

By: Alex King, Deputy Leader  
To: Scrutiny Board – 13 July 2011  
Subject: **Vision for Kent 2011-2021 consultation draft**

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Summary: Vision for Kent is Kent Forum's strategy, developed in partnership between the public, private and voluntary sectors in Kent. A refreshed version of the strategy, Vision for Kent 2011-2021, is currently out for consultation. Scrutiny Board is asked to consider and comment on the draft, and to note the next steps in getting the Vision for Kent 2011-2021 finalised.

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## **1. What is Vision for Kent 2011-2021?**

1.1 The consultation draft of Vision for Kent 2011-2021 is attached as Appendix 1.

1.2 Vision for Kent is the Kent Forum's partnership strategy for the Kent community. It is developed in partnership between the public, private and voluntary sectors in Kent and sets out the shared priorities of partners to make Kent a better place to live and work. The first version of Vision for Kent was published in 2002 and refreshed in 2006.

1.3 Partners have been working on a new draft Vision for Kent since the end of 2010. This refresh has resulted in a very different document from previous versions. Instead of being focused around service-specific themes, the Vision for Kent 2011-2021 is written around the three countywide ambitions identified by partners, which are:

1. **To grow the economy** - For Kent to be 'open for business' with a growing, successful economy and jobs for all
2. **To tackle disadvantage** - For Kent to be a county of opportunity, where aspiration rather than dependency is supported and quality of life is high for everyone
3. **To put citizens in control** - For power and influence to be in the hands of local people so they are able to take responsibility for themselves, their families and their communities

The three countywide ambitions are also used in KCC's Bold Steps for Kent.

1.4 The three countywide ambitions focus partners on a smaller number of strategic, long-term goals for improving the county, based on where we know that improvement is needed most. This approach also aims to encourage partnership working focused around the big priorities rather than around services, which can lead to silos.

1.5 Previous versions of Vision for Kent have been owned by Kent Partnership, Kent's Local Strategic Partnership. Kent Forum has now replaced Kent Partnership, and is the owner of Vision for Kent 2011-2021. Although Government is consulting on whether local areas should remain under a duty to prepare a community strategy, Kent Forum remains committed to the Vision for Kent as a way to draw partners together and focus on the areas where no one partner can make an impact alone.

1.6 As we move into our new partnership arrangements under the Kent Forum, the Vision for Kent 2011-2021 is supporting partnership working by providing a shared starting point for partners. It is also acting as the 'glue' and setting the context for county-wide strategies and delivery plans on specific issues, such as the suite under *21<sup>st</sup> Century Kent - Unlocking Kent's Potential*.

1.7 The current draft is the product of extensive informal consultation with a wide range of partners from the public, private and voluntary sectors in Kent. This work has refined and built on the ambitions to produce the attached draft. There is widespread support for the three countywide ambitions, as can be seen in the endorsements from partners in Annex 2 of the draft document.

1.8 To ensure that Vision for Kent meets local needs, each Locality will develop a response, outlining the specific priorities within the three countywide ambitions for the locality and how these will be achieved. Locality Boards and/or District-level LSPs will lead on this.

## **2. Consultation on the draft Vision for Kent 2011-2021**

2.1 The consultation draft of Vision for Kent 2011-2021 is now out for formal consultation. The consultation period started on 20 June and will finish on 22 August 2011. The consultation plan is attached as Appendix 2.

2.2 The consultation focuses on what needs to happen to achieve the countywide ambitions. It asks people to rate the importance of some suggested actions to achieve each of the ambitions, and tell Kent Forum if any vital actions are missing.

2.3 As can be seen from the plan, the consultation is using a variety of methods to encourage people to respond with their views. This includes:

- **Lots of information and signposting online** - on the Kent Forum website and links from the websites of Kent Councils and other partners.
- **Hard copies in libraries and Gateways** - copies of the full consultation draft are in main libraries around the county and all Gateways
- **Consultation leaflet** - Kent Forum has produced a consultation leaflet aimed at members of the public. It is attached as Appendix 3. This leaflet is available in libraries, Gateways, Council reception areas and will be given out at public meetings and events.
- **Face to face consultation** - the consultation will be promoted at Neighbourhood Forums, Local Boards and other community events via Community Engagement Managers and District colleagues. Other

groups, such as Kent Youth County Council, will also receive a presentation about the consultation and be invited to comment.

- **Specific targeting** - specific stakeholders such as Parish Councils, local businesses and voluntary and community sector organisations have been targeted specifically by email, letter or face-to-face.
- **Consulting within KCC** - Each KCC member has received an email and letter about the consultation. The consultation has been featured on KNet and KMail to encourage KCC staff to take part.

2.3 As well as asking people to rate the importance of selected actions to achieve the ambitions, some additional, more in-depth questions have been developed for each of the main stakeholder groups. These are public sector representatives, voluntary and community sector organisations, local businesses and Parish Councils. The questions ask for more feedback on whether the Vision for Kent meets the needs of these groups and the people they provide services for, and how they can make a contribution to achieving the ambitions.

2.4 An initial Equality Impact Assessment has been completed for the Vision for Kent 2011-2021 and a full assessment is underway.

2.4 After the first week of the consultation, approximately 150 consultation responses had been submitted. 9 were received through the post and the rest were submitted via the online survey.

2.5 Everyone who submits a consultation response is asked to give a contact address if they wish to receive feedback at the end of the consultation.

### **3. Next steps**

3.1 Once the consultation finishes on 22 August, the feedback received will be analysed and presented to the Kent Forum. The feedback will influence the final version of Vision for Kent which Kent Forum will oversee.

3.2 A final version of the Vision for Kent 2011-2021 will be presented at the Kent Forum meeting on 22 September for approval.

3.3 Vision for Kent is in KCC's policy framework as a policy that must be approved by County Council. The final version of the Vision for Kent 2011-2021 will be taken to Cabinet in September and to full Council in October.

3.4 The results of the consultation will be presented to the three new Ambition Boards that have been set up to act as a change agent to help achieve the ambitions. Ambition Boards can use the results of the consultation to help shape their work programmes. Feedback will also be presented to localities via Locality Boards and/or LSPs. Postcodes have been requested from all respondents, so feedback will be available for each District area. As with Ambition Boards, Locality Boards can use the feedback to shape their actions to achieve the ambitions.

3.5 Working with Ambition Boards and Locality Boards, Kent Forum will put in place a light-touch delivery and performance management plan to monitor and manage progress towards the three countywide ambitions.

#### **4. Recommendations**

4.1 As below, Scrutiny Board is asked to comment on the draft Vision for Kent 2011-2021 in order to feed into the consultation. To do this, Scrutiny Board may wish to consider the following consultation questions which are based on those developed for public sector representatives:

- i. Do you think the three countywide ambitions strike the right balance between being ambitious and realistic?
- ii. Do you think the priorities of Kent's people and communities are well reflected in the Vision for Kent? If not, what is missing?
- iii. Vision for Kent identifies some key actions to help achieve the three countywide ambitions. Is there anything else partners must work on together in order to achieve the countywide ambitions?

#### **Recommendations**

Scrutiny Board is asked to:

- (a) Comment on the draft Vision for Kent 2011-2021 in order to feed into the formal consultation (referring to the consultation questions 4.1 i, ii and iii if the Board wishes)
- (b) Note the consultation process and next steps

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#### **Background Papers –**

Appendix 1: Consultation draft of Vision for Kent 2011-2021

Appendix 2: Vision for Kent consultation plan

Appendix 3: Vision for Kent consultation leaflet aimed at members of the public

Also visit [www.kentforum.org.uk](http://www.kentforum.org.uk) for more information.