

South Derbyshire Partnership

Report to the Board

Date of meeting: 1st February 2012

Agenda Item:

SUSTAINABLE COMMUNITY STRATEGY MONITORING REPORT 2011-2012 **(Qtr 2 & 3)**

1.0 Recommendations

1.1 That the Board:

- (a) Note the Partnerships key achievements and performance for the last two quarters ending 31st December 2011.
- (b) Review where performance has failed to achieve the specified target and consider the adequacy of responses.

2.0 Purpose of Report

- 2.1 To report details of performance for the last two quarters ending 31st December, 2011, in relation to the
- o Sustainable Community Strategy Action Plan – Appendix 1

3.0 Detail

Key Achievements during the previous two quarters (p.e. 31st December, 2011)

- 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 first quarter for each of the key theme groups are:

Theme 1: Sustainable Development

Burton-Swadlincote-Uttoxeter Business Awards concluded, with an awards ceremony featuring numerous winners from the area.

Green audits undertaken with businesses to help reduce their environmental impact and cut utility and waste costs.

Research undertaken exploring the South Derbyshire workforce implications of public sector cutbacks.

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'Careers & Jobs Fair' held at Swadlincote Town Hall attracted over 500 people.

Well-attended 'Planning for Growth' business breakfast staged at Sharpe's Pottery Museum.

Successful 'Expert Clinic for Manufacturing & Support Industries' held at Sharpe's Pottery Museum.

Theme 2: Vibrant Communities

Environmental Education Team have completed a national project for the Woodland Trust (between April and November). We have written their education programme for the Jubilee. This will be delivered across the UK between now and the end of 2013, and brings great publicity for South Derbyshire.

Volunteer Christmas thank you event, attended by 68 volunteers representing 18 organisations and supporting over 22 different schemes that support the community across South Derbyshire.

Planning for the Olympics continues, last week committee approved the initial plan of Community events, torch competition and relay, Olympic-nics and taster sessions. A small planning group continues to meet regularly to allocated tasks, and progress the project. Appropriate events already on the calendar will be themed as Olympics and Paralympic themes. To date Forest frenzy has been awarded Inspiremark, and the SSP are putting in Inspiremark application for Dance in the Forest, and the torch relay.

Village Games - The village games officer continues to work in a wide range of villages. Ongoing projects include the Willington Young Peoples Project, Tai Chi in Barrow, several jogging groups and planning to work with villages engaged to run an intra village mini Olympic competitions. Working with local clubs such as Hartshorne Cricket Club to develop street cricket programmes is offering more options linked to clubs as well in the District.

During Quarter 2, The Glade summer 2011 programme offered a variety of events, including *Much Ado About Nothing*, *Pinocchio*, *Last Night of the Proms* and a successful *'Breath of Fresh Air'* 3 day-weekend filled with free taster sessions and activities. As with all of our shows, we embrace the outdoor nature of The Glade and invite audiences to bring along their own seating and picnic refreshments to thoroughly enjoy the unique woodland setting. This appears to have worked well with new and existing audience members who have volunteered plenty of positive and constructive comments and encouraged a total of 1587 participants to the events for the quarter.

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Theme 3: Safer Communities

December 2011 - Multi Agency Partnership Project took place, whereby door to door visits were made to every household in Castle Gresley. After a spate of burglaries in the area Police and PCSO's teamed up with Partnership staff, Neighbourhood Wardens, Local Councillors and CVS Safer Homes to visit residents in pairs and offer them a free Selecta DNA property marking kit. Practical demonstrations were given and questionnaires were asked while at the property. The scheme saw over 270 properties take advantage of the free kits which was well over half the households in the village.

December 2011 - Copies of Photo ID albums of prolific Swadlincote Shop lifters have been distributed amongst local shops in Swadlincote Town Centre. The Books which were suggested through the Swadlincote Business Watch meeting were produced by the Police and have been provided to shops distributed around the Town Centre. Other shop staff have been made aware of where the books are and can view on appointment.

December 2011 - A Drink Drive Campaign ran in the district in the build up to Christmas. Hard-hitting posters were placed in drinking establishments across the district warning of the consequences of being caught over the limit. To offer an incentive, the Partnerships Swadlincote Pubwatch Scheme members agreed to offer free soft drinks to those taking responsibility. Fifteen venues in and around the Town Centre, Newhall and Woodville signed up to the initiative. The soft drink campaign ran from December 1 to January 2.

Theme 4: Healthier Communities

'Healthy Lifestyle Officer, Vicky Smyth and Housing and Health Strategy Manager Jane Horton have been working in partnership to share resources. Both had LSP targets for increasing Health Champions in their respective areas. Vicky initiated a relationship with 'Working Well' to recruit and train a team of Workplace Health Champions based at SDDC. She saw an opportunity for joint working and has worked hard to ensure that the training will be suitable for both Workplace Health Champions and Housing Health Champions, thus increasing capacity and protecting valuable resources. Training is planned for November and so far 9 champions are booked onto the training with a further 2 following an e-learning option'.

'The Districts 'Breastfeeding Welcome Here' award continues to go from strength to strength. Recently Healthy lifestyle Officer Vicky Smyth met with SDDC's Environmental Health Team and engaged them in the promotional process. The Environmental Health Officers have great relationships with local food businesses and visit them regularly to conduct food safety checks and offer advice. Promoting the Breastfeeding Welcome Here award has become an integral part of these visits with the Officers giving out information leaflets and encouraging businesses to apply for the

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scheme. This relationship has brought an additional 3 businesses into the scheme so far.

In addition due to the close working relationship EHOs have with food premises they are able to collect valuable feedback about the scheme. One of the EHOs reported that one of the businesses recently gave them this feedback:-

'They were pleased to have received their Breastfeeding Award and said that they have already had three new breastfeeding mums visit since receiving the award' (Jack's of Melbourne). This backs up one of our key selling points about the scheme, that it will increase the number of customers that visit the premises. They will also come more often and spend more money. Also shows that Breastfeeding mums are recognising the scheme and using it to decide where to visit.

CASE STUDY - NORDIC WALKING

Jason, aged 40, has a history of bi-polar disorder and had been encouraged to do physical activity by his Consultant and Psycho-therapist. He was also trying to give up smoking and had been also told that exercise would help with that. He tried the gym but didn't like it – he felt intimidated by ' the guys that were pumping iron' and felt uncomfortable as he wasn't as fit as they were. He also felt very isolated whilst in the gym as no-one talked to him. During a visit to Rosliston Forestry Centre Jason picked up a leaflet and saw the advert for the weekly Nordic Walking sessions and decided to give it a try. He decided to take the bull by the horns and went the next week ... and loved it. The group were really friendly and welcoming and although on the whole older than Jason he didn't feel at all out of place. Cynthia, the instructor, was great and took time with Jason to show him the correct technique to make sure he got the most out of the session. Jason has now been coming regularly for several months now and had his own set of poles for Christmas, meaning he can now walk independently, which he regularly does in his local park. He has also introduced his sister to the exercise, who also suffers from bi-polar and she is now hooked too!!

Jason says that it's had a real impact on his health, he's feeling much fitter, is managing to cut down on his smoking, and the regular session is an incentive for him to get up and get going early every Thursday morning. He finds that having to concentrate on his technique helps to focus his mind and stops his thoughts racing and being part of a group has boosted his confidence. The next step is to train Jason to be an instructor to help support Cynthia with the group, something he's very keen to do.

To sum it up in Jason's words 'Every time I finish I have a big smile on my face'

Theme 5: Children and Young People

To follow

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3.3 The Sustainable Community Strategy Action Plan, which is divided into five themes is performing as follows: - 33 actions (80%) have been 'achieved' and /or 'on target.' 6 actions (15%) are 'at risk' and 2 action will probably fail (5%).

Theme	'Achieved' / 'On Target'	'At Risk'	'Probable Failure'	Total
Sustainable Development	10			10
Vibrant Communities	8	3		11
Safer Communities	5			5
Healthier Communities	10		2	12
Children & Young People	3			3
Total	36 (88%)	3 (7%)	2 (5%)	41 (100%)

4.0 Recommendation

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

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