

By: Paul Carter, Leader of the Council  
Katherine Kerswell, Group Managing Director

To: Corporate Policy Overview & Scrutiny Committee – 24 September  
2010

Subject: Draft Towards 2010 Annual Report

Classification: Unrestricted

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## SUMMARY

The four year term of Towards 2010 comes to an end this month. The closedown report will go to County Council on 14 October. This report attaches a draft of the report (for the corporate-related targets) for Members' information and comment.

## FOR INFORMATION

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### 1. Introduction

Towards 2010 was formally launched in September 2006. Annual reports on progress against all 63 targets are discussed and approved by County Council each autumn. This is the final report as the term of Towards 2010 comes to an end this month.

### 2. Format

The separate reports for each target include the following elements:

- Status of the target (either 'Completed, 'Good progress' or 'Not achieved')
- List of partners with whom we have been delivering the target
- Outcomes delivered during the term of Towards 2010
- What more we are going to do (even though Towards 2010 has ended the work *will continue*)
- Measurable indicators (as agreed at County Council in December 2007).

It should be noted that many of the Towards 2010 targets are now part of mainstream work and therefore those targets with a status of 'Completed' should be seen against that background. It does not mean that the work is over, it signifies that the spirit of the target wording has been met but that *the activity continues*.

### 3. Targets relevant to this committee

Those Towards 2010 targets relevant to this committee are shown in the table below together with the accountable officer:

<b>Towards 2010 Target</b>	<b>Target Status</b>	<b>Accountable lead officer</b>
Target 5: Ensure Kent County Council uses its significant purchasing power to allow fair and open competition	Completed	John Tunnicliff

Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy	Completed	Tanya Oliver
Target 21: Launch and market a new website, “What’s on in Kent?”, that will list sports and leisure activities and local organisations for all age ranges in the county	Completed	Tanya Oliver
Target 24: Find new and innovative ways of communicating with the public, including trialling webcast TV	Completed	Tanya Oliver
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	Completed	Tanya Oliver
Target 48: Increase opportunities for everyone to take regular physical exercise	Completed	Meradin Peachey*
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	Completed	Meradin Peachey*
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	Completed	Meradin Peachey*

\* Debbie Smith will be attending this meeting on behalf of Meradin Peachey.

Attached is a draft of the eight reports as set out in the above table. Where targets are cross-directorate they will be reported to all relevant Policy Overview & Scrutiny Committees (POSCs) (not relevant to this committee).

#### **4. Approval process**

Following discussion at all September POSCs the draft Annual Report will be discussed at Cabinet on 11 October prior to approval at County Council on 14 October.

#### **5. Recommendation**

Members are asked to NOTE the attached drafts and make any relevant comments.

Accountable officer:

Sue Garton, County Performance & Evaluation Manager, Chief Executive’s Department  
01622 22(1980).