



AGENDA

COMMUNITIES POLICY OVERVIEW COMMITTEE

Friday, 26 January 2007, at 10.00 am
Medway Room, Sessions House, County
Hall, Maidstone

Ask for: **Christine Singh**
Telephone **01622 694334**

Membership (14)

- Conservative (9): Mr P W A Lake (Chairman), Mr A R Chell, Mrs V J Dagger,
Mr D A Hirst, Mrs S V Hohler, Mr R E King, Mr C J Law,
Mr M J Northey and Mrs E M Tweed
- Labour (2): Mrs C Angell (Vice-Chairman) and Mr T A Maddison
- Liberal Democrat (1): Mr G Rowe
- Independent (1) Mr B P Wood

UNRESTRICTED ITEMS

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

A. COMMITTEE BUSINESS

- A1 Substitutes
- A2 Minutes of the meeting held on 17 November 2006 (Pages 1 - 6)

B. ITEMS FOR CONSIDERATION

- B1 Portfolio Holder and Managing Director's update (oral report)
- B2 Budget 2007/08 and Medium Term Financial Plan 2007/8 to 2009/10 (Pages 7 - 8)
*(Would Members please bring their copy of the draft budget and the report
circulated on 22 January 2007 to the meeting)*
- B3 Update on Kent 2012 Campaign (Pages 9 - 22)
- B4 Draft Vision for the Communities Directorate (Pages 23 - 34)

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
(01622) 694002

Thursday, 18 January 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.

KENT COUNTY COUNCIL

COMMUNITIES POLICY OVERVIEW COMMITTEE

MINUTES of a meeting of the Communities Policy Overview Committee held at Sessions House, County Hall, Maidstone, on Friday, 17 November 2006.

PRESENT: Mr P W A Lake (Chairman), Mrs C Angell, (Vice Chairman), Mr A R Chell, Mrs V J Dagger, Mr R E King, Mr T A Maddison, Mr M J Northey, Mr G Rowe, Mrs E M Tweed and Mr B P Wood.

ALSO PRESENT: Mr P M Hill, Cabinet Member for Community Services.

IN ATTENDANCE: Mrs A Honey, Managing Director, accompanied by Mr C Bainbridge, Director Community Safety and Regulatory Services; Mr D Crilley, Director, Libraries, Culture, Youth and Sports; Ms J Edwards, Director of Policy and Resources; Mr D Shipton, Head of Finance and Asset Management and Mrs C Singh, Democratic Services Officer

UNRESTRICTED ITEMS

16. Minutes

(Item A2 – Minutes, 29 June 2006)

- (1) Mr Maddison sought clarification on Minute 12(2), 9 June 2006 and for Minute 15(1), 9 June 2006 all six customer focused services needed to be written out in full ie, Community Safety, Trading Standards Registration and Coroners, Emergency Planning Kent Scientific Services and the Contact Centre.
- (2) The Minutes of 14 September 2006 be altered to read, Mr Birkett as present, substituting for Mr Wood and Mrs Hohler and Mr Wood deleted as present.
- (3) RESOLVED that the Minutes of 6 June 2006 and 14 September be agreed as correctly recorded subject to the changes made in paragraphs (1) and (2) above.

17. Future Meeting Dates

(Item A3)

RESOLVED that the future meetings of this Committee will be held at 10.00 am on the following dates:-

Friday, 26 January 2007, Wednesday, 9 May 2007, Friday, 13 July 2007,
Wednesday, 7 November 2007.

18. Portfolio and Managing Directors Overview

(Item B1 – Oral report by Mr P M Hill, Cabinet Member for Community Services and Mrs A Honey, Managing Director for Community Services)

- (1) Mr Hill said that he was delighted by the Strategic Management Team in the Directorate.

(2) Mrs Honey advised that the Strategic Management Team had been in operation for 6 months and Members noted that since the last meeting, Mr Des Crilley had been appointed as the Director of Libraries, Culture, Youth and Sport and had been in post for 6 weeks. He joins Ms Judy Edwards, Mr Dave Shipton and Mr Clive Bainbridge. She said that there was one vacant post, Director for Youth Offending Service and Kent Drug and Alcohol Team. Officer interviews took place on 13 November but the interview panel were unable to shortlist candidates to put towards a Personnel Appointment Panel, so appointment would be delayed until the New Year.

(3) Mrs Honey said that work was being undertaken on a Vision Statement which was now close to draft. This would be brought for discussion to the next meeting on direction of travel for Communities.

(4) Mr Hill updated Members on the Turner Contemporary , Olympics and Libraries. He said Turner Contemporary was making good progress and there was a rewarding relationship with the new architects, David Chipperfield Architects Limited. Members would receive an update at the January 2007 meeting of this Committee.

(5) Mrs Honey mentioned that alongside the build project much other work is being done and she was impressed by the whole artistic programme. She would like the Turner Project to engage with other schemes in the local areas.

(6) Members requested tracking and monitoring of finances on the project and the Committee agreed to hold one of its future meetings in Margate which would include a visit to the site.

Libraries

(7) Mr Hill advised that the Kaleidoscope Project, Sevenoaks, would be open to the public on 4 December, Mrs E Tweed would be in attendance and the formal opening would be held in February 2007 by the Local Member of Parliament, Mr Michael Fallon, MP.

(8) Mr Hill gave an up date on the Beaney Project; and the progress with the Libraries that are under review - Whitfield, Horsemonden and Dymchurch, all of which would be carried out in consultation with local Communities.

Olympics

(9) Mr Hill advised that a draft strategy paper would be considered by Cabinet members on Monday, 20 November 2006. He said that the paper will address how we could maximise opportunities for Kent and look at the resources needed to take this forward. He had concerns that the Olympics would drain lottery funding. It was agreed that an update would be brought to this Committee in the New Year.

(10) Members of the Committee suggested that Kent took stock of the lessons learned from the Tour de France and identify practice sites for team sports; and that KCC network on the Olympic Committee. Mr Crilley said he would invite Mr Chris Hespe, Head of Sports Leisure and Olympics, to a future meeting to update this Committee.

101 Emergency Number

(11) Members sought an update on the 101 emergency number. Mr Bainbridge advised that this had recently been "shelved" by the Home Office.

Government White Paper: "Strong and Prosperous Communities"

(12) Ms Judy Edwards gave a brief overview on the Local Government White Paper and how this may affect Communities. A paper would be submitted to a future meeting of this Committee with more detail.

19. Medium Term Plan 2007-08 to 2009-10

(Item B2 – Report by Mr P M Hill, Cabinet Member for Community Services and Mrs A Honey, Managing Director for Community Services)

(1) The Committee received a report on the directorate's Medium Term Plan 2007-08 to 2009-10 based on the Autumn Budget statement report by the Leader, Cabinet Member for Finance, Chief Executive and Director of Finance to Cabinet on 18 September 2006.

(2) Mr David Shipton advised that the budget proposals would be published at the end of January 2007 and would then be submitted to the County Council meeting on 22 February

(3) Members sought clarification on the total Communities spend. It was suggested that there was a need to look at gross as well as net spend and Mrs Honey agreed to include this information and re-circulate the table to the Committee.

20. Presentation by Kent Drugs and Alcohol Action Team

(Item B3 – Oral presentation by Mrs Lola Triumph, Mr Phil Painter, Kent Police and Mrs Karen Sharp, Young Persons Commissioning Manager)

(1) Mrs Triumph tabled a booklet covering details of the presentation and finance report 2006-07.

(2) Members noted that the 10 year national strategy came to an end in 2008.

21. Cultural Vitality in Kent

(Item B4 – Mr P M Hill, Cabinet Member for Community Services and Mrs A Honey, Managing Director for Community Services)

(Mr D Crilley, Director, Libraries, Culture, Youth and Sports; Mr R Crossland, ABL Consultants and Mrs S Dance, Arts Strategy Consultant were present for this item)

(1) The Committee received a report on the findings of an independent report "Cultural Vitality" commissioned by KCC from ABL Consultants on the effect that culture has the potential to have on the economic, social and environmental well being of the country.

(2) Mr Crossland highlighted the key findings referring to the executive summary attached to the report and noted that issues for Kent were:-

- Not attracting external funding.
- Weakness on exporters of culture in Kent.
- Lack of participation in culture for young people.
- Pick up on hard to reach areas was poor.
- Gaps in high quality music venues.
- Museums were disappointing.

He felt it was essential to create multi-working partnerships. Kent had a long history of voluntary and public sector partnerships and it was KCC's role to bring partners together to have a shared vision of Kent culture.

(4) Members of the Committee made comments and suggestions on the report as follows:-

- Each District Council could have one big event exhibiting museum artefacts.
- The recommendations in the report do not equally relate to each area of Kent, "one size does not fit all".
- There are 83 museums in Kent, KCC is only involved in 3, working with the local authorities was essential, particularly Medway.

- Welcome report. This can be used as a platform for future cultural development.
- The Local Board's funding could be used to stimulate small projects for culture-need to engage all Members of the County Council.
- Excellent report, like the idea of culture supporting business.

(5) RESOLVED that:-

- (a) the "Cultural Vitality" report be noted;
- (b) the comments made by the Committee in paragraph 4 above be taken on board by the drafting officers; and
- (c) support be given to the proposal that the Cabinet Member and Officers engage with other partners in Kent with a view to developing a Medium Term Cultural Strategy and Improvement Plan for the County as outlined in the report.

22. Young People's Participation Strategy – Update

(Item B5 – Report by Mr P M Hill, Cabinet Member for Community Services and Mrs A Honey, Managing Director for Community Services)

(1) The Committee received a report on the work in progress to develop a Young People's Participation Strategy and sought Members' contribution to the development of the proposed Select Committee Topic Review "Student Voice" consultation and participation with children and young people.

(2) Members were asked to comment on the scope of the proposed strategy for the Topic Review and made the following comments/suggestion:-

- Need to look at other services not provided by KCC.
- There is no timing suggested on the assessment form.
- Need to measure the effects.
- Need to include disabled and troubled youngsters.
- There seems to be a detachment between the Youth Forum and the KYCC, the relationship needs to be cemented.
- This should be a joint review.

(3) RESOLVED that:-

- (a) the development of an overall participation strategy for children and young people be noted; and
- (b) the comments made by Members in paragraph (2) on the proposed Topic Review "Consultation and participation with young people be recommended to be included in the scope of the proposal by the drafting officers, in time for the proposal to be considered by the Policy Overview Co-ordinating Committee meeting on 5 February 2007.

23. Select Committee Topic Review Programme – September 2006-2008

(1) The Committee received a report on the outcome of the Policy Overview Co-ordinating Committee's consideration of the Select Committee Work Programme, specifically on the two topics put forward by this Committee.

(2) The Committee was disappointed that the "Abuse of Alcohol" was not included in the current two year work programme and felt it should be given priority.

- (3) RESOLVED that the inclusion of the review for the “Provision of Activities for Young People” in the Select Committee Topic Review Programme be noted.

24. Future Location of POC

RESOLVED that the January meeting of this Committee be held at Sessions House and the meeting for May be held in Margate, the meeting venues for the remainder of the year to be decided at a later date.

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To: Communities Policy Overview Committee 26th January 2007
From: Cabinet member and Managing Director for Communities
Subject: Budget 2007/08 and Medium Term Plan 2007-08 to 2009/10

Summary: To consult the committee on budget proposals with reference to the KCC published consultation paper issued on 22nd January 2007

1. Introduction

1.1 We reported the national and local context to last Policy Overview Committee meeting and outlined the existing MTP priorities for Communities. Since that meeting there have been a number of further developments that have resulted in the budget proposals being presented for consultation.

1.2 The consultation papers include an overall summary of the proposed Communities portfolio budget for 2007/08 showing the amounts proposed for each service within the portfolio/directorate. As discussed at the last Policy Overview Committee this now identifies the gross expenditure, income and net expenditure.

1.3 The papers also include the proposed capital investment programme and the medium term plan for 2007/08 to 2009/10 expressed as figures and portfolio priorities. All papers are presented in a consistent format for every portfolio.

1.4 Due to the timing of the consultation release we cannot include any papers with the agenda for the committee but copies of the relevant pages will be available at the meeting.

2. Revenue Budget

2.1 The starting point for the budget is derived from the existing MTP. As indicated in the previous report there have been some adjustments to reflect transfers between portfolios, Towards 2010 and other service pressures, and efficiency savings and income generation.

3. Capital Budget

3.1 The starting point is the existing published programme. This is adjusted for the removal of completed schemes or schemes that are no longer going ahead, changes to the total cost or funding of schemes, rephasing of expenditure not affecting the overall cost of schemes, and new schemes.

3.2 A summary of the changes and alternative presentation for the capital programme will be circulated at the meeting.

Dave Shipton
Head of Finance and Asset Management
Communities Directorate
Tel (01622) 696136

To: Communities POC – 26 January 2007

By: Cabinet Member and Managing Director for Communities

Subject: Update on Kent 2012 Campaign

Classification: Unrestricted

Summary: The Kent 2012 campaign is cross-sectoral and led by KCC. It seeks to ensure that Kent derives maximum benefit from the Olympic and Paralympic Games across the area of sport, inward investment and economic development, tourism, the arts, volunteering, education, skills and training. It was established prior to the International Olympic Committee determining that the 2012 Games would be held in London. The work within KCC is cross-Directorate, whilst being led by the Communities Directorate. The Olympics will be a catalyst to enable Kent to achieve better its existing priorities as contained within Towards 2010, the Vision for Kent and the Kent Agreement (LAA). In addition, the Games will present a one-off opportunity to deliver a number of new projects and programmes, resulting in long-term legacy. A Kent Strategy for the 2012 Games has been produced and contains sectoral priorities and actions required.

POC Members are asked to note progress on the Kent 2012 work.

1. Background

1.1 The Olympic and Paralympic Games are known as 'the greatest show on earth', attracting 11 million spectators, 30,000 to 50,000 media personnel, 17,000 participants, 60,000 sponsors and a television audience of four billion people worldwide. In previous Games, economic, sporting and cultural benefits have spread far wider than the host city. The Kent 2012 campaign seeks to ensure that the County derives maximum benefit from the 2012 Olympic and Paralympic Games, including in the areas of volunteering, sport, economic development and inward investment, tourism, arts, education, skills and training. The work is cross-Directorate and cross-sectoral throughout the County, whilst being led by the Communities Directorate through the Sport, Leisure and Olympics function. The work is high profile and the priorities for the first year following the announcement that the Games were to be held in London has focussed on:

- (a) Raising the awareness in Kent amongst key organisations and the general public of the opportunities that the Games will bring;
- (b) Establishing robust and inclusive structures that will be able to drive the work forward and
- (c) Producing a strategy to ensure that efforts and resource are used to best effect.

1.2 A summary of the Kent 2012 work to date is contained in Appendix 1 of this report. However, some of the highlights for Kent from this work include:

- Commercial funding being secured for top performers;
- The British Judo Association agreeing to use the Dartford Judo Centre as its pre-Games Training Camp;
- The Archery World Cup event being attracted to Kent for 2007;
- Endorsement from the London Organising Committee of the Olympic Games for Kent's proactive audit and clustering of possible Pre-Games Training Camp venues and their back-up facilities;
- Production of an electronic guide for small and medium sized businesses to support them to become 'fit for the Games';
- Provision of a brochure and web site to inform and engage partners in the Kent work;
- Cross-curricular resources on the Olympics being made available for Kent schools;
- Funding from the European Social Fund for construction-related and sports-related training being drawn into Kent;
- An active campaign mounted aiming to achieve agreement that the Olympic torch should enter the UK at Dover and be received by Dame Kelly Holmes MBE, the patron of the Kent 2012 campaign.

2. Policy Context

2.1 Delivery of a successful Games and ensuring long-term legacy from them is a stated priority of all government departments, the LGA, Sport England, Arts Council England and a host of Non-Departmental Public Bodies and agencies at national and regional level such as SEEDA and the LSC. In Kent, the 2012 Olympic and Paralympic Games are a priority in Towards 2010, referred to in 'Kent Futures' and in the Communities Directorate's Draft Vision.

3. Structure

3.1 Nationally, the Games will be delivered by the London Organising Committee of the Olympic Games (LOCOG), with the physical infrastructure element led by the Olympic Delivery Agency (ODA). A Nations and Regions Group provides LOCOG with a mechanism for ensuring that programmes associated with the Games are shared and communicated to regional level. KCC is the only County Council to have a seat on the South East Group for the 2012 Games and has representation on all of the region's 2012 working groups. Links between Kent 2012 and national and regional agencies will be important not only in ensuring that maximum legacy is secured for Kent, but in enabling Kent to address some of the potential downside risks from the Games. These are being monitored closely in order that action to mitigate their effects can be taken.

3.2 Risks include land banking in the growth areas by speculators not prepared to release land for regeneration prior to 2012; escalating build costs of capital projects in Kent; the government taking resources from National Lottery distributors (Arts, Heritage and Sport) to pay for cost over-runs on the Games; the loss of skilled labour to Stratford across construction, ICT, marketing and hospitality sectors and afternoon/evening commuter travel from Kent being disrupted during the Games period. Informal strategic alliances with LB Newham and Essex County Council at Member and officer levels have been established as a means to consider the downsides jointly, as well as the more positive aspects of the Games.

3.3 In Kent, a cross-sectoral coordinating group meets every two months under the leadership of KCC. This includes representation from key agencies and sectors in Kent with an interest in the Games, such as Locate in Kent, Kent Tourism Alliance, the County Forum for Sport, the Kent and Medway LSC and districts as well as senior KCC officers from Highways, Corporate Communications, Cultural Development and Kent Volunteers. Feeding into this coordinating group are nine `sectoral task groups`, which have been established to provide the expertise and the County-level delivery of the opportunities. The composition of the coordinating group and membership of the sectoral task groups is provided in Appendix 2.

3.4 The Cabinet Member for Communities chairs an Advisory Board, which has in its membership Derek Wyatt MP, the All-Party Commons Select Committee Chairman on Sport and the Olympics, and Hugh Robertson MP, the Shadow Minister for Sport and the Olympics. This Board seeks to `oil the wheels` at strategic level to ensure that Kent will benefit fully from the Games. In addition, there is a Cross-Directorate Coordinating Group comprising of the Cabinet Members for Communities; Public Health; Children, Families and Education and Economy and Regeneration, which aims to ensure that the Olympics is seen as a cross-KCC matter. Members of the Labour and Liberal Democrat Groups are represented on the KCC Sport, Olympics and Paralympics Group, which is an advisory group to the Cabinet Member for Communities.

4. The Strategy

4.1 Over the past few months, the sectoral task groups have been determining their priority outcomes and actions required, in order that a Kent Strategy for the 2012 Games could be produced. The draft strategy can be viewed on www.kentsport.org/london2012. The long term legacy beyond 2012 is the key to the strategy (see paragraph 8.1 of this report).

4.2 It is accepted that the strategy will have to be refreshed as 2012 approaches. One major reason for this is that nationally, many of the programmes such as transport, volunteering, culture and sport are some way off being finalised and they will influence the work carried out in Kent. Hence, the strategy will be monitored closely and reviewed annually. There are clear arguments for seeing Kent's strategy in terms of pre-Beijing (Summer 2008), Beijing to 2012, the period of the Games, and post-Games.

5. External Funding

5.1 Although there may be little new national funding likely to be provided by central government to ensure the community-level legacy is achieved, bodies such as the Learning and Skills Council, Sport England, Arts Council England and Visit Britain will be re-profiling their spend to ensure that full advantage is made of the Olympics. In Kent, many of the large number of partners involved in the 2012 work will also be re-profiling their spend, although the current belief is that new, dedicated spend by them is likely to be minimal.

5.2 National programmes around the Games are still being clarified, so the extent of external funding that will be made available to Kent is not clear. However, Kent has already secured in the region of £2 million through the European Social Fund for Olympic-related skills training in construction and sport, SEEDA is likely to fund elements of the business development priorities within the Kent Strategy for the 2012 Games and the Denne Group has identified £25K per annum for potential Paralympians. However, it is clear that Kent will need to be responsive to opportunities as they arise, and hence must have some funding in place to be both proactive and reactive.

5.3 There are prospects for some sponsors' funding associated with the Games in London to be spent within the County, as sponsors seek to maximise the benefit from their support of the Games. Also, an Interreg bid has been submitted for tourism elements of the Kent Strategy for the 2012 Games. However, the assumption from central government and the London Organising Committee of the Olympic Games is that local level initiatives to take advantage of the Games will be funded primarily by local organisations.

6. Funding for the 2012 Work

6.1 Clearly, not all the resources for taking forward Kent's 2012 work need come from KCC. Although many of the other sectors and organisations have been slow in coming forward with financial resource, there is clearly the intention for them to re-profile their spending plans as the work moves forward. As with external agencies, it is envisaged that there may be scope to re-focus existing resources in Communities to meet some of these priorities, particularly if they align with other targets.

7. Current Priorities for Kent 2012

7.1 Examples of current priorities as identified by the sectoral task groups and featured within the strategy include the following:

(a) Establishing a Kent Business Opportunities Network to enable our companies to bid for potentially lucrative contracts, but also to enable SMEs to be better skilled, trained and networked, for long-term prosperity

- (b) Drawing to the County further international sports events, thereby generating tourism, economic benefit and profile for Kent
- (c) Establishing a `volunteer army`, which can be used by KCC and other organisations to assist with events and activities in years to come
- (d) Generating cultural, economic and educational links from the international contacts being made through the lead up to the Games
- (e) Providing learning resources for schools; enabling them to use the Olympics in literacy, numeracy, geography, history and other National Curriculum subjects
- (f) Funding PR work that will enable the profile of Kent as a tourism and inward investment venue to be addressed by some of the 30,000 to 50,000 media personnel involved with the Games, and with the Games reaching a television audience of 4 billion people worldwide
- (g) Strengthening the cultural offer in Kent and establishing new collaborative work in the arts through Kent playing an active role in the Cultural Olympiad from 2008
- (h) Using the Olympics brand to encourage young people into apprenticeships and vocational learning.

8. Legacy from 2012

8.1 The general result from KCC's work on the 2012 agenda will include the following:

- (a) Increased international profile for Kent's regeneration plans having been given a boost through worldwide publicity;
- (b) companies strengthened and having won contracts associated with the Games;
- (c) Stronger links between Kent and other nations for sporting, cultural, economic, education and tourism benefit;
- (d) Kent having accommodated a number of pre-Games Training Camps and having provided top performers for the Games, who act as role models for young people;
- (e) Increased participation in sport and physical activity;
- (f) Kent having provided a significant number of the volunteers for the Games and having a volunteer army that is called upon for major and community events;
- (g) 15% growth in attendance at tourism venues in the four years leading up to 2012;
- (h) Marginalised groups up skilled;
- (i) The arts and cultural sector strengthened.

9.0 Recommendation

9.1 Members are asked to note the progress made on the Kent 2012 work.

Contact Officers:
Chris Hesse
Head of Leisure Services
Sport, Leisure and Olympics
Communities Directorate
01622 605054

Stephanie Holt
Kent Manager for the 2012 Games
Sport, Leisure and Olympics
Communities Directorate
01622 605051

Background Documents: None



Kent Coordinating Group for the 2012 Games membership,

Chairman: Chris Hespe, Head of Leisure Services, Kent County Council

Kent Manager for the 2012 Games: Stephanie Holt

Arts: Sarah Dance, Arts Consultancy/KCC's Arts Unit

Business: Claire Coday, Chief Executive, Business Link Kent

Communications & Media: Gerry Moore, Corporate Communications Manager, Kent County Council

Community Safety and Security: Inspector Peter Williams, Kent Agreement Lead for 'Safer & Stronger Communities', Kent Police

Disability/Equity: Mike Bishop, Sports Development Manager (Disability), Kent County Council

District Councils: Mark Carty (Head of Cultural Services, Ashford Borough Council) David Ford (Cultural Development Manager, Canterbury City Council), Trevor Gasson (DCE, Maidstone Borough Council), Stephen Jefferson (Regeneration – Sports Development Officer, Dartford Council)

Further Education: Barry Langfield, KAFEC member, Assistant Principal, South Kent College

Higher Education: Professor Keith Mander, HEKAM member, Pro Vice Chancellor, University of Kent at Canterbury

International Context: Thomas Molloy, International Policy, Kent County Council

Inward Investment: Paul Wookey, Chief Executive, Locate in Kent

I.T: Chris Walker, Sports Development Unit Strategic Projects Manager, Kent County Council

Medway Council: Bob Dimond, Medway Manager for the 2012 Games, Medway Council

Regeneration/Economic Development: Jim McKenzie, Economic Development Manager, Kent County Council

Regional Development Agency: tbc, SEEDA Area Director

Schools: Danny O'Donovan, Head Teacher of Herne Bay Sports College, and member of Kent Secondary Transformation Team.

Skills and Training: Tony Edmunds, Learning & Skills Council

Sport: Martin Laws, Chairman Kent County Forum for Sport

Tourism: Sandra Matthews-Marsh, Chief Executive, Kent Tourism Alliance

Transport: Mick Sutch, Head of Planning and Transport Strategy, Kent County Council

Volunteering: Carol Kincaid, Coordinator, Kent Volunteers



Kent Co-ordinating Group for the 2012 Games
Sectoral Task Group Membership List

**Entries in italics indicate proposed members yet to be confirmed*

Arts –

- Shaminder Bedi OBE KCC
- Andy Brown South East Regional Director, English Heritage
- Esme Chilton Creative Partnerships
- Sarah Dance (Chairman) SD Arts Consultancy/KCC
- Chris Endersby KCC
- Nick Ewbank Director, Creative Foundation
- Gina Fegan Chief Executive, South East Media Network
- Stephanie Holt Kent Manager for the 2012 Games
- Sophie Jeffery Arts Council, South East
- Janice McGuinness East Kent Cultural Strategy Group
- Jo Nolan Chief Executive, Screen South
- Dermot O'Brien UKC
- Victoria Pomery Turner Contemporary
- Indi Sandhu KCC
- Sue Sparks KCC

Communications & Media –

- Steve Constable KM Group East Kent Sports Editor
- Stephanie Holt Kent Manager for the 2012 Games
- Simon Irwin KM Group Managing Editor
- Gerry Moore (Chairman) KCC
- Mike Rees KM Group West Kent Sports Editor
- Lisa Whitbread KCC
- Lee Winter KM Group Maidstone Chief Reporter

Economic Development & Regeneration –

- Paul Barrett Canterbury 4 Business
- Mandy Bearne Locate in Kent
- Kim Fletcher Business Link Kent
- Kate Greenaway SEEDA
- Stephanie Holt Kent Manager for the 2012 Games
- Stephen Kingsman Denne
- David Liston-Jones North Kent Thames Gateway
- Greg MacDonald Swale Forward
- Megan McKibbin KEB
- Jim McKenzie (Chairman) KCC
- Ken McKenzie KCC Head of Social Economy
- Matt Peacock Medway Council
- Debasish Sen Federation of Small Businesses
- Kathy Wadsworth Medway Council
- Janet Waghorn East Kent Partnership
- Michael Ward Kent Thameside
- Janice Wasson Channel Corridor Partnership

Schools & Young People –

- Nigel Baker Youth Services
- Martin Carter Kent Police
- *Rose Collinson* *Medway Director of Education and Leisure*
- Sharon Denney KCC – Teacher advisor for PE
- Jo Eames Valence School
- Carol Healy KCC Healthy Schools Programme
- Stephanie Holt Kent Manager for the 2012 Games
- Danny O'Donovan (Chairman) Herne Bay High School
- Sheena Watson Creative Partnerships
- John Wilford KCC School Sports
- Sarah-Louise Willy KYCC

Skills & Training –

- Sonia Allen Medway 14-19 Consultant
- Louise Beck Connexions Kent & Medway
- Malcolm Bell (Chairman) KAFEC/North West Kent College
- Deborah Benton Kent Works
- Caroline Chambers Channel Chamber of Commerce
- Sue Dunn KCC, Vocational Development
- Tony Edmunds LSC
- Barry Francis TUC Learning Services
- Emily Haswell KCC Economic Development Officer
- Stephanie Holt Kent Manager for the 2012 Games
- Vernon Hull Gateway Knowledge Alliance
- Keith Mander HEKAM
- Stephen Ramkissun ALPSE
- *Lynda Russell* *Job Centre Plus*

Sports –

- Mike Bishop KCC Disability Sport
- Kevin Day Performance & Excellence
- David Ford KALCO
- Kevin Fordham Commercial Sport
- Chris Hespe KCC
- Stephanie Holt Kent Manager for the 2012 Games
- Martin Laws (Chairman) County Forum for Sport
- Chris Metherell KCC Facilities
- Jennie Parker KASDO
- Claire Thomas University of Kent
- John Wilford School Sport
- Mike Wilkins University of Kent

Tourism –

- Sandra Matthews-Marsh (Chairman) Kent Tourism Alliance
- Stephanie Holt Kent Manager for the 2012 Games
- Kent Tourism Investors Steering Group (representing 55 organisations)

Transport –

- Richard Christian Dover Harbour Board
- Darren Cook (Chairman) KCC
- Stephanie Holt Kent Manager for the 2012 Games
- Anna Hurst ODA
- Neil Instone Stagecoach
- Paul Johnson Fasttrack
- David Miller Go Via
- Malcolm Spalling Arriva
- Mick Sutch KCC

Volunteering –

- Stephanie Holt Kent Manager for the 2012 Games
- Carole Kincaid KCC/Volunteering England
- Melosie MacNamara Job centre Plus
- Peter Nichols Kent Volunteers Advisory Group
- Charlotte Osborn-Howard Maidstone CVS
- Sarah Williams Swale CVS



- Schools Olympic and Paralympic Week (13 – 17 June 2005) – marathon, sports assemblies, skipping world record attempt
- Multi agency County Olympic Seminar, leading to the establishment of the proactive Kent Coordinating Group for the 2012 Games
- Kent’s campaign around the 2012 opportunities logo designed and launched. Promotional items subsequently extensively used and distributed
- Presentations to, and workshops with, a range of influential groups
- Workshop with Kent Youth County Council and Medway Youth Parliament – leading to their membership of three Kent Coordinating Group sectoral task groups
- A Kent stand around the 2012 opportunities at County Show 2005 – 6, 000 enquiries
- www.kentsport.org/london2012 website – accessible in three languages
- Email notice to all international Olympic and Paralympic committees of the “Kent offer”
- close working between Kent Sports Development Unit, Timebank, Kent Coordinating Group for the 2012 Games’ Volunteering group, Volunteering England
- Dame Kelly Holmes’ agreement to be patron of the campaign
- Formal engagement of Kent MPs with official national sports remits with the Kent Coordinating Group for the 2012 Games campaign
- Funding secured for top performers, both able bodied and those with disabilities
- “Kent tourism and the Olympics” conference
- “Kent business and the Olympics” lunch, hosted by KCC. Hosting two “business and the Olympics” workshops, plus manning a stand with over 100 enquiries, and presenting to a number of business breakfasts, and a business dinners

- Successful recruitment and appointment of a Kent Manager for the 2012 Games
- Successful Cabinet Member level Cross Directorate Olympic Committees held – delivering wide sign up across the County Council to the opportunities around the Games
- Endorsement from the London Organising Committee of the Olympic Games for Kent’s proactive audit of possible Pre Games Training Camp venues and their auxiliary facilities, and for our approach to “seizing the wider agenda”
- Meetings with Essex County Council, the Department for Communities and Local Government, Newham Council, and GLA to consider pan regional approaches and challenges to and of the Games
- Proactive member of the Regional Coordinating Group for the 2012 Games, and all of its six sub groups
- Lord Coe attended and presented to a Kent business lunch on Olympic and Paralympic opportunities. Lord Coe meeting with Cabinet Member with responsibility for Olympics and Paralympics, and KCC Deputy Leader
- Regular meetings (at Member, and at officer level) established with Local Government’s representative on the London Organising Committee of the Olympic Games
- Proactive member of the LGA’s Olympics and Paralympics Steering Group
- Early exploration with the Olympic Delivery Authority of the transport implications to Kent
- Being part of a successful bid to attract £1.7m of sports-related-training ESF funding into the region
- Being part of successful bids to attract £2.9m of construction-related-training ESF funding into the region
- Support and advice to the emerging Pas de Calais Olympic and Paralympic group
- Production and wide spread distribution of “One Year On – A Progress Report on how Sport in Kent has responded to the challenge of 2012”
- Monthly detailed interviews with members of the Kent Coordinating Group for the 2012 Games in the Kent Messenger papers

- Production and widespread distribution of an accessible campaign brochure outlining Kent's approach to deriving maximum benefit from the 2012 Olympic and Paralympic Games, thus achieving wider partner sign up – designed as a long-life reference document
- Reference in a platform speech at the 2006 LGA Conference that “Kent and Essex have been brilliant in the way they have responded [to the opportunities around the Games] both are really gripping the wider agenda”
- Have produced an electronic guide to “top ten things to do now to get your business fit for the Games” – Business Links nationally looking to adopt this
- Business Link Kent working with SEEDA as the national leads on developing the regional/national Business Opportunities Network model
- Worked closely with Kent Messenger group to produce an eight page “Kent and 2012” supplement, one year on from London winning the bid to host the Games
- British Judo Association agreeing to use the Dartford Judo Club as its Pre Games Training camp for 2012
- Archery World Cup event being attracted to Kent in 2007
- Draft Kent Strategy for the 2012 Games widely consulted upon
- Regional Business Coordination on the Games hosted and managed by Kent

To: Communities Policy Overview Committee - 26 January 2007
From: Cabinet Member and Managing Director for Communities
Subject: Draft Vision for the Communities Directorate
Classification: Unrestricted

Summary: A Vision for the Communities Directorate is being prepared and Members comments and views are invited in order to inform its development

FOR INFORMATION

1.0 Introduction

1.1 The Communities Directorate was established in April 2006 and represents a wide range of community services that are delivered to and with the people of Kent, through a combination of in-house provision, commissioning, partnership arrangements, and the contribution of thousands of volunteers.

1.2 The potential that arises from joining these services into one portfolio and Directorate is significant. It is an exciting and evolving opportunity which will be shaped by staff and service users themselves over the next few months, and on a continuing basis, and the draft Vision attached at Appendix One represents the first articulation of this.

2.0 Recommendations

2.1 Members are asked to note the development of a Vision for the Communities Directorate and comment on the draft attached at Appendix One.

Judy Edwards
Director, Policy and Resources
Communities

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The Communities Directorate

A Vision for the Future

Draft

INTRODUCTION

The Communities Directorate came into existence on 1st April 2006 and this document begins to set out a vision for our work in the future. It builds on the aims and aspirations set out in the Kent Partnership's Vision for Kent as well as the county council's strategic direction as outlined in Towards 2010, the Medium Term Plan and the Children and Young People's Plan. It will be underpinned by annual service plans approved in April each year.

It is being developed in the context of significant changes nationally, new ways of thinking about service delivery and rising public expectations for excellence and value for money. These provide major challenges and opportunities and also an environment in which innovation and new ideas will be encouraged to thrive. The new Local Government and Public Health Bill focuses on service delivery at neighbourhood level and is likely to have an impact on Communities and the services that we provide. The direction in which we are heading will put us in a strong position to respond.

The services provided by the directorate already touch the lives of thousands of people in Kent, of all ages, every day, and in some cases 24 hours a day, providing them with the opportunity to learn, improve their well-being and get involved in their community.

They include Youth Services, Adult Education, Libraries, Archives and Sport and Arts Development which contribute to the quality of life of people of all ages in the county. They also include Registration Services for important life events for people in the county; and they help groups of people who have special needs or who need help in reaching independence – for example people who are vulnerable through offending, and alcohol or drug misuse. The Directorate also leads the authority's contribution to Community Safety in the county, through Trading Standards and the Community Warden, Handy Van and Home Safe schemes; and through strategic emergency planning in Kent.

Many of our services work closely with each other already and we will actively encourage further integrated activity. We also recognise and value the significance of the work within Kent's communities that is carried out by others in KCC; by district councils and other partners; by the voluntary and community sector and by thousands of volunteers who work, for example, with youth groups and in youth justice; support sport and libraries and encourage creativity in the arts. We are part of a strong network and look forward to continuing and developing these relationships.

THE OVERALL VISION

Successful communities are made up of individuals who actively work together towards common goals. We want to encourage people to have confidence in their own abilities and their potential to influence decisions that affect them. Fundamentally, we want communities to be fun, rewarding and safe to be in, supportive to people at vulnerable times, and places where people are involved in decisions that affect them locally.

The services in Communities have a significant contribution to make to this ambition and the outcomes we would like to see are: -

- More people participating in their local community: volunteering to help local playgroups, acting as a mentor to local young people, raising funds for a holiday for local carers
- More people involved in shaping their future: for example joining local community action groups to shape the town centre and getting involved with local decisions which bring about changes to community resources
- More people motivated to develop themselves and others: taking up informal or formal learning: recruiting others into learning or community activity and promoting healthy lifestyles
- More people taking part in cultural, sporting and community events; local youth theatre is growing; sports clubs membership increases
- More people are working alongside our community safety officers to increase the sense of safety and wellbeing.

KEY PRINCIPLES

The way we go about our business is integral to service delivery and at the heart of our work will be three core principles:

“To continuously *improve* our locally delivered services; to *involve* communities in shaping them and to extend the positive *impact* they have, especially in our more disadvantaged communities”.

We will shift the expectation of our services from doing things to communities to doing things with communities. Our work will be characterised by enabling others; and we imagine a Kent where communities are playing a strong role in service development and provision, and where any boundaries between local government and communities are invisible.

We want to see a world where our front line staff can advise on a whole range of services, where perhaps health workers can recruit learners into adult education and where there is a volunteer infrastructure of community champions, acting as ambassadors for community improvement and development

We will also encourage the influence of local people over the use and management of our community assets and make it possible for users of all ages to get involved in, and contribute to, the development of services. We will ensure a co-ordinated approach to consultation and will take complaints and customer feedback very seriously.

Our staff have a well deserved reputation for working innovatively to ensure value for money and the best possible service, and they always be highly valued, empowered to make local decisions. Staff development will be a high priority.

They are currently based in over 200 different locations in the county and we will use technology to improve internal communications, enable flexible working, and make the most effective use of our property assets. Modernisation will also be a cornerstone of the way in which we provide our services, using technology to its full potential.

Working with our partners to deliver services is crucial and we will remain committed to this in the future – for example in relation to the joint services that we host such as the Youth Offending Service and the KDAAT and those that we commission on behalf of others such as Sports and Arts Development.

Finally, and importantly, we are committed to ensuring excellent value for money and will be proactive in seeking out more efficient or effective ways of working.

These are some of the aspirations and principles which will guide our work. The following sections introduce some of the activities that we are already involved with to help make our vision a reality. They also summarise future commitments and we would welcome your contribution and ideas on how to put these into practice. The themes are cross-cutting and all our units contribute to them in some way.

PUTTING USERS AT THE HEART OF OUR SERVICES

We are in touch of thousands of people of all ages throughout a year - well over a million calls are taken in the contact centre, there are XXX thousand visits to Register Offices, XXX 'hits' on the pages in the KCC web site relating to our services; large numbers of people in local communities meet the Community Wardens on a daily basis; over a thousand teachers, coaches and volunteers receive sports training - this list can grow and grow.

Our relationship with the public is sometimes complex, for example in Regulatory and Youth Offending Services our staff are also enforcing the law but, whatever the relationship, our staff re committed to making the experience highly professional, and to ensuring that our services will be accessible to everyone, regardless of race, gender, sexual orientation, faith, age, disability or social situation.

Improving access already in action – case studies including:-

Communities services joining up in the Ashford Gateway and Sevenoaks Kaleidoscope

Access to sport for the disabled- 2006 Kent Disability Youth Games

Increased library opening hours

Commitments for the future. We will

- Develop a new “What’s on in Kent” web site which at the touch of a button will list sports and leisure activities for all age ranges in the county.
- Expand opportunities for self-service through KCC’s website and experiment with the use of SMS texting
- Contribute to further development of the Gateway “single access” concept by co-locating as many of our services as possible, physically or virtually
- Develop a public involvement strategy and enhance the way in which we deal with and use complaints and customer feedback to develop services
- Ensure that our services deliver outcomes or products that the customer finds valuable.

SAFE COMMUNITIES

Communities that are successful and thriving must not only have low levels of crime but also be places where people feel safe. Being a victim of crime, or fearful of crime, or suffering from anti-social behaviour or nuisance can be extremely disturbing and has a huge effect on the quality of life. We will support our vision that all communities should be safe both through the services we provide and by working closely with partners in the police and fire and rescue services, the voluntary sector and Kent Probation Service.

Case studies of current innovative work that will be further developed

Community Wardens

Tackling doorstep cold calling on the elderly

The Power Project (YOS)

Commitments for the future. We will

- Ensure children and young people are safe and feel safe in the communities where they live, go to school, work and travel
- Sustain the successful service provided by our Community Wardens and extend the Handy Van Service to adults with disability
- Support Kent Police in their visible Neighbourhood Policing programme and work with them and Crime and Disorder Reduction partnerships to strengthen police presence in problem areas
- Continue to alert people to the activities of rogue traders. especially those involved in door-to-door sales to elderly people, and increase the number of offenders prosecuted
- Support young people to reduce the risk of them offending

**STRONG AND VIBRANT COMMUNITIES
- PROMOTING WELL-BEING**

Strong communities undertake activities to sustain themselves, are independent, and support their most vulnerable members They act to promote social cohesion, and are confident about the future. Vibrant communities are places where people can enjoy taking part in community activities and where it is easy to get involved. People know on whom they can count to act on their behalf and to support and promote their interests; they value differences of opinion, they know that everyone is a stakeholder and create opportunities for everyone to get involved.

Case studies:

The Youth Service work alongside District Councils in Kent and the voluntary sector to support localised youth plans

The Handy van scheme which fits alarms and aids that help vulnerable and infirm people to stay in their own homes.

Healthy eating in schools and sports programmes

The Communities Directorate also strongly supports and values the role that the voluntary and community sector plays in building strong and vibrant communities, encouraging voluntary participation in the local community and delivering public services. They help to provide the invisible glue that gives us all a sense of community.

Our commitments. We will:-

- Develop closer links with Local Boards in order to ensure that there are focused opportunities for us to meet the public and discuss our services
- Ensure that participation in local democracy is encouraged for example through the Kent Youth County Council
- Promote the importance of volunteering and build the army of volunteers that will be needed for the 2012 Olympics and Paralympics.
- Continue to encourage participation in sport, leisure and cultural activities
- Establish a biennial Youth Games and support Kent Youth Theatre activities
- Support specific projects such as the Turner Contemporary which will revitalise and strengthen particular areas
- Take a lead in developing a cultural strategy for Kent

LEARNING COMMUNITIES

A learning community is one where people have access to learning throughout their lives and want to make use of learning to grow and enrich their lives, as individuals and as families. It can lead to radical change and is ambitious for all its members to achieve prosperity, educational success and a sense of achievement. We will actively promote community learning and development and contribute towards eliminating the skills gaps.

Current innovative practice- case studies

Kent Learning Champions, a scheme run through Adult Education, recruits successful local learners to act as champions – or ambassadors – of learning within their communities.

First steps learning programme to give people confidence to embark on more formal learning programmes

Book-start – promoting learning at an early age

The Youth Services alternative curriculum programme

Commitments for the future. We will:

- Meet the learning needs of the community through Kent's libraries, youth and Adult Education services
- Promote learning about harmful substances and their effects through the Kent Drug and Alcohol Action Team
- Promote learning through the voluntary sector where possible
- Reduce the number of young people not in education, training or employment
- Further extend the Kent Success Apprenticeship Programme within KCC

FEEDBACK

As our Vision evolves into service plans and actions, it is vital that they continue to be shaped by those who are delivering and receiving services. We want to generate a discussion about the future and ensure that the vision for community services in Kent remains consistent with that of other partner agencies. People who use our services can also do their bit to ensure that we operate effectively.

Please can you:

- Let us know what you think of our direction
- Give feedback on the services you deliver or receive
- Tell us how you think services should be developed in the future

The final version of the first Communities Vision to be available in 2007, and we would be delighted to hear from you before then. We will, though, revise this document on a regular basis, so please feel free to send us your thoughts and comments at any time.

Your suggestions can be sent to:

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