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To: Communities POSC

Date: 16th September 2010

Subject: *Towards 2010* – Fourth Annual Report

Classification: Unrestricted

SUMMARY

This report sets out the process for finalising the fourth and final *Towards 2010* Annual Report prior to approval by County Council on 14 October and attaches a draft of the report (concerning the 17 targets led by the Communities Directorate) for Members' comment.

FOR INFORMATION AND COMMENT

1. Introduction

Towards 2010 was formally launched in September 2006 and annual reports on progress against the 63 targets are discussed and approved by County Council each autumn.

The Communities directorate has made excellent progress against the 17 targets on which it has led over the past four years, and its services have contributed to achievements in many more. The reports attached in Appendix One contain numerous examples of where services within the directorate make a difference to local communities, with Trading Standards Officers, Community Wardens, Librarians, Youth Workers and other staff often working together to achieve outcomes. As well as outcomes achieved since 2006, many targets leave a legacy for the future.

A summary of key achievements and outcomes is given below:

Culture and Sport

- Established and staged the inaugural Kent School Games in 2008 and followed it with another successful event in 2010, involving more schools and increasing cultural input. Each Games involved approximately 30,000 young people. The coalition Government has announced plans for a schools "Olympics" based on the Kent model.
- Kent's reputation has been enhanced in relation to the Olympics preparation work, with KCC one of only five local authorities to achieve Beacon status in this area.
- Over 900 talented sports performers have been supported through dedicated programmes, funding and other initiatives.
- Increased the level of PE, school sport and competitive school sport in Kent with nearly 90% of pupils now participating in two hours of high quality PE and school sport per week, compared to 64% 3 years before.

- 187 new or enhanced out-of-school activities for young people have been funded and delivered both after-school and during the school holidays
 - Helped create more opportunities for Kent's young people to get involved in youth theatre activity, with over 7,200 young people reported to have attending youth theatre activity in 2009/10.
 - Delivered two Youth Theatre Festivals, engaging approximately 250 young people each time, and improved the Youth Theatre delivery infrastructure in the county.
 - Developed a KCC Cultural Strategy for Kent with stakeholders that will support KCC's Regeneration Framework. Two Cultural Strategy Summits secured engagement of 80 key influencers and decision makers across Kent.
 - Continued to lever in external funding into the arts in Kent, with £6.7m inward investment achieved in 2009/10.
 - Re-focused the Arts Development Unit as a strategic development Unit.
 - During 2009/10 the Arts Development Unit's support and financial investment resulted in 2,175 performances, screenings and exhibition days, involving 1,598 professional creative workers and 1,027 educational events and workshops.
 - Provided proactive support to the Kent 2012 campaign, including commissioning of the Kent Cultural Baton, a portable art commission to tour Kent up to 2012 whereby local groups and communities can host it.
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- Fifteen libraries will have been modernised by the end of the Towards 2010 period, with improved "footfall" being experienced in them. The modernisation programme has included finding new ways of working including co-location; over 80% of Kent libraries now host sessions delivered by partners or are co-located with other public service providers.
 - The introduction of a new Library Management System resulted in an improved IT service for customers and saved over £1m.
 - Free eBooks and eAudiobooks downloads have been launched and are available on the Service's online library catalogue as well as on its providers' interfaces - and access to Kent library card holders will be completely free.
 - Early Years activities have increased since 2007/8 – Baby Bounce and Rhyme sessions increased from 1,500 sessions in 2007/8 to over 3,000 in 2009/10. Children of all ages are borrowing more items.
 - Work on major capital projects (Kent Library & History Centre, Ashford Gateway Plus, Gravesend Library and the Beaney in Canterbury) is moving forward.
 - Excellent progress made on the development of the Turner Contemporary. Building to be completed in December 2010, with planned opening to the public in spring 2011.
 - Regeneration impacts associated with the Turner Programme include major improvements to the whole of the eastern seafront area, while a number of new shops, cafes and creative spaces have opened in Margate in anticipation of the opening of the gallery.
 - Operational responsibility for the Turner Contemporary transferred to the independent Operating Trust on 1st April 2010
 - Provided practical help for hundreds of sports clubs across the county, e.g. administering small revenue and capital grants and helping organisations secure funding.

- Created a network of volunteers to help at sports and leisure events – over 1,000 volunteers have signed up to the Kent EventTeam and this will grow to 2,500 by 2012.

Stronger and Safer Communities

- The 'Volunteer Your Skills' targeted media campaign has encouraged people with specialist and professional skills to volunteer.
- Small grants have been given to 50 local voluntary groups to enable them to recruit, improve good practice and retain volunteers, while a 'train the trainers' programme has been taken up by 70 voluntary organisations.
- KCC Community Wardens:
 - have developed a broader remit and play an important role within Neighbourhood Policing teams.
 - have facilitated activities and events within their communities to engage with local residents, including 3 annual countywide 7-a-side football tournaments, involving over 2,000 'hard to engage' young people.
 - have provided awareness training to over 15,000 people since 2006 against the dangers of bogus callers, helping the elderly and vulnerable to remain safe in their own homes.
 - have been involved in almost 200,000 activities, incidents, queries or interactions with the public and over 145,000 instances of partnership working between April 2006 and March 2010.
 - were recognised at the National Employers Forum on Age / Belief Awards Ceremony in July 2010 for the Support Warden Programme (emanating from the Future Jobs Fund scheme).
- The Kent Community Safety Training Partnership has provided or delivered training to in excess of 3,500 people during the Towards 2010 period.
- Domestic burglary and car crime in the KCC area have reduced by 24% and 39% respectively since 2006/7.
- The fear of crime has also reduced, with the percentage of people worried about burglary decreasing from 56% in 2006/7 to 36% in 2008/9. The fear of four specific crimes (domestic burglary, car theft, mugging / robbery & physical attack) in Kent has reduced from 44% in 2006/7 to 28% in 2008/9.
- There has been a reduction in the number of first time entrants to the youth justice system. This success was highlighted in a national Youth Justice Board review in 2010.
- There has also been a 45% increase in the number of community organisations in Kent now receiving alerts about the activities of rogue traders.
- Since 2008 Trading Standards has made over 90 Rapid Action Team interventions, supporting 320 victims of rogue traders.
- In partnership with district councils and Community Safety Partnerships across the county, 18 Cold Calling Control Zones have been established, with a further 8 planned.
- A "Buy with Confidence" fair trader scheme has now been established and has 175 approved traders in Kent.
- The HandyVan's range of services has been expanded to include additional safety items such as hand rails and minor adaptations. The target of 10,800 safety checks / installations was met.

- Handyvan has helped older people feel safer in their homes, with 89% of clients feeling very safe after receiving the Handyvan service compared to just 11% beforehand.
- A fifth handyvan with additional fitter was introduced and deployed in North Kent to support partners such as the Police to reduce domestic burglary. This was successful, with Gravesham seeing a reduction in domestic burglary of 53.8% between 2006/7 and 2009/10.

Employment and Skills

- KCC won the £6.5m contract for Future Jobs Fund, leading to job opportunities for hundreds of 18-24 unemployed 18-24 year olds
- Over 100 individuals secured full time employment and moved off incapacity benefit as part of the Kent NOW initiative between 2006 and 2008.
- Working with *Tomorrow's People*, the national employment charity, to tackle intergenerational worklessness and get families ready for work in Maidstone.
- Data sharing pilot with Job Centre Plus is leading to better targeting of people on benefits needing support.
- Kent Success Apprenticeship Scheme is now a fully established employment route of entry into KCC. Well over 300 young people have entered the scheme in KCC since 2006/7, with several hundred placements found in other public and private sector organisations.
- A new Apprenticeship bus is being sent out in Kent to tell employers and young people how apprenticeships can develop talent, be a real benefit to businesses and open up a route to success. It has been designed to transform the way apprenticeships are promoted by taking the information directly to businesses and young people in town centres, industrial estates, shopping areas, schools and colleges.
- The Kent Community Programme has been introduced, offering practical support, guidance and positive engagement to 250 young people not in education, employment or training.

2. Format

Separate reports for each target led by Communities are attached as Appendix 1 and include the following elements:

- Status of the target (either 'Completed', 'Good Progress' or 'Done and ongoing');
- List of partners with whom we are delivering this target;
- Outcomes delivered;
- What more are we going to do post September 2010
- Measurable indicators (where relevant – as agreed at County Council in December 2007).

3. Summary

The Towards 2010 targets relevant to this Committee are shown in the table below together with the relevant status. Sixteen of the seventeen CMY-led targets are listed as 'completed', with one having made 'good progress' but not achieved.

Towards 2010 Target	Status
Target 9: Through our Kent Supporting Independence Programme, work towards reducing the number of people dependent on welfare benefits	Good Progress
Target 18: Introduce a Kent Apprenticeship Scheme, offering at least 1,000 apprenticeship opportunities across the private and public sectors	Completed
Target 19: Introduce the Kent Community Programme, building teams of apprentices to participate in community projects	Completed
Target 20: Build strong business-education partnerships that benefit both employers and schools	Completed
Target 57: Build on the successful Kent Community Warden scheme, supporting Kent Police in their visible Neighbourhood Policing programme and working with them and the CDRPs to strengthen the police presence in problem areas	Completed
Target 58: Help maintain Kent's low levels of burglary and car theft and work with off-licence, pub and club owners to reduce alcohol-fuelled crime and disorder, anti-social behaviour and domestic abuse.	Completed
Target 61: Extend our public awareness campaign to alert people to the activities of rogue traders, particularly those involved in door-to-door sales, and increase the number of offenders prosecuted	Completed
Target 62: Expand the Kent 'HandyVan' scheme, making the homes of older and vulnerable people more secure.	Completed
Target 60: Support young people to reduce the risk of them offending	Completed
Target 22: Establish a biennial Kent School Games and support Kent sports men and women to compete in the 2012 London Olympics and Paralympics (joint with CFE).	Completed
Target 47: Create and launch initiatives that facilitate more competitive sport in schools, support after-school sports clubs and sponsor more	Completed

inter-school competitions and holiday sports programmes. (joint with CFE).	
Target 28: Support and encourage the large number of local and voluntary groups and sports clubs in Kent	Completed
Target 63. Promote the Kent Volunteers Programme and work with other partners to attract more volunteers	Completed
Target 23: Facilitate and enhance the development of Kent Youth Theatre activities	Completed
Target 25: Promote Kent as a centre for the arts, encouraging the development of a network of music and cultural venues across the county	Completed
Target 26: Modernise the library service so it also acts as a focal point for KCC services and widens access to Kent's rich culture.	Completed
Target 27: Open the Turner Contemporary gallery, Margate, in 2010	Completed (building work/fitting out will be complete in late 2010, public opening due Spring 2011)

4. Approval process

Extracts from draft Annual Report will be discussed at the September meetings of all Policy Overview Committees to enable Members to comment prior to its finalisation for Cabinet and County Council meetings on 11th October and 14th October respectively. They are attached as appendix One.

5. Recommendation

Members are asked to NOTE and COMMENT on reports attached at Appendix ONE.

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