



AGENDA

CORPORATE POLICY OVERVIEW COMMITTEE

Thursday, 27 September 2007 at 10.00 am Ask for: Denise Fitch
Darent Room, Sessions House, County Hall,
Maidstone

Telephone 01622 694269

Tea/Coffee will be available 30 minutes before the meeting

Membership (15)

Conservative (10): Mr E E C Hotson (Chairman), Mr R H C Bliss, Mr R B Burgess,
Mr B R Cope, Mr J A Davies, Mr C G Findlay, Mr J B O Fullarton,
Mr J E Scholes, Mr R A Marsh and Mr R J Parry

Labour (3): Ms A Harrison (Vice-Chairman) and Mr D Smyth

Liberal Democrat (1): Mrs T Dean

UNRESTRICTED ITEMS

(During these items the meeting is likely to be open to the public)

Item No

A. COMMITTEE BUSINESS

- A1 Substitutes
- A2 Declaration of Interests by Members in items on the Agenda for this meeting.
- A3 Minutes of the meeting held on 12 July 2007 (Pages 1 - 6)

B. ITEMS FOR CONSIDERATION

- B1 "Towards 2010" (Pages 7 - 20)
- B2 Response to the Questionnaire on Overview Committees (Pages 21 - 32)

EXEMPT ITEMS

(At the time of preparing the agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public)

Stuart Ballard
Head of Democratic Services
Ext 4002

Wednesday, 19 September 2007

Please note that any background documents referred to in the accompanying papers maybe inspected by arrangement with the officer responsible for preparing the relevant report.

12 July 2007
KENT COUNTY COUNCIL

CORPORATE POLICY OVERVIEW COMMITTEE

MINUTES of a meeting of the Corporate Policy Overview Committee held at Sessions House, County Hall, Maidstone on Thursday, 12 July 2007.

PRESENT: Mr E E C Hotson (Chairman), Mr R B Burgess, Mr B R Cope, Mr J B O Fullarton, Ms A Harrison, Mr G Koowaree (substitute for Mrs T Dean), Mr R Parry, and Mr D Smyth.

ALSO PRESENT: Mr P Carter, Leader of the Council, Mr N Chard, Cabinet Member for Finance, Mr G Gibbens, Cabinet Member for Public Health and Mr A King, Cabinet Member for Policy and Performance.

IN ATTENDANCE: Mr P Gilroy, Chief Executive, Mr J Wale, Assistant to the Chief Executive and Ms D Fitch, Assistant Democratic Services Manager (Policy Overview)

UNRESTRICTED ITEMS

53. Membership
(Item A1)

It was noted that Mr J A Davies had replaced Mr L Ridings and Mr J I Muckle had replaced Mr T J Birkett as Members of this Committee.

54. Election of Vice-Chairman
(Item A2)

It was proposed by Mr D Smyth and seconded by Mr E Hotson that Ms A Harrison be elected Vice Chairman.

Carried without a vote

55. Minutes
(Item A4)

RESOLVED that the Minutes of the meeting held on 30 January 2007 are correctly recorded and that they be signed by the Chairman.

56. KCC Annual Plan 2007/08

(Item B – Mr P Gilroy (Chief Executive), Mr D Cockburn (Director of Business Solutions & Policy), Ms A Beer (Director of Personnel and Development), Ms T Oliver (Head of Strategic Development), Mr T Minter (Kent Partnership Director), Mr D Oxlade (Head of Policy) were present for this item)

(1) Mr Gilroy, Mr A King and Mr Cockburn presented the KCC Annual Plan 2007/08 and requested Members to review formally the performance of the Council's services in relation to its policy objectives and performance targets within the Chief Executives Directorate. Members were also given the opportunity to give their views on any changes that could be incorporated into the next Annual Plan.

(2) RESOLVED that:-

(a) the following comments made by Members on the Annual Plan be noted:-

- it was important to look at areas that were going well, in addition to areas of weakness, in order to pick up any issues at an early stage;
- the importance of having measurable "2010" targets was emphasised;
- regarding the Performance Indicator on the quality of the Race Equality Scheme, last years target was 100% this years is 84.2% is this because 100% is unrealistic? In response to this it was stated that when the 100% target was set it was believed to be achievable but three specific indicators had not been met. However this was being monitored;
- regarding payment of invoices it was confirmed that 100% within 30 days was achievable; and
- Access to Public Buildings – is 78% realistic? It was explained that the target was set high knowing that there were changes across KCC in relation to mobile working and therefore there may be a reduction in public buildings.

(b) consideration be given to having an item on the agenda of a future meeting of this Committee on the methods used to pass information to Members;

(c) a paper be brought to a future meeting of the Committee on how performance monitoring is carried out by Cabinet and Chief Officers Group; and

(d) a half year update on the Annual Plan be submitted to the Committee in January 2008.

57. Briefing on Preparing for the CPA Corporate Assessment – Progress Update
(Item B2 – Mr P Gilroy (Chief Executive), Mr R Fitzgerald (Performance Monitoring Officer) and Mr M Ballard (Staff Officer to the Chief Executive) were present for this item)

(1) Mr Gilroy gave a power point presentation which updated the Committee on progress toward the CPA Corporate Assessment between 28 January and 8 February 2008 which covered the following points:-

- What is the corporate assessment?
- CPA Framework and measures
- The team undertaking the assessment
- The timeframe
- The Corporate assessment is a clear corporate priority for the authority
- The Chief Executive's Project Team – Key activities

(2) Members comments and questions to Mr Gilroy, Mr King and Mr Carter were invited.

(3) RESOLVED That:-

(a) the presentation on the CPA Corporate Assessment and the following comments made by Members be noted:-

- Concern was expressed about how Members could demonstrate their Community Leadership role, would this be an assessment of Members as Community Leaders or KCC as a Community Leader? It was confirmed that what would be assessed was Kent's strong community vision and how Members represent this vision in their communities.
- It was confirmed that KCC officers were used to working in a "mixed economy" with partners in other public sector organisations and the private sector.
- It was emphasised that one of the most important tasks in preparation for the CPA was gathering supporting evidence.
- In order to work effectively cross party it was important that the value of the critical friend role was recognised and respected.

(b) it be noted that a Mentor group of back bench Members would be established, to work with Mr Carter, Mr Lynes and Mr Chard, as part of the Councils CPA process.

(c) Leader's offer to take the CPA Self Assessment to a meeting of the County Council be welcomed.

58. KCC International Activities Annual Report 2006/07

(Item B3 - Mr P Gilroy (Chief Executive) and Mr T Molloy (International Policy Officer) were present for this item))

(1) Mr A King introduced the KCC's International Activities Annual Report 2006/07 which was the second annual report and covered the diverse range of activities which KCC was involved with. Members were also given the opportunity to ask questions and comment on KCC's first corporate International Strategy, which was attached as an Appendix to the report.

(2) RESOLVED (a) That the contents of the 2006/07 KCC International Activities Annual Report and the following comments made by Members be noted:-

- Page B3:1 - £20 million secured by the European Affairs Group – a break down of this was requested and it was agreed that this would be brought to a future meeting of the Committee;
- Page B3:4 – Members were assured by Mr King that work was being done in relation to China and India;
- Page B3:5 – EU funding - Mr King expanded on this and gave an example of the funding for partnership working;
- Page B3:18 – in last paragraph on communication there was no mention of Members – it was important that they were kept informed so that they could help get the message across to others;
- Thames Gateway tended to get mentioned in the international context rather than Ashford which was also a Kent Growth Area. It was acknowledged that Ashford already had a high international profile and it was important to raise the profile of the Thames Gateway;
- It was confirmed that the budget for the Virginia regeneration fund would run out this autumn and work was being done on how this could be absorbed into existing funds; and
- Page B3:17 – International Forum – ways of involving Members would be considered.

(b) That the draft International Strategy (Appendix 1 to the report) be endorsed.

59. Life to the Full – A Public Health Strategy for Kent

(Item B4 – Mr M Lemon (Policy Manager was present for this item)

(1) Mr Gibbens presented the fifth draft of the Public Health Strategy for Kent to the Committee for their comments. It had been circulated to key stakeholders for comment and discussion before being taken to KCC Cabinet, PCT Boards and ultimately a meeting of the full County Council on 24 July 2007.

(2) The Committee commended the partnership working involved with the production of this document and expressed their thanks to the three Primary Care Trust Chief Executives.

12 July 2007

(3) RESOLVED that “Life to the Full – A Public Health Strategy for Kent” be endorsed and the need to produce an action plan be noted.

60. Select Committees - Update

(Item C1)

(1) The Committee received a report which updated them on the Alcohol Misuse Select Topic and the Select Committee Topic Review Work Programme.

(2) Mr Wale informed the Committee that at the last meeting of the Cabinet Scrutiny Committee there had been a request for the establishment of an IMG to consider the Property Disposal Strategy and to report back to this Policy Overview Committee.

(3) RESOLVED That:-

(a) the terms of reference and the progress of the Select Committee on Alcohol Misuse be noted.

(b) the update on the new Select Committee Topic Review Programme be noted.

(c) an Informal Member Group be established to consider the Property Disposal Strategy and report back to the November meeting of the Policy Overview Committee.

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By: Paul Carter, Leader of the Council
Peter Gilroy, Chief Executive

To: Corporate POC – 27 September 2007

Subject: *Towards 2010* – First Annual Report

Classification: Unrestricted

SUMMARY

This report sets out the process for finalising the first *Towards 2010* Annual Report prior to approval by County Council on 18 October and attaches a draft of the report (for the eight corporate-related targets) for Members' comment.

FOR INFORMATION

1. Introduction

Towards 2010 was formally launched in September 2006. Annual reports on progress against all 63 targets will be discussed and approved by County Council each autumn.

2. Approval process

The draft Annual Report will be discussed at Cabinet on 15 October prior to approval at County Council on 18 October.

A special meeting of all Policy Overview Committees has been arranged to enable Members to comment on the early draft prior to its finalisation for the Cabinet and County Council meetings.

Attached is a draft of the report for the eight corporate-related targets (Targets 5, 8, 9, 21, 24, 29, 48 and 49).

3. Performance indicators

The Annual Report includes outcome-based PIs, where needed, which are underpinned by data quality procedures.

4. Recommendation

Members are asked to NOTE the report and COMMENT on the attached drafts.

Accountable officer:

Sue Garton, Head of Corporate Performance, Chief Executive's Department
01622 22(1980).

APPENDIX

Target 5: Ensure Kent County Council uses its significant purchasing power to allow fair and open competition		
Lead Cabinet Member: Paul Carter	Lead Managing Director: Lynda McMullan	Lead Officer: Nick Vickers

Progress to date:

KCC spends over £850m a year on bought in goods and services. This is made up of hundreds of thousands of transactions and payments to around 13,000 suppliers.

All of KCC's procurements need to comply with EU, national and local procurement rules. These put emphasis on open competition and is reinforced by the KCC's new procurement guidance, 'Spending the Council's Money', approved by Governance and Audit Committee in June 2007.

KCC adopted the South East Business Portal in May which means that in addition to normal advertisement routes, all of KCC's contracts valued at over £50k will be advertised on the portal.

Major areas of KCC's spend which impact on local suppliers relates to the Roads and Building spend categories. Reports have been prepared in each of these areas to show how much business has been placed with small local suppliers.

Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy

Lead Cabinet Member:
Roger Gough

Lead Managing Director:
Peter Gilroy

Lead Officer:
Tanya Oliver

Progress to date:

Using Kent as a location for filming brings real advantages both economically and in raising its profile as a tourist destination. The Kent Film Office brought over £3m of direct spend into the county last year and has dealt with over 250 enquiries from all over the world since it started in March 2006, making strong links with companies looking to film in Kent in the future. It has also received positive coverage in various media outlets, including the Radio Times, Variety magazine, Broadcast and local media coverage such as Radio Kent, Kent Messenger and Kent on Sunday.

Kent Film Office secured the filming of a major Channel 4 production, 'Cape Wrath', in the Maidstone and Malling area, which led to £2.5m direct spend into the local economy and the employment of 35 local people. The deal was secured against strong financial competition from Wales and Dublin. KCC funded two runners as part of 'Cape Wrath', who have since gone on to permanent employment within the filming industry.

Other Kent-based filming opportunities have been secured. A small, independent, local East Kent filming company, Medb Films, produced 'Ruby Blue', starring Bob Hoskins, which was filmed in Thanet and Deal and is due for release during 2007. The success of this film will enable this company to expand and they are already looking for larger production premises in Thanet. Medb Films secured a three-picture deal and all will be shot in Kent. The latest, 'The Calling' started filming in August 2007, starring Brenda Blethyn, and is due for release next year. KCC invested £75k into this production, which has enabled a total spend in the East Kent area by Medb Films of £500k, greatly assisting with regeneration and local employment. As part of this deal, KCC, in partnership with Screen South, funded two trainees from Kent.

There have been further successes. A 'Bollywood' Film was shot almost exclusively on the Kent and East Sussex Railway bringing £16k investment into the Tenterden-based attraction. Tesco located their recent apple advert in a Kent apple orchard, which helped secure the future of the community-owned orchard as the fee went directly to the parish. 'The Other Boleyn Girl', which will go on international release in 2008, has recently been filmed in Kent and in partnership with the Kent Tourism Alliance, the Kent Film Office is establishing a 'Boleyn Trail' to attract additional tourism into Kent following the release of the film.

The Film and Television Board was established in 2006 and secured significant positive publicity for the Kent Film Office. It is championing Kent within the industry as a place to come and film and additional support is being sought from high profile actors with a connection to Kent.

Now the Film Office and website are fully up and running, a strong marketing campaign will be developed and implemented to raise awareness within the film and television industry that Kent is "open for business", including advertising in 'Broadcast' magazine. KCC is involved in a number of high profile events over the next year to raise awareness e.g. the screening of 'A Canterbury Tale' by the BBC in Canterbury Cathedral in September and developing the 'Boleyn Trail' to maximise the tourism benefits to Kent and ensure a lasting legacy. The Kent Film Network and Kent Film and Television Board will be maximised to raise the profile of Kent still further by those in the industry. A Kent Development Fund will be established to fund and help attract companies to film in Kent. These funds exist in the rest of the UK already but not in the south east and Kent will be in a much stronger position with money to call upon. The fund will be put together by a range of organisations including KCC, SEEDA and Screen South.

Measurable Indicator(s)	2006/07	2007/08 Target
Direct spend into Kent via the Kent Film Office	£3m	£3m

Target 9: Through our Kent Supporting Independence Programme, work towards reducing the number of people dependent on welfare benefits

Lead Cabinet Member: Roger Gough	Lead Managing Director: Peter Gilroy	Lead Officer: Pauline Smith
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Progress to date:

Over 100,000 people in Kent claim one of three major welfare benefits (incapacity benefit (IB), income support and jobseekers allowance) with some wards having over 40% of working age people on benefits and caught in the benefits trap. KCC is working towards reducing benefit dependency in the short-term and looking to bring about effective change in the way that welfare-to-work services are delivered to Kent's citizens, particularly among the out-of-work, those with disabilities and with mental ill-health.

At present, the SIP team is looking at how Kent can work with the Department of Work and Pensions (DWP) more effectively to bring about lasting and effective change for Kent residents in terms of welfare-to-work programmes. A variety of proposals are being looked at to provide innovative solutions to worklessness at a local level, including increased local control over provision and budgets, a progressive partnership with local employers and the public sector, and a multi-agency approach to making a real impact on the effects of worklessness within the community, not just on the individual.

Work is progressing with Kent Supported Employment and other KCC units to operate as an effective partner in Pathways to Work, which is being rolled out to Kent in April 2008. The contract for Pathways, which delivers extra support and incentives primarily to new and repeat IB claimants, is being awarded to one private sector organisation, who will then subcontract elements of the work elsewhere. KCC will be providing the support for those who are longer-term claimants, ensuring that those furthest away from the labour market are not ignored.

For the last 12 months, the Supporting Independence Programme (SIP) has developed and delivered the Kent NOW Programme, which is working with long term Incapacity Benefit claimants back to full-time employment in Kent's most employment-disadvantaged communities. Kent NOW is being run as part of the Kent Agreement (Outcome 15). The three teams are delivering community-based, client-driven support across the county and offer a range of free services which are aimed to offer dynamic, outcome-focused help to each individual based on their own specific needs, such as return-to-work training and support, work experience placements, job search skills and condition management. There are currently 152 people engaged on the programme, and 26 people who are already back in work following lengthy periods of unemployment. The vast majority of those who are going back to work are remaining in their jobs, due to the effective support from the staff on the programme and the partnerships with Jobcentre Plus (JCP), local authorities, Third Sector organisations, local GP practices, and KCC agencies they have developed over the last 12 months.

As an innovative and exciting add-on to the Kent NOW programme, SIP is managing the delivery of the Flourishing and Resilience Programme (FAR), which is providing emotional health, happiness and wellbeing training to IB claimants in a variety of localities. These have been organised in partnership with the IB Personal Adviser at Jobcentre Plus at Gravesend and have been very well attended, and the feedback on the events have been excellent. A number of further workshops are being delivered in the coming months.

Through the Employability Steering Group, significant work is taking place on supporting lone parents back to work through the 'Getting On' programme, a 12 week course that supports lone parents in

making informed choices about their future and is delivered by Adult Education in partnership with Children Centres and Jobcentre Plus. To date 171 beneficiaries have received support via this programme. Following participation 16 have gained part-time employment and 49 have progressed onto further education or training. A new element of this programme is now enabling lone parents to experience the retail sector through a voluntary placement and explore the transferable skills required to work in this sector.

SIP, working with Maidstone Borough Council and Kent Top Temps, is launching an innovative approach to helping benefit claimants back to work through the use of Internet technology. ‘Slivers of Time’ is based on the eBay model of an online market place, matching individuals who need to work odd hours around other commitments in their life, and organisations that need a pool of top-up workers at irregular times (e.g. caterers, retailers, local authorities). The scheme is benefiting lone parents on Income Support, incapacity-based benefit claimants and others who find it hard to enter traditional employment markets.

Measurable Indicator(s)	Aug 2006	Aug 2007
Total average weekly benefit spend in Kent for IB/SDA, IS and JSA*	£6.58m*	Awaited

*IB (Incapacity Benefit), SDA (Severe Disability Allowance), IS (Income Support) and JSA (Job Seekers Allowance)

Target 21: Launch and market a new website, “<i>What’s on in Kent?</i>”, that will list sports and leisure activities and local organisations for all age ranges in the county.		
Lead Cabinet Member: Paul Carter	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Progress to date:

Quick and simple access to what is going on in and around Kent benefits the public, helps to boost visitor numbers and the Kent economy and raises the profile of the events and local groups. This target will form part of the Kent TV pilot (see target 24). Stakeholders and data sources have already been identified. An important factor in developing the website has been to ensure that children and young people will be able to easily identify those events, clubs and organisations relevant to them.

Through KentTV.com, people will be able to search by a variety of useful ways including location, type of organisation/activity, date, most popular sites, as well as find the best way to get there via public transport or car etc.

Data quality and database improvement will be a key part of the process, along with ensuring data protection and governance issues are handled appropriately.

Kent TV is already running a basic ‘What’s On’ section since its launch on 21 September and this will be developed further as part of phase two of Kent TV. User feedback from people in the county will be actively sought to inform this stage of the project. In time, local clubs and individuals will be able to add their own data about their organisations and events, and ask users for email prompts on events of interest.

Work will take place to develop networks across Kent to ensure that accurate and timely information on local activities and organisations is easily available on KentTV.com. Further work will also be done to develop a robust database and a system to enable individuals or organisations to update their own information on local events and activities.

Measurable Indicator(s)	2008/09
Number of website hits on ‘What’s on in Kent’	*

* Starts in Sept 2008 with second phase launch in Jan 2008

Target 24: Find new and innovative ways of communicating with the public, including trialling webcast TV		
Lead Cabinet Member: Paul Carter	Lead Managing Director: Peter Gilroy	Lead Officers: Tanya Oliver/Gerry Moore

Progress to date:

The spread of digital technology is increasing rapidly and KCC has been keen to maximise this potential to transform how it communicates and consults with the public and to raise the profile of Kent locally, nationally and internationally. As a result, Kent TV has been developed.

Kent TV is free and delivered as a broadband channel, available 24 hours a day, 7 days a week, whenever a broadband internet connection is available. It went 'live' on 21 September as a two-year pilot and is aimed at all ages, with opportunities to save money across parts of KCC. The channel will cover tourism, education, leisure, travel and will tackle some of the 'gritty' issues around bullying and harder to reach communities.

A contract has been signed with an independent provider. Kent resident Bob Geldof's company 'Ten Alps' was chosen to run the broadband service. The service debates local issues, publicises KCC's and other major providers' services as well as Kent as a county, showcasing tourist attractions and the advantages for companies thinking of coming to Kent. It is also the platform for 'What's on in Kent' (see target 21). It will involve schools, training and a whole range of exciting initiatives.

Kent TV has an independent Board of Governors with representatives from the public sector, business sector and community. The headline news on the homepage is provided by 'KoS Media' for an initial short-term period until the Board of Governors makes a longer-term decision.

Prior to its formal launch, a successful promotional launch took place at the Kent Show in July 2007 with a range of individuals from different organisations, members of the public and officials who were interviewed. Footage was captured from the show itself and feedback and interest in the site was very positive at all levels.

Links have been made with partners in the media, business and public sectors in Kent and likely income generation and sponsorship has been identified.

Kent TV has provided direct local employment, with all the long-term staff being recruited from Kent, including the Director of Programmes. It has also provided business to local media companies to provide some of the content for Kent TV.

Action will be taken to ensure the marketing campaign is implemented well, so raising awareness of Kent TV across the county, nationally and internationally. KCC will work closely with its partners to ensure there is high quality content on Kent TV and that it covers all aspects e.g. travel, tourism, education etc. Use of the site will be monitored and feedback will be captured from users and non-users of the site to inform the future shape and direction of the channel. Advertising and sponsorship opportunities will be maximised and action taken to ensure KCC fully utilises the potential to "do things differently" and save money by using Kent TV e.g. reducing paper-based communications where possible.

Measurable Indicator(s)	2007/08
Numbers of viewers of Kent TV	Starts in Sept 2007

Target 29: Continue to develop ‘gateway’ one stop shops that give easy access to services provided by county and district councils and other public service bodies		
Lead Cabinet Member: Paul Carter	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Progress to date:

Not surprisingly, confusion often exists over the various services and agencies provided by the public sector. The Gateway is a customer focused large-scale, cross-agency service in a modern retail setting within the town centre. Gateway offers convenient and friendly physical access to frontline customer advisors and officers from over 30 agencies and delivery partners covering central/local government, the voluntary sector and private sector.

Ashford Gateway opened in October 2005 and attracts around 5,000 visitors a month. A mobile Gateway was launched at the Kent Show in July 2007 and begins operating in rural areas from October 2007. Thanet Gateway will open in early 2008 and Maidstone and Tunbridge Wells Gateways will follow by summer 2008. The full year footfall for these Gateways will exceed 1.2 million. There are further plans being discussed for Tenterden and Cranbrook for rural Gateways.

The Gateway strategy has been developed outlining plans for the next five years, with full partner engagement. The Gateway Strategic Advisory Board (multi-agency) has been established. Agreement in principle has been reached for other Gateways in a number of other parts of Kent, including several joint projects with libraries.

A pilot partnership with Lloyds pharmacy has proved very successful with free health checks being offered at the Ashford Gateway and Mobile Gateway on two occasions. Discussions are underway to make this a longer-term arrangement.

Gateways are one of the 16 front-office innovations being showcased nationally by the Cabinet Office, LGA and IDeA this year and were the subject of the keynote speech at the Shared Services Conference in London in June 2007.

Gateways will roll out in line with the Gateway strategy which splits Kent into two phases – April 2007 to March 2009 and April 2009 to March 2012. Work with partners will continue to ensure as many services as possible are available in all Gateways and to secure funding for phase two of the Gateway strategy. KCC will continue to raise the profile both locally and nationally and ensure, through marketing, that the public are aware of what Gateways can offer both individuals and families.

Target 48: Increase opportunities for everyone to take regular physical exercise		
Lead Cabinet Member: Graham Gibbens	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Progress to date:

Targets 48 and 49 are linked as obesity levels can be reduced when people take more exercise and improve their diet. Other targets also contribute (See also targets 21, 22, 28, 47 and 51).

Increasing the amount of exercise taken by everyone requires KCC directorates to work together and in partnership with the NHS, other local authorities and the private and voluntary sectors. The NHS Overview & Scrutiny Committee Select Committee on obesity made a number of recommendations that will be part of the joint Obesity Strategy for Kent that will be published in the autumn. The recent Public Health Strategy for Kent, *Live Life to the Full*, highlights obesity as a major priority for public health. Part-funded by Communities for Health, the Kent Lifestyle Survey baselines the amount of physical activity being undertaken by Kent residents.

Specific initiatives being developed across KCC to promote exercise include:

- Achieving healthy schools status for all schools by 2009
- Improved access to the countryside for walking and cycling including the Explore Kent “Have fun, keep healthy” programme, Green Gyms and Guided Walks
- Go Cycle Kent – tying in with the Tour de France
- Partnerships in east Kent with the NHS for Health Walks
- Activmobs to enable people to fit more exercise around their everyday lives
- Promoting Nordic Walking in County Parks (in partnership with Activmobs)
- Sport specific Development Officers (funded by Sport England) to develop particular sports such as archery and swimming and improve access for people with disabilities
- fit4health is aimed at KCC employees including the Walk the World challenge
- Resolutions/Lets Get Started in libraries
- Promoting the 2012 Olympics as a way to encourage participation in sport.

Two successful Big Lottery Fund bids will increase the opportunities for taking exercise. £10.5 million has been granted to modernise sports facilities and £991,000 has been awarded to promote exercise, improve diet and improve mental health. Schemes to be funded include:

- Exercise to help prevent falls for older people in west Kent
- Research into the best approaches to encourage young girls to take exercise in Supporting Independence Programme (SIP) areas
- Exercise programmes for children and their families in east Kent
- Green Gyms in West Kent
- Detached playworkers in West Kent.

Other specific developments that have been operational recently include:

- Adopting the national step-o-meter programme and ‘Healthy Walks’ and ‘Walk Fit’ in Tunbridge Wells
- Discounted leisure activities in Sevenoaks and other districts
- Extending out of hours uses of schools in east Kent
- Providing new play areas and playing pitches in Canterbury.

Hits on the Kentsport.org website has increased to 3.5m per annum. ‘Fit Together’, is a new partnership with the leisure and fitness industry (including the Fitness Industry Association) across Kent to promote, encourage and increase access for people who currently do not use the many facilities

available to enable them to be more active. KCC's partnership with Charlton Athletic is also designed to encourage sport and physical activity amongst young people who are may be less able to participate in the structured activities currently available. It is due to be extended to adults this year.

Target 49: Enter into practical partnerships with the NHS, sharing resources to combat obesity and encourage people of all ages to take responsibility for their health and wellbeing		
Lead Cabinet Member: Graham Gibbens	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Progress to date:

Increasing physical activity is crucial to reducing obesity. The actions in target 48 also apply to this target and in particular the Overview & Scrutiny Committee Select Committee report on Obesity and the Kent Obesity Strategy will guide future activity. The Public Health Strategy for Kent *Live Life to the Full* identifies obesity as a major concern of public health. Reducing obesity will require concentrated efforts from effective partnerships with the NHS, District Councils, the voluntary and private sectors.

Specific actions being taken to reduce levels of obesity include the following:

- Health and Wellbeing Partnerships with KCC, primary care trusts and district councils have been established in all districts across Kent
- The Big Lottery Fund award of £991,000 includes funding for school meal improvements and the Sheppey Healthy Living Centre that will include diet and nutrition programmes
- NICE (National Institute of Clinical Excellence) guidelines for obesity treatment will lead to the development of a care pathway for obese and morbidly obese people
- 'Building Schools for the Future' includes provisions for NHS and health and wellbeing to be included on school premises
- Rates of breastfeeding are being increased in SureStart areas and significant investment has been made in east Kent to improve rates of breastfeeding
- The Healthy Schools programme is key to improving obesity rates in children and 100% of schools will be included by 2009
- A jointly funded post to promote healthy eating in schools has been appointed
- KCC is also working with the NHS to deliver the childhood obesity strategy including the weighing and measuring of school children
- The school nursing service is being enhanced
- Prescribing programmes have been developed to provide training for teachers parents and patients to give assistance and support to help overweight children combat obesity
- The 'Bien-etre project' has been a successful EU funded collaboration with Northern France to promote better nutrition and healthier lifestyles in schools and communities.

There is an enhanced GP referral scheme in Tunbridge Wells that offers dietary and other lifestyle advice aimed at helping people lose weight. Weight management clinics have been established in Maidstone through GP referral. Health Promotion Teams are active around Kent to educate and support people trying to reduce their weight and be more active.

Healthy Living Centres, often supported by KCC and the NHS, are delivering a whole range of programmes aimed at improving people's participation in exercise as well as education on good diet and nutrition and practical cookery skills. These centres operate in the most deprived areas of Kent and provide for specific types of people e.g. older persons that find participating in other activities more difficult.

In addition to the new initiatives, much of the mainstream public health focus from the NHS is now devoted to helping people with diet and exercise as these are the best ways that people can prevent many long-term debilitating conditions from developing. The Kent Department of Public Health is the focus for

ensuring that health and local authorities can deliver joined up approaches to promote health and wellbeing to the Kent population.

Corporate Policy Overview Committee – 27 September 2007

Target 50: Introduce a hard-hitting public health campaign targeted at young people to increase their awareness and so reduce the damaging effects of smoking, alcohol, drugs and early or unprotected sex

Lead Cabinet Members:

Mark Dance/ Chris Wells/Graham Gibbens

Lead Managing Director:

Graham Badman

Lead Officer:

Marilyn Hodges

Progress to date:

Too many young people have their lives blighted by the effects of drugs, alcohol, unplanned pregnancy and sexually transmitted infections.

Kent aims to target the health and well being of all its C&YP through a number of complimentary 2010 targets which together will provide the support needed at all stages of their development to enable them to develop the emotional intelligence to make informed choices. The health campaign is one element of this wider agenda KCC has been liaising with key partners and has carried out an audit of existing work in order to ensure that the hard hitting campaign builds on rather than duplicates existing activity in this field. There is now a comprehensive picture of existing campaign activity by all partners in Kent and nationally.

In addition, research has been conducted into young people's needs, values and behaviour and finding out which campaigns actually result in behaviour change. The key focus for this campaign will be behaviour change so as to ensure impact.

The campaign will reinforce messages included in the new personal, social and health education (PSHE) strategy, which will be launched for consultation in 2008 and complement other activity aimed at improving young peoples lives

A small campaign steering-group has been formed to steer this and it is planned that the campaign will end in 2010 with a high-profile event where young people involved report back on how it has impacted upon their lives.

What are the next steps

- Design and deliver pilot interventions alongside focus groups of young people who are known to be vulnerable to risk-taking behaviour and then to roll-out the campaign based on the evaluations. The interventions will be evidence-based and aim to raise awareness, ensure young people can access appropriate services and emphasise responsibility and the skills needed to build positive relationships.
- Continue to work with and engage C&YP in the campaign and the future development of supporting materials and activity
- Build on existing strategies, projects and activities to provide young people with the tools they need to make informed decisions
- Ensure a focus on young men as research has shown that they are missed by campaigns and health services
- Provide parents and carers with effective information to help them

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Item B2

By: Paul Carter, Leader of the Council

To: Corporate Policy Overview Committee

Subject: RESPONSE TO THE QUESTIONNAIRE ON OVERVIEW COMMITTEES

Introduction

1. (1) You will be aware that in July I commissioned a questionnaire of all Policy Overview Committee Members. A copy of the analysis of the questionnaire, which you have already seen, is attached as Appendix 1 to this report.

(2) Members will be aware that the questionnaire asked a range of questions regarding the powers of the Policy Overview Committees and how well those powers were used together with some more specific questions around the venue for the meetings, whether Members felt adequately trained, whether sufficient information was made available in between meetings etc.

(3) The powers of the Policy Overview Committees are set out on page 5 of Appendix 1 to this report.

(4) Since the Cabinet government was introduced across the political spectrum Cabinet Members and non-executive Members have had concerns about the effectiveness of Policy Overview Committees.

(5) When I became Leader I made it clear to Cabinet Members and Chief Officers that they must ensure that their diaries are kept clear to attend meetings of the Policy Overview Committee to which their portfolio reports. This has not always been possible but Cabinet Members and Managing Directors are now committed to ensuring that this is the case for the future. Many non-executive Members feel that the Cabinet is becoming remote from the non-executive Members and as a consequence non-executive Members feel less well informed. Non-executive Members also find that it is difficult to hold the Cabinet Members to account or to review the performance of the Council in relation to its policy objectives and performance targets.

(6) However, it is also fair to say that non-executive Members of the Council have not made the best use of the wide ranging powers of the Policy Overview Committees (page 5, Appendix 1). Members' responses to the questionnaire made it clear that the Policy Overview Committee which exercises the powers to the greatest extent is the Adult Social Services Policy Overview Committee and the least is the Children, Families and Education Policy Overview Committee.

Specific Concerns from the Questionnaire which need Addressing

(1) Not surprisingly, the power to appoint Select Committees and Member involvement in Select Committee processes is welcomed. Select Committees are one of the successes of Cabinet government. These Committees have added value and made a significant impact to County Council policy, for example the recent report on Home to School Transport, Climate Change, Transition and Personal, Social and Health Education (PSHE).

(2) It is fair to say that these important pieces of work are not always given the recognition and media coverage they deserve with the focus primarily on the Executive which can undervalue the role of these non-executive Committees.

(3) One of the specific concerns raised in the responses to the questionnaire is that there is too much officer input into the Policy Overview Committee process and meetings and insufficient time allowed for Members to ask questions. Members will also have received a questionnaire from the political group whips and this too highlighted the need to provide the opportunity for Members to ask questions of the Cabinet Member(s).

(4) Another power of concern to the Policy Overview Committee Members was that they felt that they did not discharge as well as they could scrutinising the performance of other public bodies in Kent.

How can the Policy Overview Committees be strengthened and made more effective?

(1) The potential workload of the Policy Overview Committees is huge – so how can we ensure that the right balance is achieved in keeping Members informed to address the perception of remoteness from the Cabinet and focusing the agenda on outcomes which add value to the Executive and Council?

Forward Work Programme

(2) Key to the success of the effectiveness of the Policy Overview Committees is identifying a focused Forward Work Programme in addition to the generic items already in all Policy Overview Committees work programmes, e.g. Medium Term Plan and Budget, Annual Plan, reviewing the performance on the achievement of 2010 targets to name but a few but performance management in its broadest context which should be a fundamental component of a Policy Overview Committees work programme.

(3) The work programme needs to focus on specific areas which are topical so that non-executive Members have an opportunity to contribute before policies are finalised.

(4) An area for future inclusion in Policy Overview Committee work programmes will be how the targets in the Kent Area Agreement are being achieved. The Committee are reminded that there is a uniform approach to the way that the agenda planning and Forward Work Programme is currently approached. On a two

monthly cycle the Chairman and spokesmen of the Committee meet with the Cabinet Member(s), Lead Members and Managing Directors to share information and plan future agendas.

(5) These meetings are set for a year in advance and the above Members and officers all have these dates in their diaries.

(6) What might strengthen this process would be:-

- (a) the Chairman and spokesmen of the Committee being more proactive in inviting Members of the Committee to identify potential issues for inclusion on the agenda;
- (b) a more rigorous process by us as Cabinet Members in identifying from our work programme how the Policy Overview Committees could be involved; and
- (c) whether any of the above are related issues which could be dealt with through a more local body such as a Local Board or, in cases of multi-agency work a Joint Board or Forum.

Information

(7) Often the Policy Overview Committees are used as a platform for Cabinet Member(s) and the Managing Director to share information but is this the most effective use of a Policy Overview Committee's time with such a demanding workload? If we are looking at Member briefings outside of the Policy Overview Committee then often attendance is poor so what can we do creatively to address this imbalance?

(8) How can we bring the plethora of information together in one place so that the information a Member has access to is succinct, readable and if the Member wants to delve further there is a link to further reading? Do we make best use of the Information Point? The Member survey recently undertaken by the political whips has suggested making greater use of the Information Point and re-launching this service. Arrangements are being made for a Member User Group to be established and this will be considered by the Selection Committee at its meeting on 10 October 2007 but with a suggested term of reference of making the Information Point the focal point for disseminating information based on best practice elsewhere.

Conclusion

(1) Cabinet Members are committed to attending meetings of the Policy Overview Committees and being held to account for the decisions and actions we are taking and for the balance of responding to Members questions being made by ourselves and not by the Managing Director or the staff.

(2) Also acknowledging that the work of the Policy Overview Committees is enormous we will be ensuring that our contributions to your work programme are tightly focused and we would welcome your input and advice into the issues that we are dealing with.

(3) Appropriate, relevant, interesting agenda setting is vitally important to the POC process.

Background Information: *None*

Survey for KCC Members on Overview and Scrutiny Committees

The purpose of the survey was to take stock on how Members feel that Overview and Scrutiny Committees have performed, and to identify potential areas for improvement. The survey was distributed on 2 July 2007 with a deadline for responses of 13 July. A total of 31 responses were received, the last on 24 July, representing a response rate of 50% of Members who sit on Policy Overview Committees.

Q1 Members were asked which of the following Policy Overview Committees they sat on and responded as follows

Adult Services POC	8
Children, Families and Education POC	11
Communities POC	7
Corporate Services POC	5
Environment & Regeneration POC	9
TOTAL	40

In KCC's Constitution there are eight powers for each Policy Overview Committee.

Power 1 is to assist and advise the Council, the Leader and the Cabinet in the development of the Policy Framework.

Power 2 is to review the performance of the Council in relation to its policy objectives and performance targets.

Power 3 is to require the Leader, Cabinet Members and officers to attend before it and answer their questions.

Power 4 is to review or scrutinise the performance of other public bodies in Kent, invite reports from them and request them to address the Committee about their activities and performance.

Power 5 is to question and gather evidence from any person (with their consent).

Power 6 is to conduct research, community and other consultation about service performance, policy issues and possible actions.

Power 7 is to appoint Select Committees (with the legal status of Sub-Committees) to conduct reviews with the same powers as the main Committee.

Power 8 is to make reports and recommendations to the Council, the Leader, the Cabinet or any other Council Committee arising from the exercise of the preceding terms of reference or affecting Kent or its inhabitants within their allocated areas of responsibility.

Qs 2, 4, 6, 8, 10, 12, 14 and 16

Members of each Policy Overview Committee were asked to indicate how much they consider each of the powers is exercised.

In the following table a score has been given for each power and each POC representing Members' responses weighted to take account for whether each power was exercised fully or not at all. A score of 1.00 indicates that all Members responded that the power was exercised fully at that particular POC. A score of 0.10 indicates that all Members responded that the power was not exercised at all at that particular POC.

Power	1	2	3	4	5	6	7	8
POC								
AS POC	0.62	0.60	0.58	0.40	0.40	0.58	0.88	0.49
CFE POC	0.38	0.48	0.30	0.28	0.38	0.51	0.68	0.48
CMY POC	0.57	0.71	0.65	0.37	0.40	0.54	0.63	0.58
CS POC	0.64	0.64	0.76	0.24	0.40	0.44	0.32	0.36
E&R POC	0.54	0.45	0.52	0.50	0.44	0.52	0.50	0.44
Mean	0.55	0.58	0.56	0.36	0.40	0.52	0.60	0.47

For each power the figure highlighted in green indicates the POC where it is exercised to the fullest extent and the figure highlighted in red indicates the POC where it is exercised to the least extent.

The power that Members feel is exercised to the fullest extent overall is Power 7 – appointing Select Committees - at Adult Services POC.

Power 7 has the highest average score meaning it is exercised more than any other power at all the POCs, on average.

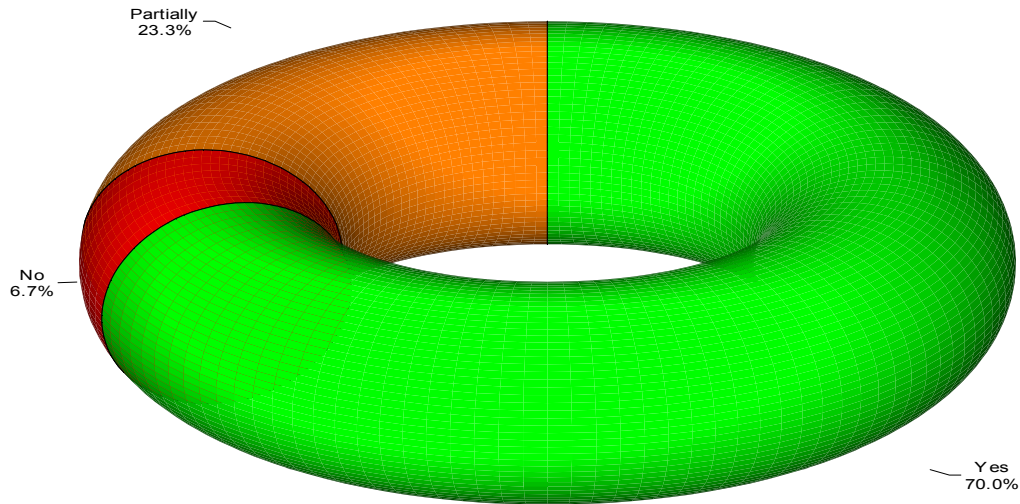
The power that Members feel is exercised to the least extent overall is Power 4 – reviewing or scrutinising the performance of other public bodies in Kent - at Corporate Services POC.

Power 4 has the lowest average score meaning it is exercised less than any other power at all the POCs, on average.

The POC that Members feel exercises the powers to the fullest extent overall is Adult Services.

The POC that Members feel exercises the powers to the least extent overall is Children, Families & Education.

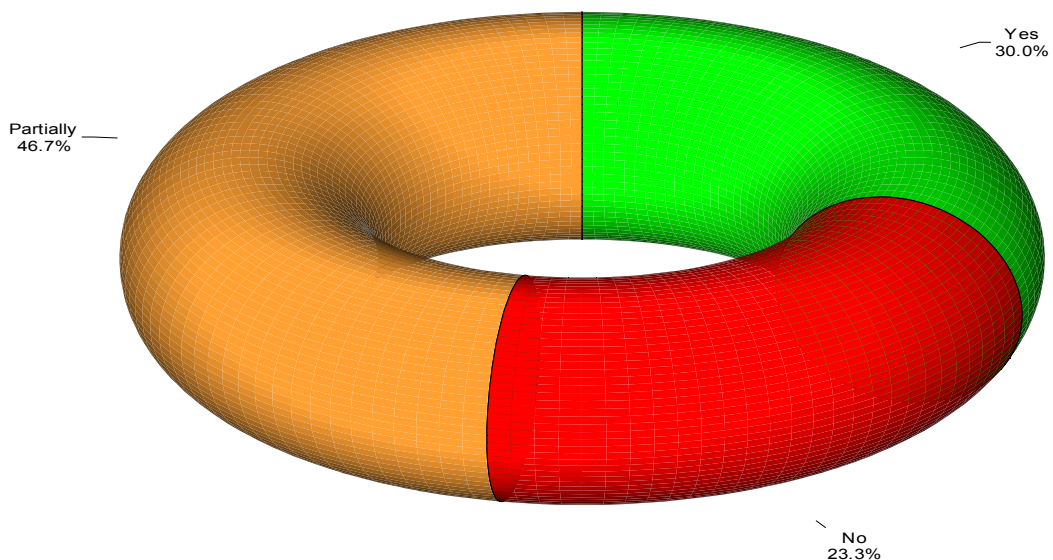
Q18 Members were asked whether they had all the skills necessary to be an effective Member of a Policy Overview Committee.



70% of respondents believed that they have all the skills necessary to be effective Members of Policy Overview Committees, compared with 7% who do not have all the skills and 23% who have some but not all of the skills.

Nine Members gave follow up responses. Three felt they had enough skills and a further three felt they could learn more and improve. Two Members identified the problem of time as a barrier to obtaining skills and also obtaining information from officers.

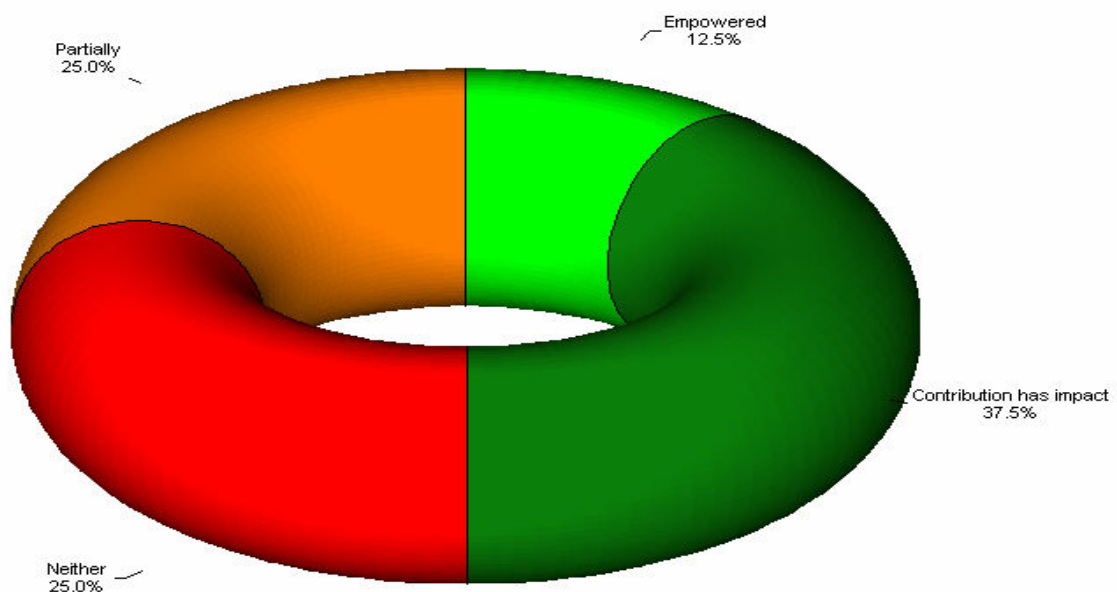
Q19 Members were asked if they believed that they can influence policy and the decision making process.



30% of respondents believe that they can influence policy and the decision making process, compared with 23% who do not and 47% who believe their influence is partial.

13 responses were given to exemplify the answer that influence was partial. Of these four indicated that they had little or no influence and two questioned whether Members of POCs are listened to. One commented that it was difficult for POCs meeting four times a year to keep up with the agenda of Cabinet which meets every six weeks.

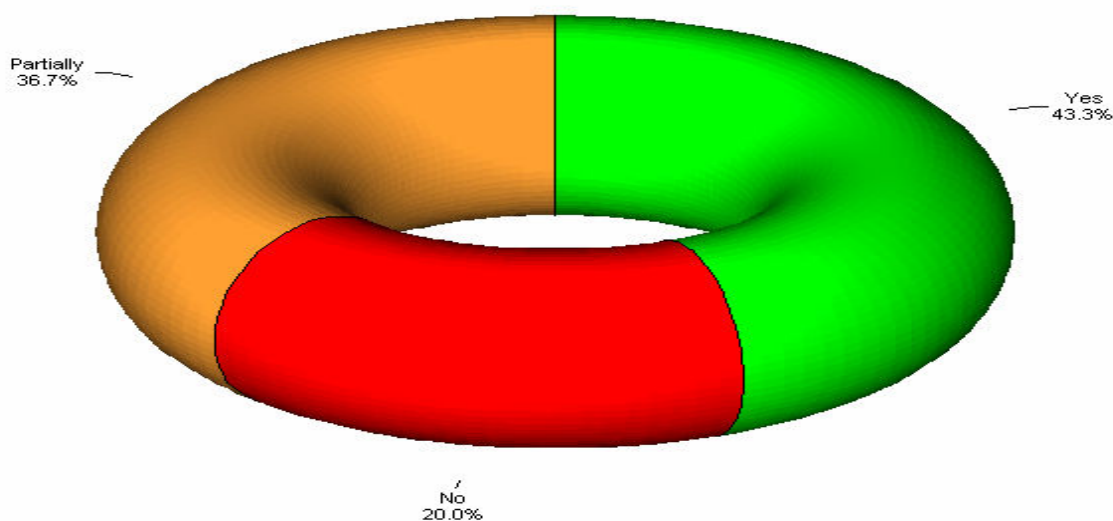
Q20 Members were asked if they felt empowered and that their contribution to a Policy Overview Committee had an impact.



13% of respondents feel empowered and 38% feel that their contribution to a POC has had an impact, whereas 25% feel neither empowered nor that their contribution has had an impact and 25% consider their contribution and impact has been partial.

10 responses were made to support the answer that Members' contribution and impact has been partial. One indicated that policy had been agreed when an issue arrives at POC. Another wondered whether the opinion of the minority group was taken into consideration. Two responses consider that POCs are too weak in comparison with the Executive and a further one suggested that POCs could achieve so much more.

Q21 Members were asked if they believe that items on the agenda for a Policy Overview Committee are the most appropriate.



43% of respondents feel that items on the agenda for their POC are the most appropriate, whereas 20% do not agree and 37% consider their agenda items are only partially appropriate.

12 responses were received explaining the view that agenda items were only partially appropriate. Two mentioned the need for POCs to monitor budgets. One suggested that POCs should examine the Annual Report, but at an appropriate time. Two commented on the vast range POCs have to cover and one suggested that the agenda of CFE POC was far too crowded making it difficult for Members to absorb all the reading and make a detailed contribution as the business is hurried on. One response reiterated the view that Members should have input into agendas.

Q22 Is the balance right between the time officers speak at POCs and the time Members have to ask questions

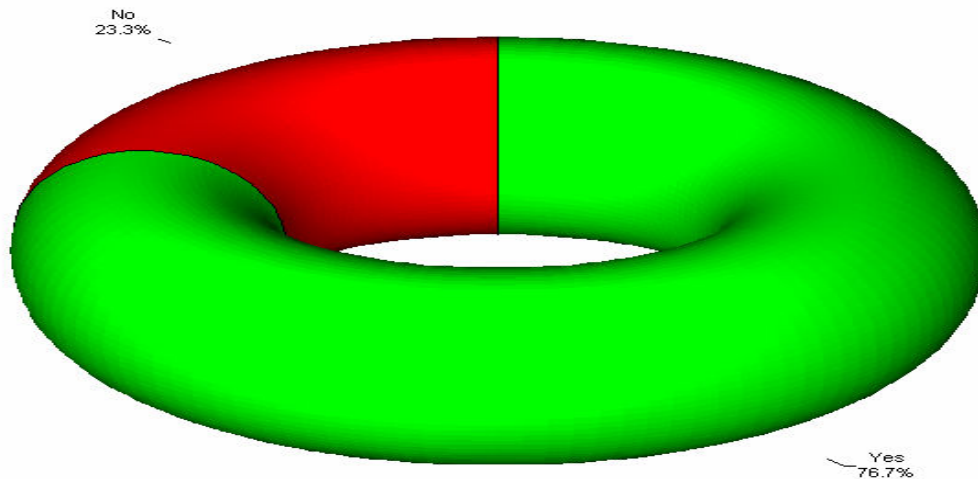
	<i>Too much officer time</i>	<i>Just right</i>	<i>Too much Member time</i>
Adult Services POC	55%	44%	0
Children, Families and Education POC	66%	33%	0
Communities POC	29%	71%	0
Corporate Services POC	25%	75%	0
Environment & Regeneration POC	50%	50%	0

For none of the POCs did Members think they had too much time to ask questions. For two POCs – Corporate Services and Communities - the majority of Members agreed that the balance of time was just right.

For Children, Families and Education and Adult Services POCs a majority of Members indicated that there was too much officer time. For Environment &

Regeneration POC Members were equally divided between too much officer time and just right.

Q23 Members were asked if they welcome the opportunity of holding POC meetings outside strategic HQ when appropriate.

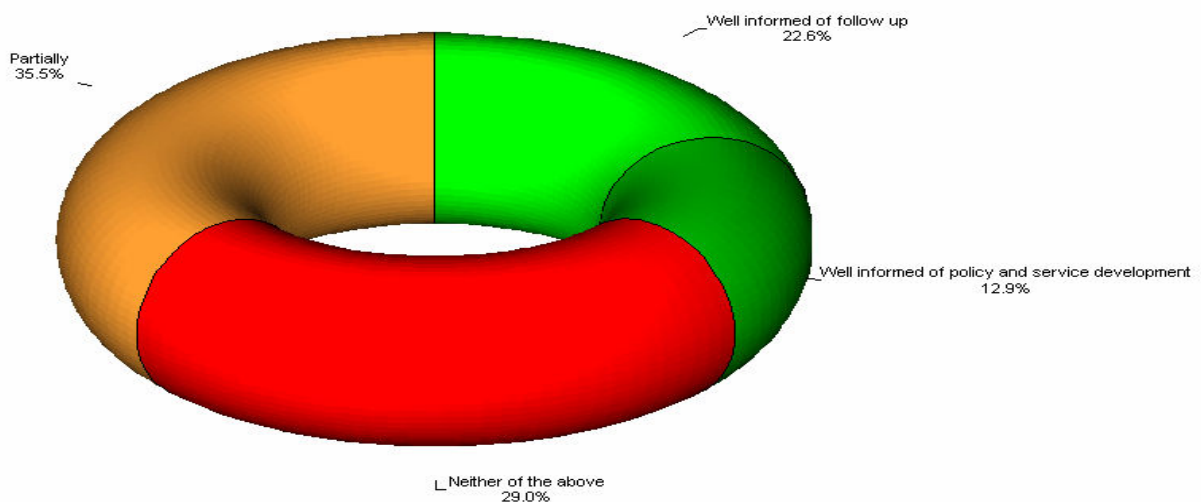


77% do welcome the opportunity but 23% do not.

Q24 Members were asked if external agencies be invited where appropriate.

100% of the 29 responses agreed that external agencies should be invited to POCs where appropriate, with none disagreeing.

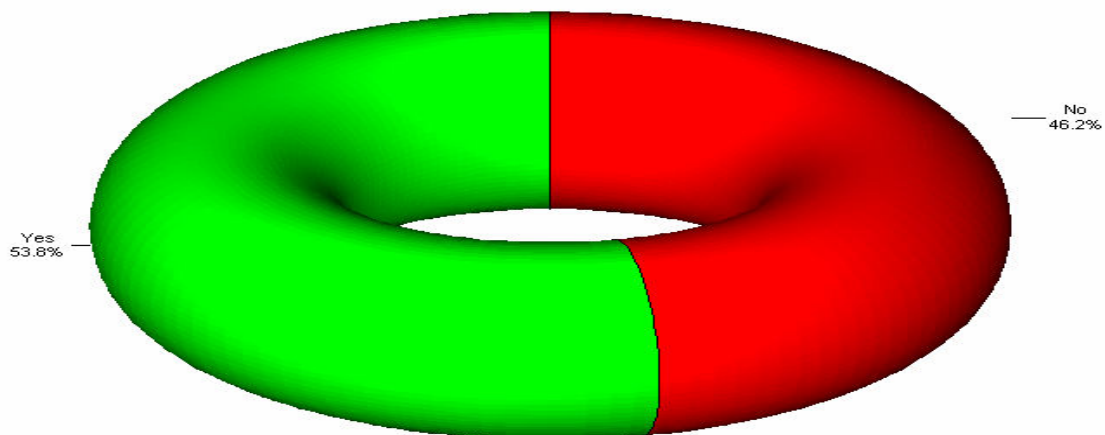
Q25 Members were asked if they are you kept sufficiently well informed of follow up and of Policy and Service Developments in between meetings.



23% responded that they were well informed of follow up and 13% were well informed of policy and service development. 36% considered they were partially informed but 29% were not well informed of follow up or policy development.

12 responses were received explaining the response partially. Four responses suggested that follow up did not happen at all or too infrequently. Two indicated that follow up was particularly important because POC meetings are so far apart. One response was that the best information was provided by Members' Information sheets from the library service. Another response was that information on policy development needs radical improvement.

Q26 Do you think that changing Member roles could help POCs achieve tangible outcomes from their meetings?



54% consider that changing Member roles could help POCs achieve tangible outcomes from their meetings, whereas 45% do not.

15 responses were received to the question on how Member roles could be changed. Three responses were that the question was not understood, although one suggested changing the Chairman from time to time. One response said that POCs should take a more strategic approach and should not be a forum for Members to raise local issues that they have nowhere else to raise. Two responses mention POC Members influencing the agenda. A further suggestion was that there should be an agreed definition of what the Member role on a POC was.

Q27 Members were asked what works best with the Policy Overview Committees at the moment.

20 responses were received and of these eight mentioned the flow of information. Three mentioned constructive cross party working. One mentioned the ability to pose questions generally and one cited questioning the Executive. One response indicated that the relationship with officers worked well with POCs.

Q28 Members were also asked what has worked less well with the Policy Overview Committees.

19 responses were received. One of these, that there was a limited agenda with little time for debate and too much for presentation, summarised the views expressed in about half of the responses. However, other responses indicate enjoyable and worthwhile meetings and identify that improvement will centre around agenda items and timing of debate to influence outcomes.

Q29 And finally Members were asked for any other comments they would like to make.

19 responses were received to this also, ranging from the opinion that POCs are wasting people's time to the view that the POCs are immensely valuable. Two comments were made that all day meetings are not a good idea. One comment was that Children Families and Education POC covers such a wide topic span and should have sub-committees to examine all the parts of its important and fast moving agenda. Other responses indicated that POCs should look at budgets more than once a year, that scrutiny should be part of POC's role, that Cabinet Scrutiny should have been included in the survey and that POCs need their own research capability.