

South Derbyshire Partnership

Report to the Board

Date of meeting: 30th April 2013

Agenda Item:

SUSTAINABLE COMMUNITY STRATEGY MONITORING REPORT 2012-2013 **(Year End)**

1.0 Recommendations

1.1 That the Board:

- (a) Note the Partnerships key achievements and performance for the year ending 31st March 2013.

2.0 Purpose of Report

2.1 To report details of performance for the year ending 31st March 2013, in relation to the

- o Sustainable Community Strategy Action Plan

3.0 Detail

Key Achievements during the year (p.e. 31st March, 2013)

3.1 The high level of performance and improvements detailed in this report has delivered a range of outcomes for local communities.

3.2 The key achievements during the year for each of the key theme groups are:

Theme 1: Sustainable Development

- **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 national Broadband UK scheme has now received the European approval which was vital for Derbyshire to be able to progress its own scheme. The County Council is currently identifying a commercial partner.

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- **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 workshop took place in February at Sharpe's Pottery Museum, focusing on PR and marketing.

- **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. The Swadlincote Pancake Races on Shrove Tuesday attracted a record number of entries and achieved a very high level of media coverage including being featured on Midlands Today.

- **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. The English Schools Cross Country Championships took place on 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 was displayed in Swadlincote (The Delph Market Square) from 18 March - 7 April 2013 and at Calke Abbey from 10-29 April 2013.

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- **Provide a business advice service.**

Funding secured from South Derbyshire District Council to operate a service until March 2013. From November the South Derbyshire Business Advice Service has been providing support to entrepreneurs and companies. This is a free, independent, one-to-one advice service for new and existing businesses. In addition, a 'Thinking of Starting a Business?' workshop was held with fourteen attendees at Sharpe's Pottery Museum in March.

- **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, including a four-week training course and informal drop-in sessions. A 'mobile business breakfast' was held in March on the Castle Lane Industrial Estate in Melbourne as part of National Apprenticeship Week, with some twenty businesses from the village learning about apprenticeships, the financial assistance available and the benefits they bring.

- **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.

Theme 2: Safer Communities

- **SP1 - Educate young people on the consequences of committing crime and anti social behaviour (SO 1).**

3 ASBO applications have been successfully obtained on prolific ASB and violent offenders in the first 3 months of 2013. The three individuals; Nathan Hooper 21 from Newhall, Josh Matlock, 20, from Woodville, and Peter Williamson, 18, of Linton each received 3 year orders which if breached will face arrest and potential custodial sentences.

The Partnership is to attend Granville School parent's evenings to raise awareness of drugs and alcohol and the harm it can have on behaviour and health. If successful we will be looking to do the same at other secondary schools in the District.

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The first fire service YES scheme (Youth Engagement Scheme) took place during February and March. Each Secondary school referred 4 pupils onto the scheme and all 12 successfully completed the 8 week programme. A further YES scheme is scheduled to take place in Swadlincote in October and the Safer Communities team are currently working with the Fire Service and Police to set up a local Youth Cadet scheme to continue engaging with the young people after the YES project has ended.

The YES! scheme is targeted at young people aged 13-16 years who may have low self-esteem, be at risk of exclusion, disengaged with education, or may be young carers. The Scheme aims to contribute to the following outcomes:

Reduce anti-social behaviour

Improve school and work placement attendance levels

Develop an understanding and appreciation for the communities in which the young people live

Develop an aspiration for a more positive future

- **SP2 - Work with partner agencies to deliver diversionary activities in hotspot locations (SO 1).**

As part of the Easter holidays the Safer Communities team and the Sport and Health team held an event for Indoor scooter and sk8 boarders at the Greenbank Leisure Centre. The event was a huge success with over 40 young people attending and it is hoped further events will be held throughout the year.

Repairs have been carried out to make Swadlincote Sk8 park safe to use again. Maintenance work has been done to fill cracks, repair the ramps and install new railings and one of the lights has been repaired although this only offers partial lighting and a replacement scheme is expected to be installed. Funding is still being obtained to add further equipment to the site.

Work is continuing to take place to plan the summer vibe activities for the summer holidays in Newhall and Hilton. OZ Box, People Express arts sessions, dance classes and SDDC sports and play sessions will take place at both locations every day, once in the afternoon and once in the evening.

- **SP3 - Work with our communities to prevent and reduce acquisitive crime (SO 2).**

After a request from the local Neighbourhood Watch group a new No Cold calling Zone has been set up on Windsor Avenue in Melbourne. Advisory signs have been erected and each resident will receive a letter and window sticker

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which advises that they will not open the door to sales people who do not have a prior appointment.

As Part of Operation Wolves the Safer Communities team joined forces with the Area 2 Police SNT team to visit properties in Willington and offer a property marking service for bikes, tools and other valuable equipment which people store in sheds and garages. 70 local residents took up the offer and over 100 items were marked with the highly visible markings.

- **SP4 - Ensure that Partnership achievements on crime and disorder issues are communicated effectively to local residents in the District (SO 3).**

A new Safer South Derbyshire Partnership Face book page has been launched by the Safer Communities team. The page is designed to keep South Derbyshire residents and partner agencies informed of Partnership initiatives and local crime and disorder updates from the police, local media and Derbyshire Alert.

It is hoped the site will also help to engage more with local young people and it will be used to promote diversionary activities that are running across the District. The Face book Page has linked to the SDDC Twitter account so any messages posted by the Safer Communities team will also be displayed on the Twitter site.

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.

- **SP5 - Raise awareness of community safety issues with all members of the community (SO5).**

Two Community Safety Road show events are scheduled for April in Stenson Fields on 11th and Melbourne Assembly Rooms on the 18th.

The road shows are a chance for local residents to meet their local Police Safer Neighbourhood Team and other partner agencies including CVS, Next Step, Victim Support, Neighbourhood Watch and Reach the Charity will be present to hand out information. We will also be providing; FREE dusk till dawn light bulbs

FREE property marking for push bikes and FREE fitting of security screws for vehicle number plates. If these two pilot events are successful we will look to hold similar events in the other 4 Safer Neighbourhood Areas over the summer months.

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- **SP6 - Engage with the local community to promote road safety issues (SO 4).**

The Safer South Derbyshire Partnership attended Healthy South Derbyshire Event in January to promote the 'Brighter Bike Campaign'. High visibility bags were distributed to local young people which contained reflectors, snap sticks, flashing pendants and a road safety booklet.

The Safer Communities team have also been successful in obtaining £1000 from the NHS Choosing Health grant (allocation for Children and Young People) to purchase more brighter bikes material. We will be attending the Festival of Leisure in June to do bicycle property marking and give out some of these brighter bikes packs to anyone having their bikes marked. We are also looking to team up with SDDC Sport and Health team and provide brighter bike packs for their bike ability scheme.

Theme 3: Health and Wellbeing

- **Healthier South Derbyshire growth 2012/2013.**

The Healthier South Derbyshire website has experienced its fastest growth period this year since its inception. Year-end figures show that the website attracted over 306,000 hits in 2012/2013 representing a 91% growth on the previous year. The site attracted nearly 20,000 different users, a 94% growth on the previous year.

New pages developed this year include a comprehensive Healthy Lifestyle Hub section that links to partner websites, shows the Hub video on 'You Tube' and gives a one stop area for HUB patients to view the offer.

Promotion of the website continues with the popular Healthier South Derbyshire events. This years' event was postponed from January until March due to poor weather. However the rescheduled event still attracted approx. 500 participants and 40 partner agencies.

For more information: Vicky Smyth, Health Partnership Manager, SDDC, 01283 595776.

- **Shout Out**

With support from the 2012/2013 Choosing Health funding the poorly attended South Derbyshire Learning Disability Forum has developed into the successful and vibrant Shout Out group. With support from CVS the group has built up to 35 regular participants, with membership still increasing week on

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week. The group is open to anyone with learning disabilities/difficulties in South Derbyshire and their families/carers are welcome to accompany.

Funding paid to support a range of physical and cultural activities over the year. In total the project has attracted 147 participations working with 73 different participants. 11 different types of activities were showcased, with some of the popular activities taking place more than once.

One Shout Out member will be completing a recognised coaching qualification. Additionally a Friday night youth group has been established for you people with additional needs.

For more information: Cathy Miles, Community Development Worker, South Derbyshire CVS, 01283 219761

- **Healthy Lifestyle HUB progress.**

Year-end figures show that there were 274 successful completers of the Healthy Lifestyle Hub programme in 2012/2013; this is an increase of 100 completers on last year. Excellent progress has ensured that South Derbyshire has moved from lowest performing District to 4th best performing District. Additionally, South Derbyshire are the only district to have increased referrals this year compared to last year. (640 in 2012/2013 compared to 613 in 2011/2012). Everyone else is down from last year by between 5% and 25%.

South Derbyshire was also the best performing District in achieving the 5% weight loss target.

New Healthy Lifestyle Hub resources have been developed this year including a brochure, poster, leaflet and banner. These marketing tools have been flagged up as an example of good practice across Derbyshire, with other Districts using the good work as a basis for their resources.

Linking with key partners to improve the HUB offer in the area has continued and new partners such as Adult Community Education have been integrated into the service.

For more information: Vicky Smyth, Health Partnership Manager, SDDC, 01283 595776.

- 3.3 The Sustainable Community Strategy priorities is being delivered by the three theme groups and the table below identifies the number of activities/actions undertaken during the last year.

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Theme	Projects/Activities
Sustainable Development	18
Safer Communities	6
Health and Wellbeing	11 (1 c/o)
Total	35

4.0 Recommendation

4.1 It is recommended that the Board Members note the contents of the report.

Contact: **Stuart Batchelor, South Derbyshire District Council**
Tel. (01283) 595820
Email. stuart.batchelor@south-derbys.gov.uk