate young people on the consequences of committing crime and anti social behaviour (SO 1).**

After the success of the Prison me no way events that were held at the 4 secondary schools in 2012, the Safer Communities team are currently liaising with the police and schools to ensure the events take place again for the year 11 students in 2013/14.

A joint initiative between Derbyshire Constabulary, Derbyshire County Council and the local Community Safety Partnerships, was launched on Friday, November 23, and ran throughout the festive season. The campaign highlighted the dangers of binge drinking or consuming too much alcohol. Safer Communities officers took to the streets of Melbourne and Swadlincote to distribute information leaflets advising revellers how to stay safe and out of trouble on Christmas nights out.

**SP 2. Work with partner agencies to deliver diversionary activities in hotspot locations (SO 1)**

A new permanent Ozbox facility has opened at the Woodville Youth Centre with punch bags, speed balls and other training equipment. Free organised sessions are currently running Wednesday and Friday evenings with qualified instruction being delivered by Police Officers and PCSO's

The Safer Communities team has also assisted with funding Ozbox sessions at Hilton Village Hall. The sessions will take place every Friday evening from November to February 2013.

After the success of the Summer Vibe programme during the summer holidays, a day of activities was held at The Old Post, Newhall on October 31<sup>st</sup>.

The Safer Communities Team has been approached to work with the Willington Action Group and the Village Games Officer to support a regeneration project at Mercia Marina.

The area had previously been blighted with youths drinking alcohol, dropping litter and generally causing a nuisance. The idea is to get volunteers from the local community working together to clear the area and create a pleasant environment that can be used as a nature reserve. There are many possibilities with this project including it being an intergenerational project, working with John Port School and a potential fishing project

**SP 3. Work with our communities to prevent and reduce acquisitive crime (SO 2)**

After a spate of burglaries at the Commerce Street Allotments, Melbourne, the police and the Safer Communities Team have been working in partnership to increase security and reduce any further incidents.

After an initial assessment on site, the team produced a selection of 'Allotment Watch' signs which have been distributed around the area. Letters have been delivered to the residents overlooking the allotments to raise awareness and a crime prevention leaflet has been distributed to members at a special Allotment meeting which took place on the 10<sup>th</sup> December. The meeting involved police and Partnership officers providing advice and answering questions. SelectaDNA is also being offered to allotment holders to mark any belongings of value that are kept on site.

Free jingle bells have been given out to shoppers in South Derbyshire as part of a unique approach to crime prevention over the busy Christmas period. The bells can be attached to purses and wallets to alert those getting into the festive spirit to a would-be thief.

**SP 4. Ensure that Partnership achievements on crime and disorder issues are communicated effectively to local residents in the District (SO 3)**

Quarterly Partnership Newsletters are produced and regular press releases are submitted to local papers and communication channels to highlight campaigns. The Local Inspector has a weekly meeting with the Burton Mail to provide a weekly police related story.

We are also looking to form relationships with local businesses to promote the work of the partnership and also distribute local community safety messages.

**SP 5. Raise awareness of community safety issues with all members of the community (SO5 )**

The local South Derbyshire Domestic Abuse Action Group (DAAG) has run an awareness raising campaign as part of the White Ribbon day (25th November) at Burton and South Derbyshire College.

The campaign showcased the HOPE exhibition at the main campus building in Burton between 21st and 23rd November and at the South Derbyshire Campus on the 26th November. The exhibition was produced as a partnership between People Express Community Arts Organisation (South Derbyshire) and Reach the Charity.

As well as the exhibition, Chris Harris from CVS (Chair of the South Derbyshire DAAG) also went to both college sites and delivered 4 Domestic Abuse awareness sessions to 40 x 16 - 18 year olds. Next Step and Reach the Charity who are both local support agencies for victims of Domestic abuse were also present at the College with stalls and members of staff providing information on their own organisations.

**SP 6. Engage with the local community to promote road safety issues (SO 4)**

In October with the darker nights drawing in we wanted to ensure our young cyclists were highly visible when on the road, and therefore we decided to run a 'Brighter Bike Campaign'.

These events were held during the October half term in Overseal and Hilton and attracted a large number of youngsters. We worked in conjunction with the SDDC Sports & Health Team and went out with the Wheels Mobile and Dr Bike. We distributed 70 high visibility bags to local young people which contained reflectors, snap sticks, flashing pendants and a road safety booklet.

We will also be attending the Healthy South Derbyshire Event in January distributing more packs for local Swalincoote young people.

Designated drivers were rewarded for being responsible over the Christmas period with free soft drinks being offered by local pubs. The initiative, run by the Safer South Derbyshire Partnership and Swadlincote Pub Watch Group, was held as part of a festive anti drink drive campaign.

A total of 21 pubs and drinking establishments across the district backed by brewers Molson Coors, Punch Taverns, Marston's, Barracuda and Bespoke Inns took part. Anyone who was out partying but staying sober in order to drive their friends and family home could get their hands on free cokes or lemonades.

After receiving concerning reports that a child from Etwall Primary School had been involved in a potentially dangerous situation on one of the surrounding roads, the Safer Communities Team and the police put together a workshop and assembly around road safety. The assembly was presented to the relevant year group and the children were then split in to groups where they discussed road safety, visibility and staying safe when out and about. The children also got to have a look around a police car and have a go on the sirens!