

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

APPENDIX 1

**Towards 2010 Annual Report
(Extracts for Corporate POC)**

DRAFT as at 15 September

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Target 5: Ensure KCC 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

Status: On course

List the partners with whom we are working to deliver this target:

Working across the whole of KCC and thus engaging with our supplier base.

Progress to date on delivering this Towards 2010 target:

KCC spends £860m per annum on goods and services with 90% of this spend in seven categories: Adult Social Care, Property, Highways, Waste, Information Technology, Buses and Taxis.

Each of these categories has been subject to an external review to look at the effectiveness of the overall approach taken to procurement and this has identified lots of examples of best practice and highly effective procurement. Given how much our service provision depends upon procurement this is a very positive affirmation of the quality of the procurement work in the council.

These procurement reviews also reinforce that our service provision depends upon our relationship with external suppliers and that our model of service delivery exemplified in Adult Social Care and Highways is based upon delivery of services by the private sector. Overall, we work with over 10,000 suppliers. Our analysis of spend shows that 67% of spend is with local Kent based companies and that 65% of total expenditure is with Small Medium Sized Enterprises (SME's).

A key to achieving this Towards 2010 target is to get better engagement with SME's. There are two major projects underway in the council to achieve this:

- Making Micros Matter – Micro companies are those employing fewer than 10 employees. A project with the Federation of Small Businesses is approaching completion looking at how micros can more effectively work together to compete for public contracts and the broader issue of how our procurement practices can be more SME-friendly.
- Small Community Services – Kent is one of two pilot areas in the country to identify the needs of existing and emerging micro-providers of care. The pilot is being managed within Kent Adult Social Services.

Work planned between now and 2010:

The main areas where we have identified more work to do are as follows:

- SME supplier workshops – we are looking to run a number of workshops, with support from the Federation of Small Businesses, so that potential suppliers can better understand our business needs and procurement processes.
- Promoting good procurement practice within KCC – our procurement practices can be seen as being bureaucratic. We will be improving the understanding of the publication 'Spending the Council's Money' through a large-scale training programme.

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- Reviewing tender documentation – looking to both simplify and standardise it to help suppliers in their responses to tenders.
- Category specific procurement – this will focus on tendering 20% of the highways contracts outside of the Alliance contracts and the re-let of a range of property-related framework contracts.
- Implementing a county wide eTendering facility – building upon the supplier portal to allow for fully electronic tendering.

Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an ‘aspirational’ status and progress is measured via qualitative means.

Monitoring completed by: Nick Vickers

Date: 23 July 2008

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Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy		
Lead Cabinet Member: Kevin Lynes	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

Screen South, district and borough councils, Maidstone Studios, Medb Films, National Trust, English Heritage, Visit Kent, Courtyard Studios.

Progress to date on delivering this Towards 2010 target:

Using Kent as a location for filming brings real advantages both economically and in raising its profile as a tourist destination. The UK film industry is worth £4.3 billion to the UK economy each year and the Kent Film Office aims to get a larger proportion of this expenditure in Kent.

In its second year, the Kent Film Office has secured the following productions:

The Calling starring Brenda Blethyn; Half Broken Things, ITV Drama starring Penelope Wilton; Is there Anybody There, movie starring Michael Caine; Eon's Winds of Change advert; Waitrose's 'Local' campaign; Morrisson's Christmas campaigns (starring Lulu amongst others); single days on Spooks; Hancock and Joan, period drama for BBC 4; Great Garden Detectives with Chris Beardshaw; Titty Titty Bang Bang Series 3; Big Barn Farm, pre-school. The Writers' Strike in America had a negative impact on the industry as a whole in the UK.

The biggest success for the Kent Film Office however was pulling together "The Other Boleyn Girl" Campaign. Partners included Universal Pictures, Kent Tourism Alliance, National Trust, English Heritage, Penshurst Place, Hever Castle, Knole House, Screen South and Heart of Kent. March 2008 saw the Kent preview in Kino Cinema in Sevenoaks secured by the Film Office and Visit Kent. A website and movie map were developed (visittheotherboleyngirl.com). See also Towards 2010 target 7. This is a key step in the drive to put Kent first on the filming map and secure Kent's fair share of the "set-jetting" trend with 40% of people saying they are "very likely" to book a holiday or trip based on a location they have seen on a film or television programme.

Meridian, BBC, Radio Kent, Invicta FM, KMFM, Newsshopper, Kent on Sunday, Kent Messenger and Kent TV have all covered the Kent Film Office and/or "The Other Boleyn Girl" and they have all been very positive and supportive of the role of KCC.

The Kent Film and Television Strategy has been developed, pulling together all the aspirations and targets for the Kent Film Office including working with the independent sector, increasing training, skills and employment, maximising the benefits of the link with tourism and developing a Kent Development Fund in partnership with SEEDA, the EU and the private sector in order to put Kent on a level playing field. "The Calling" acted as a pilot for this fund, with an investment of £75k securing a total spend in east Kent of £500k and retaining the presence of a local production company, Medb Films in Ramsgate. This money funded various trainees and apprentices and local employment.

The national vocational qualification (NVQ) system in Kent cannot provide for the film industry whose working patterns are too unpredictable. As a result, we have developed alternative systems:

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- Medb Independent Film Focus funded six trainees (one now in employment after two years of not being able to secure employment). One has applied for camera assistant with Foundation based at Maidstone Studios, one has secured a university place, another three have been placed with visiting companies as runners and the feedback from the television companies has been very positive.
- KCC initiated talks around a Kent Film Academy, to show the full range of film and media education opportunities in the county. A booklet is being produced and visits to all colleges are taking place to find an effective way to place people in work experience/trainees and function as a link. The BBC, corporate production companies and Warner Bros have already participated in this.

Partnerships have been developed and/or strengthened with all those involved, including a successful seminar with all Kent district and borough councils.

Work planned between now and 2010:

- Continue to deliver the Kent Film and Television Strategy.
- Secure more high profile filming in the county.
- Develop more joint campaigns with Kent Tourism Alliance, following the success of “The Other Boleyn Girl” in order to maximise the follow-on benefits from filming.
- Pull together, in partnership, a Kent Development Fund in order to secure more filming in the county (we lost some high profile television productions from Kent owing to the fact Kent does not have a development fund).
- Continue to work with all partners to ensure Kent is a film friendly county.
- Finalise details for the Kent Film Academy.
- Secure more training and apprenticeships in the industry in Kent.

Measurable Indicator (s)	2006/07 Actual	2007/08 Target	2007/08 Actual	2008/09 Target	2009/10 Target
Direct spend into Kent via the Film Office * (cumulative since 2006/07)	£1.2m	£3.0m	£2.7m	£4.5m	£6.0m

*Data revised following an audit to narrow the data down to confirmed known direct expenditure. Figures for pre- and post-production to be added in the future. It is estimated that total economic benefits including knock-on benefits to the wider economy may be double the above quoted direct spend figures, although wider benefits are not precisely quantifiable.

Monitoring completed by: Tanya Oliver

Date: July 2008

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Target 9: Through our Kent Supporting Independence Programme, work towards reducing the number of people dependent on welfare benefits		
Lead Cabinet Member: Kevin Lynes	Lead Managing Director: Peter Gilroy	Lead Officer: Pauline Smith

Status: On course

List the partners with whom we are working to deliver this target:

Jobcentre Plus, Primary Care Trusts, Royal British Legion Industries, Learning and Skills Council, central government departments, Employers, Kent Economic Board, KCC directorates, Slivers-of-Time, Kent Top Temps, Connexions Kent.

Progress to date on delivering this Towards 2010 target:

Over 100,000 people in Kent claim one of three major welfare benefits with some wards having over 40% of working age people on benefits and caught in the benefits trap. KCC's Supporting Independence Programme (SIP) with the strategic lead for welfare reform, continues to address this situation both through preventative measures, working with young people to prevent them from slipping into a life of dependency, and remedial activities to try to reduce the burden of welfare benefit expenditure and lift significant numbers of working-age people out of worklessness and into meaningful, sustainable employment.

KCC's Supporting Independence Programme (SIP) has been working on a number of initiatives to try and combat the issue of worklessness in some of our most disadvantaged communities. We have worked with our partners to deliver a range of services for people who are furthest away from the labour market and supported them to help themselves back into full-time employment. Over 200 people with complex needs have been helped in this way over the last two years, either into work or supported to take significant steps back towards meaningful, progressive employment.

We have worked with local, regional and national partners to push for lasting change in the way that services are delivered to those most in need of support at a local level, arguing the case for a more devolved system of welfare-to-work services. This has led to audiences with senior government ministers and has put Kent at the front of the agenda for change in welfare reform. It also means that the needs of benefit claimants remain a priority for action with our local partners.

We have also managed to bridge the gap between preventative work with young people and responsive work with adults ensuring that there are positive routes into work or training and preventing them from moving onto welfare benefits, and helping to break down the cycle of dependency.

Preventative focus

The establishment of the KCC 14-24 Innovation Unit in September 2007 has created a focused, strategic approach in ensuring that we deliver a wide range of initiatives to support young people into positive preparation for employment. Focused task groups are working swiftly to review and evaluate the wide range of current provision for 14-24 year olds and priorities for areas of development and improvement are being established with all key partners.

Consultation and feedback from young people, partners and stakeholders is ongoing and is positively influencing, developing and shaping our vision, strategy, policy development and delivery of opportunities and exemplary provision of services to young people.

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Our innovative approach to improving services has already received very positive feedback from government inspection teams, other local authorities, and a large number of partners/stakeholders nationally and locally. Further information can be found in Towards 2010 targets 15-20.

Responsive focus

A visit by the Shadow Minister for work and pensions in January provided a platform for the Supporting Independence Team to share KCC's vision and wide range of initiatives developed to increase the support and opportunities available to individuals who are dependant on benefits. Specific areas of progress include:

- Positive engagement with the Department for Work and Pensions (DWP), Local Government Association (LGA) and New Local Government Network (NLGN) to explore national policy on welfare reform and the opportunity for Kent to raise impact on individuals suggest freedoms and flexibilities that Kent requires for radical local request would welcome to really drive the change and improvements on improvements to local challenges.
- Launching Slivers-of-Time in March 2008.
- Ongoing delivery and involvement with Kent Agreement 1 (KA1) target 15 and PSA 2 target with long term Incapacity Benefit Claimants.
- Working with Royal British Legion Industries, KASS and other partners to bring about substantial results through the Pathways to Work programme.
- Work with NLGN in the publication of a pamphlet entitled 'The Local Journey To Work – Localism, Welfare and Worklessness' highlighting the wide range of welfare reform, innovation and strategy managed by SIP across Kent.
- High level discussions and engagement with government departments to tackle the challenges and barriers encountered with the delivery of effective welfare reform initiatives. These include LGA work on devolution of welfare reform to local authorities; data sharing; local freedoms and flexibilities.
- Work with the Kent Public Service Board (incorporating the major public sector agencies in the county) and the Kent Partnership (incorporating a range of public, private and voluntary organisations) to look at new ways in which all sectors can explore and develop opportunities for improving and increasing employment opportunities for the unemployed and those from vulnerable or marginalised groups or communities. An action plan is currently being developed.

Work planned between now and 2010:

- Continue to manage and review the impact of national welfare reform changes on Kent and our residents.
- Work closely with the health authority, other associated agencies and GPs to review how they can help us get people back into work and liaise with employers to provide a range of flexible work opportunities to assist those on the edges of the labour market back into work.
- Work closely with Jobcentre Plus to make sure that our services are delivered in the best way to maximum benefit for the people of Kent.
- Develop a Kent Employment Engagement Strategy which will bring about a strategic, joined-up approach to local employers. This will enable them to engage more successfully with programmes and initiatives to bring most benefit to people who are further away from the labour market.
- Continue to bring together preventative strategies which stop people moving into a life of dependency with responsive work to support those already on benefits to more independent lifestyles.
- Ensure that individuals and employers are unencumbered by bureaucracy to make the transition to the workplace easier.
- Plan and develop the outcomes for KA2, which will have significant impact on this Towards 2010 target.

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- Support and co-ordinate MAA development.
- Act as a co-lead partner on Working Neighbourhoods Fund management in Thanet. This is preventative work with young people and responsive work with benefit claimants in Thanet's more disadvantaged wards with Thanet District Council, Jobcentre Plus, Connexions Kent and other local agencies.
- Continue the excellent partnership with Swale Borough Council in introducing an innovative employment engagement project for Swale, and KCC Communities Directorate, in their inspirational and unique project development in Folkestone.
- Further engage and influence Pathways to Work and Local Employment Partnerships through relationships with JCP, RBLI and other Pathways providers.
- Engage with local strategic partners (LSPs) on Local Employment and Skills Boards.
- Further work together with the LGA on devolution issues.
- Manage the delivery of innovative programmes such as Slivers-of-Time to give individuals a stepping stone to returning to permanent, sustainable jobs.

Measurable Indicator (s)	Aug 2006 Actual	Aug 2007 Actual	Aug 2010 Target
Average weekly benefit spend in Kent on working age benefits at 2006/07 prices (Incapacity Benefit, Income Support and Job Seekers Allowance)	£6.21m	£5.91m	To reduce
Number of claimants of key working age benefits (Incapacity Benefit, lone parents on Income Support, Job Seekers Allowance and others on income-related benefits)	83,040	79,860	To reduce

Monitoring completed by: Pauline Smith/Nick Moon

Date: July 2008

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Target 18: Introduce a Kent Apprenticeship scheme, offering at least 1,000 apprenticeship opportunities across the private and public sectors		
Lead Cabinet Member: Mark Dance	Lead Managing Director: Peter Gilroy	Lead Officers: Pauline Smith/ Sue Dunn

Status: More progress needed

List the partners with whom we are working to deliver this target:

KEY Training, Connexions, Learning & Skills Council, District Councils, Kent Police, Chamber of Commerce, Train to Gain and Business Link

Progress to date on delivering this Towards 2010 target:

Within KCC placements are being offered across all directorates and departments including Legal & Democratic Services, Waste Management, the Youth Service, Adult Services as well as placements within KCC schools, nurseries and care homes. The young people are undertaking Apprenticeships in childcare, health and social care, customer service, business and administration and catering. KEY Training Services is currently delivering the training aspects of the Kent Success Programme within KCC. The young people are given a KCC Apprenticeship contract for the duration of their Apprenticeship and are paid £80 per week, the current Government minimum for Apprentices.

The young people who are participating on the programme are from a diverse range of educational and social backgrounds and this balance will be maintained to ensure that they are able to add value to the departments they are placed in and also reach their personal potential. To date, 138 young people have started on the Kent Success Programme and 45 are still currently studying for their Apprenticeship qualification. Of the 62 young people who have completed their qualification, 34 have remained employed by KCC and a further 19 have found permanent jobs with other public or private sector organisations and the remaining 9 young people are yet to find employment but are being supported to ensure that they move forward positively.

The Kent Apprenticeship Programme has been developed to provide much more than just an Apprenticeship qualification. The Apprentices are provided with structured training in confidence building, assertiveness, CV writing, KCC application forms and interview techniques. They are brought together for Peer Group Meetings which take place once a quarter and also provide personal development opportunities and a chance for the Apprentices to support each other and share their experiences. Placement Managers play a vital role in the development of the young people and the programme as a whole and as such are provided with support on an ongoing basis and receive a Manager's Guidance booklet when they take on an Apprentice that outlines their roles and responsibilities within the Programme.

Kent Success, KCC's apprenticeship scheme, forms part of KCC's workforce development plan and as such the Supporting Independence Programme (SIP) has been working closely with Personnel and Development to ensure that the Apprentices are given as much support as possible when they are applying for roles within KCC. The Apprentices are now guaranteed an interview if they meet the minimum criteria for a role, receive individual support from a Personnel Officer in the last three months of their contract and can take advantage of KCC's new directive to not ask for experience, unless for a good business reason, for the lower grade roles.

Work planned between now and 2010:

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To further develop Kent Success, a cohesive strategy is being developed within KCC linking in with key departments across the Authority including Commercial Services, Early Years and Kent Adult Social Services to ensure that a diverse range of opportunities are available to the young people and that the apprentices who come into the organisation are meeting business needs. The possibility of re-engineering 'real' vacancies to Apprenticeship level and then training the Apprentice for that role is currently being looked at. There are also plans to establish a pre-apprenticeship programme for more vulnerable groups of young people such as those leaving care and young offenders to ensure that they are able to access all the opportunities open to them.

Development of the Kent Apprenticeship Programme across the rest of the public and private sector in Kent is taking place in earnest in 2008/09, and initial discussions have taken place with several District Councils and Kent Police. To facilitate this development a model of best practice has been developed to showcase the programme and highlight what has worked within KCC so that it is straightforward for employers to implement the programme within their organisation. Work will be done with both local and national training providers to develop their existing post 16 Apprenticeship provision to ensure that the young people of Kent have a diverse range of Apprenticeship opportunities to move into. The next step is to engage the rest of the public sector in Kent in the Apprenticeship Programme. Initial discussions have already taken place with several District Councils and Kent Police and these will be developed further.

Through the 14-24 Innovation Unit employer engagement will take place to promote the programme and also to involve the employers in the development of the programme to ensure that it will meet the needs of the young people as well as address any skill shortages in Kent. Work is already underway as part of the 14-24 Innovation Unit to develop employer engagement in the roll out of apprenticeships. EDF energy, Abbots and Sheerness Steel are all actively working with us to introduce and explore a wide range of apprenticeship route-ways.

During December 2008 there will be a high profile Apprenticeship Showcase event to launch Kent Apprenticeships to private sector employers across Kent ensuring that they fully understand the programme and the benefits that apprentices can bring to their organisation. Promotion of apprenticeships will take place with schools, parents and young people in the lead up to the event through the 14-24 Innovation Unit, the 14-19 Planning Forums and Connexions through a high profile marketing campaign. Positive marketing is essential to ensure that all are receiving the most up to date information and that apprenticeships are seen as a positive route for young people. Particular links will be made with the Vocational Education Programme making sure that those undertaking Young Apprenticeships and vocational courses have access to appropriate post-16 apprenticeships.

Measurable Indicator (s)	2006/07 Actual	2007/08 Target	2007/08 Actual	2008/09 Target	2009/10 Target
Number of Kent apprenticeships taken on by KCC (cumulative since October 2006)	60	126	128	200	250
Number of Kent apprenticeships taken on by other public and private organisations (cumulative since April 2007)	0	175	0	400	750

Monitoring completed by: Lucy-Ann Bett

Date: 9 July 2008

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Target 19: Introduce the Kent Community Programme, building teams of apprentices to participate in community projects		
Lead Cabinet Member: Mark Dance	Lead Managing Director: Peter Gilroy	Lead Officers: Pauline Smith/ Sue Dunn

Status: On course

List the partners with whom we are working to deliver this target:

Kent Safe Schools, Pipeline, CADET, Connexions, YOS, KCA, Health, Learning & Skills Council.

Progress to date on delivering this Towards 2010 target:

The Kent Community Programme (KCP) has been established specifically for young people aged 16-19 who are Not in Education, Employment or Training (NEET). It is a programme, being delivered by Kent Safe Schools, that equips young people with the practical skills that they need to continue along a positive path of engagement whilst also addressing their individual needs and providing support to enable them to make the next step in their lives whether that be employment, further education or an Apprenticeship.

An individualised approach is used with the young people to raise their confidence and support them to re-engage and re-motivate themselves before they start on the KCP to ensure that they get the skills and tools they need to succeed further. Groups of 8-10 young people are taken on full time for a 3 month period, for 3 days a week working on community focused projects learning practical, hands on skills whilst developing their numeracy and literacy skills. For a further day a week the young people are completing an accredited ASDAN qualification in Community Volunteering and learning life and employability skills that have been tailored to meet their individual needs.

Projects have been run in Maidstone (horticultural), Thanet (mechanics and community involvement), Dover (repair, maintenance and water safety) and Sittingbourne (design and building of a community centre garden). A construction based project has also been established in Ashford where young people learn practical construction skills and then put them into practice in a community project in their local community. The main routes of referral have come through extensive partnership working to ensure we are reaching the targets and making a significant impact to the NEET and Towards 2010 agendas where possible. Referrals have been received from Connexions, the Youth Offending Service, Children and Adolescent Mental Health Service, E2E (Entry to Employment) and there have also been self-referrals from young people.

To date the KCP has worked with 45 young people across the county, ensuring that the high level of support and quality of service is ever present and each young person has every opportunity to engage and succeed within the programme. The overall average attendance of the young people is 80%, with 32 of the young people averaging over 90 %. This emphasises the positive impact of the programme; historically the client group is one of the hardest to reach and work with successfully. These figures show a positive trend where that the young people who are becoming involved and inducted onto the KCP are becoming successfully motivated and fully engaged to complete the course and then moving into positive route of progressions at the end of the programme.

The positive routes of progression for the young people are a priority for the KCP project teams. So far, 78% of the young people involved have been guided and supported into either further education, employment or an extended work placement and out of the NEET group from where they were originally classified.

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Work planned between now and 2010:

KCP is now an established programme of positive engagement and is embedded into the 14 -24 Innovation Unit. Further links will be made to establish the KCP as part of Kent's NEET strategy and therefore address its sustainability. Links are already made with the Youth Offending Service, 16+ teams, the Teenage Pregnancy Partnership and the Kent Apprenticeship Programme and these will be developed further to ensure that the young people can access the most appropriate opportunities for them.

Access and participation of the KCP is of particular interest to vulnerable young people and work is underway to increase participation and engagement of young people with additional challenges. The exciting opportunities which can be achieved by roll out of the KCP will assist in the action plan requirements (to increase participation) identified in some external inspection feedback e.g. youth offending.

Further projects will be run in Folkestone, Thanet, Dover and Swale to ensure that the KCP contributes to the reduction of the number of young people not in education, employment or training in Kent.

Further focus will be on developing the potential of a more focused community works programme that can possibly be established as a business model within the community. Current opportunities are being explored with an intention to pilot a model/s later in 2008/09.

Measurable Indicator (s)	2006/07 Actual	2007/08 Target	2007/08 Actual	2008/09 Target	2009/10 Target
Number of young people completing the Kent Community Programme during the year	0	40	45	120	250

Monitoring completed by: Lucy-Ann Bett

Date: 9 July 2008

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Target 20: Build strong business-education partnerships that benefit both employers and schools		
Lead Cabinet Member: Mark Dance	Lead Managing Director: Peter Gilroy	Lead Officers: Pauline Smith

Status: On course

List the partners with whom we are working to deliver this target:

Secondary schools in Kent – 80 including Alternative Curriculum Programme, SEN; Employers in Kent engaged to deliver work experience and work related learning activity – 3,300 to end March 2008; Local Strategic Planning Forums across Kent; Connexions; Kent Association of Training Organisations (KATO); FE sector; Learning and Skills Council (LSC)
Enterprise Kent; Canterbury Christchurch University
University of Kent; University of Greenwich; Local District Councils; Medway Education Business Partnership
Creative Foundation; Canterbury4Business; Gateway Knowledge Alliance; Employ Kent Thameside; University of Creative Arts; Aim Higher; Kent NHS Trust Kent Vocational Training Programme (KVTP)
Industrial Trust.

Progress to date on delivering this Towards 2010 target:

Kent Works, established by KCC, was successfully awarded the Learning and Skills Council (LSC) contract to deliver quality Education Business Links across Kent.

Raising the skills and aspirations of young people entering the workforce is a key priority for KCC. Employers need a skilled workforce and young people need an understanding of the skills required in the workplace and the opportunities that are available to help fulfill their potential.

The involvement and commitment of employers is critical to the success of developing high quality work-related learning and curriculum development in Kent. Excellent progress has been made to develop, nurture and sustain relationships and partnerships between education establishments and the business sector which has provided a wide range of high quality and inspirational work-related learning and work experience opportunities across the county.

2007/08 was a challenging year for Kent Works and many other organisations, partners or stakeholders engaged in education business links (EBL) activities. The Department for Children, Schools and Families (DCSF) has undertaken a national review of work-related learning and EBL and has recently published a number of excellent guidelines and standards, all driven to improve provision.

KCC welcomes the significantly higher priority and focus now being displayed for EBL at a national and local level. Our vision and total commitment to improving EBL can only be enhanced and strengthened as the national agenda has embraced and endorsed the approach already adopted and underway in Kent.

Employers and schools have been supported in the development of a wide range of activities which include offering work experience placements, giving talks to schools, hosting school visits, assisting with school-based projects and working with education to develop the curriculum to match and reflect the skills required in the marketplace. Inspirational focused activities have provided exciting and motivational opportunities for students to develop their understanding of the world of work.

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During the course of the 2007/08 academic year, Kent Works facilitated work-related learning activity for over 7,000 young people across the county. This type of activity included interview days, career awareness activity, and preparation for work experience and enterprise. Involving employers is the key to the success of each of these activities, which is delivered by Kent Works staff.

In addition to these events which are generally held in schools, projects also included a number of innovative programmes that involved students working off school sites and into the realm of the employer. Construction site visits and visits to other employer premises, walk-about with local authority environmental teams, work shadowing and hospital visits are just some of the outcomes of strong business-education partnerships facilitated by Kent Works.

Partnerships are already being developed with sectors embraced within the roll-out of diplomas. In particular, the Industry Champions programme has raised the profile of EBL activity and highlighted the changing needs of schools and students through the 14-19 education reform.

Kent Works is actively involved with each of the county's 14-19 Strategic Planning Forums and has made contributions to the Diploma Gateway bids submitted by each, and will work with schools involved with Diploma delivery on work experience placements, extended projects, professional development and other employer engagement activities.

Kent Works has exceeded the contracted outcomes with the LSC for employer engagement and work-related learning, and specific outcomes include:

- Industry Champions – 100 champions engaged including one employer representative on each of the nine strategic planning forums
- Kent Construction Skills Strategy – linking schools and colleges with employers undertaking work for KCC to provide work experience opportunities
- Work Ready Award – in conjunction with South Kent College and Denne Construction and Waites – for 106 people
- Work Experience Co-ordinators Conference – 45 coordinators from across Kent
- Careers Convention – Kent Thameside – for over 900 students visiting 23 exhibitors (local employers)
- Employability Skills – Unit from BTEC Level 2 in Employability Skills for 20 Young Apprentices at Thanet Skills Studio.

Work planned between now and 2010:

The LSC contract held by Kent Works for the last three years expired at the end of the 2007/08 academic year. National changes for EBL funding are currently under review and the expectation is that all funding will be transferred from the LSC to the local authority with effect from April 2009.

Following a series of very positive discussions between the LSC and KCC it is now confirmed that the EBL contract in the transitional 2008/09 period has been successfully awarded to KCC and strategically managed within the 14-24 Innovation Unit.

The main priorities in terms of work planned are as follows:

- Continue to increase and extend the number and variety of very successful strategic meetings that are already taking place countywide with public and private sector employers to explore appropriate and relevant EBL links and workforce development initiatives.

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- Ongoing management of provision in the 2008/09 transitional year to maintain necessary commitments and opportunities for young people between now and April 2009, whilst making an effective and smooth transition to implementing the new strategy from April 2009.
- The development of a longer-term, coherent county-wide strategy from April 2009, involving all relevant strategic and delivery partners and stakeholders.
- Review and evaluation of EBL activity and to introduce a variety of new and exciting, and innovative approaches to work-related learning delivery.
- Extend the membership of the recently established employer engagement task group to include head teachers and employers, alongside other key stakeholders and partners.
- Deliver a variety of high profile business education events to inform, engage and increase the participation and development of education business partnerships.
- Work closely with the established infrastructure of local partnerships (including 14-19 Planning Forums, Local Children's Services Partnerships, Local Strategic Partnerships, Business Link etc) to define areas of responsibilities, accountabilities, funding and explore strengths, identify challenges, reduce bureaucracy, improve efficiency and maximise opportunities.

Measurable Indicator (s)	2006/07 Actual	2007/08 Actual	2008/09 Target	2009/10 Target
Percentage satisfaction rate of pupils	75%	*	88%	85%
Percentage satisfaction rates of businesses	56%	*	70%	75%

* Available later in 2008

Monitoring completed by: Pauline Smith

Date: July 2008

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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: Alex King	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

Ten Alps, KCC Communities directorate, district and borough councils, local community groups, voluntary groups, public sector partners.

Progress to date on delivering this Towards 2010 target:

This target transferred from KCC Communities directorate to Chief Executives Department in 2007 in order to maximise the links with Kent TV.

The ‘What’s On’ website will form part of the www.KentTV.com website and is being launched in autumn 2008. ‘What’s On’ will be a key part of the homepage for Kent TV and will eventually cover all events from a countywide perspective down to local community level. It will include film, music events, festivals, sporting events, charity events, community and voluntary events, farmers’ markets, schools and much more.

The site will be interactive and individuals or groups will be able to upload information on their own events and the technology supporting this will also ensure out of date information is removed. Quality assurance is key on this part of the site and Ten Alps will be responsible for ensuring this is delivered at a high standard through the contractual arrangements.

The Kent TV crew will cover some of these events and individuals will also be able to upload video content from the event to Kent TV if they choose to.

A marketing plan is being developed in order to raise awareness of the ‘What’s On’ website. This will include targeting websites such as My Space and Facebook, sending regular e-newsletters to people who have signed up to receive Kent TV updates, contacting venues and events to raise awareness of the service and distribution of leaflets at events such as the Kent County Show.

Work planned between now and 2010:

- Launch the ‘What’s On’ section of the Kent TV website.
- Gather as much information on local events as possible in partnership with other organisations.
- Increase the number of hits on the ‘What’s On’ section of Kent TV incrementally once launched.
- Market and promote the site.

Measurable Indicator (s)	2007/08 Actual	2008/09 Target	2009/10 Target
Number of website hits on “What’s on” section of Kent TV	N/A *		

* Not yet launched, due for launch autumn 2008

Monitoring completed by: Tanya Oliver

Date: July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

Target 24: Find new and innovative ways of communicating with the public, including trialling webcast TV		
Lead Cabinet Member: Alex King	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

Ten Alps, district and borough councils, NHS, Police, Fire, Maidstone Studios, Visit Kent, Locate in Kent, business community, media community, community groups, voluntary groups.

Progress to date on delivering this Towards 2010 target:

Kent TV was launched in September 2007 and the viewing figures so far have shown the success of this channel. In the first quarter of 2008, there were over 230,000 visits to the site, almost hitting the target for the whole year. There are now over 1,200 videos on the site, with some of the most viewed videos include: Ebbsfleet FC Glory, Thanet Earth, Radio One – Big Weekend and the County Show.

As the site has been running for several months, Ten Alps have refreshed the look and now have 15 channels. The new channels include food, politics, emergency and creative. Kent TV has also launched the ‘How To’ channel, covering a range of issues from how to access social care, go through an appeals process, access benefits, complete various forms etc. This channel will be a key part of our public information service, linking with other public sector partners. The refreshed site has become more interactive, with voting ability, and it has become easier to upload comments and video content.

Kent TV is also being streamed in a number of public places, for example KCC reception areas and Gateways and discussions are underway with the NHS to stream Kent TV in hospital waiting areas.

Kent TV located to new offices in Maidstone Studios in April and has used their new location to forge new links with other creative businesses in Kent.

A marketing plan is in place and has begun in earnest with an advertising campaign encompassing radio, newspapers and billboards.

Work planned between now and 2010:

- Links are also underway for Kent TV to partner with a regional channel in West Flanders. This partnership will involve sharing content (translated) and supporting tourism links and promoting each region.
- There are several exciting programmes planned for autumn 2008 which include hosting debates on the big issues affecting Kent.

Measurable Indicator (s)	2007/08* Actual	2008/09 Apr-June	2008/09 Target	2009/10 Target
Viewer numbers for Kent TV	198,210	231,260	250,000	300,000

* Started in Sept 2007

Monitoring completed by: Tanya Oliver

Date: July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

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: Alex King	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

District and borough councils, NHS, Police, Fire, voluntary sector, central government, community groups, private sector.

Progress to date on delivering this Towards 2010 target:

Gateways offer a convenient public service point in a retail-based location using the latest innovative technologies and working with district and borough councils, Police, Fire, Health, voluntary sector, Job Centre Plus, Department of Work & Pensions and a range of other partners, including the private sector. The focus is on shaping services to fit around customer need.

Gateway has attracted a lot of national and international attention and was one of the 16 front-office innovations showcased nationally at the FOSS (Front-Office Shared Services) Event in May 2007 by the Cabinet Office, IDeA and the LGA. Gateway also made it into the top 10 out of hundreds of entries in the Innovation category for the IDeA and Audit Commission awards in March 2008 and is showcased on their website.

The Mobile Gateway, which covers rural Mid Kent in its widest sense from Shepway to Ashford to Tunbridge Wells, is currently being used to raise awareness and understanding of Gateways amongst customers in areas where new “fixed” Gateways are being opened in 2008 (Thanet, Tunbridge Wells, Maidstone & Tenterden) and amongst staff from the partner organisations involved. It is also supporting various projects and initiatives, such as Adult Learners’ Week and the Kent County Show.

Gateway is working in strong partnership with KCC Libraries on a number of future Gateways and this combination is proving very successful in terms of expanding the offer available and reaching a wider customer base.

Latest developments include:

- Thanet’s Gateway Plus (including the library) opened on 7 January 2008 and in its first day had 2,500 customers. The anticipated footfall is 400,000 a year.
- Tenterden Rural Gateway is planned to open in autumn 2008. This Gateway will be the first to have a rural Post Office within it. It will also be the site for the local library.
- Maidstone Gateway opens autumn 2008. This is sited on Kings Street next door to the Chequers Centre and the bus depot. The anticipated footfall is 350,000 a year.
- Tunbridge Wells Gateway opens autumn 2008. This is sited near the main pedestrian entrance to Royal Victoria Place. The anticipated footfall is 300,000 per year.
- Dover Gateway plans are underway and the planned opening is expected in March/April 2009.
- Ashford Gateway Plus, the expansion of Ashford Gateway into a new, larger site, is being planned for 2010. This will be located on the current library site and is part of the wider library project that is being undertaken.

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Specific performance highlights include:

Ashford Gateway:

- KCC Adult Education Skills Plus became the most successful outlet in Kent and saw enrolments increase so much that annual targets were revised from 300 per annum to 450 per annum. In the first six months of the current academic year 265 students have enrolled on courses and a further 297 have been given advice about other more suitable courses
- 22% of enrolees have English as a second language and are accessing skills plus to improve their job opportunities
- Students have also carried out a cultural day in the Gateway to celebrate the diversity of the Ashford Area
- Students also used the video conferencing facilities to give a presentation to similar students in Edinburgh about Ashford
- We are currently negotiating with a French based employer who run a company in Ashford as they want to train 100 of their employees in basic skills before the end of 2008
- Ashford Volunteer Bureau saw a 300% increase in volunteer recruitment
- In November 2007 Gateway staff delivered 3,500 transactions from 5,000 visits and the ratio of transactions to visits has increased steadily since opening
- Sustained group of partners include the Borough Council, NHS, Voluntary sector, Business Link, Community Wardens
- Successful delivery of pilot Health Prevention programmes such as Diabetes and Blood Pressure through Pharmacy commissioning.

Thanet Gateway:

- Library footfall has increased by at least 26% over January 2007 figures from 23,000 to 29,000 (even though January 2008 is an incomplete month due to relocation)
- Increased membership for the library service
- 8,455 people have been seen by Thanet District Council service advisers since opening with very few people leaving the queue. In their old customer service centre fewer people could be seen each day and many more people abandoned the queue as a consequence (3,127 clients were seen last January by service advisers)
- Average waiting time for Thanet District Council services has been dramatically reduced from 90 minutes to around 22 minutes
- Public services are now available on Saturdays
- Partners already include NHS, CAB, Isle of Thanet Credit Union (Wantsum Savers), KCHT
- Vastly improved customer experience.

Work planned between now and 2010:

Pre-planning for phase two of Gateway (April 2009 to March 2012) has highlighted keen interest in:

- Canterbury – options around Herne Bay regeneration
- Sevenoaks/Swanley – options around the Swanley Information Point and Stag Theatre
- Gravesend
- Tonbridge & Malling
- Shepway (Folkestone)

The planned redevelopment of Dartford town centre and new community hubs in Thames Gateway present strong opportunities.

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KCC, Medway and all 12 district and borough councils are working in partnership with Pas de Calais to develop a joint Interreg bid to explore “customer profiling”.

Measurable Indicator (s)	2006/07	2007/08 Target	2007/08 Actual	2008/09 Target	2009/10 Target
Number of Gateways operating in Kent (cumulative since 2006/07)	1	3*	3	6**	7

* Ashford, Thanet and Mobile Gateway

** Maidstone, Tunbridge Wells, Tenterden

Monitoring completed by: Tanya Oliver

Date: July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

Target 41: Ensure that new KCC buildings set an example by delivering the best possible standards of construction by applying a pragmatic approach to sustainability using energy-efficient, robust and built to last materials

Lead Cabinet Member:
Paul Carter

Lead Managing Director:
Peter Gilroy/Adam Wilkinson

Lead Officers:
Mike Austerberry/Carolyn McKenzie

Status: On course

List the partners with whom we are working to deliver this target:

SEEDA, Arts Council, Kent Archive Centre, SECE, joint working with districts on projects such as The Beaney and The Marlowe Theatre.

Progress to date on delivering this Towards 2010 target:

New build projects that KCC's Property Group is responsible for managing are designed to the BREEAM 'very good' standard. In order to ensure a consistent approach for all new KCC buildings a Sustainable Construction Group has been set up. This group, led by Property Group, is developing a sustainable construction policy that will set minimum environmental standards that need to be met, as well as ensuring sustainable measures are fully considered and adopted, where appropriate, for all KCC construction projects.

The cross-directorate Sustainable Estates Taskforce is key to maintaining a focused approach toward the sustainable construction agenda and identifying opportunities for further progress. The taskforce will also help ensure the new policy, when agreed, is fully embedded in project delivery.

Discussions have been held between Property Group and Environment & Regeneration Directorate to identify how best to ensure environmental issues are given proper consideration during the procurement process. A new approach is being agreed and this will be incorporated into procurement for Property Group's new approved contractor list and consultant framework agreement.

Work planned between now and 2010:

- KCC will continue to ensure designs deliver sustainable buildings which are energy and water efficient and incorporate built-to-last materials and minimise waste. Breakthrough projects are currently being identified which when taken forward will build upon existing knowledge and further develop good practice.
- BREEAM has been revised and a post-completion check is now required to verify that a completed build has met the required standard. Investigations are being made about which projects should have a BREEAM assessment, how these will be funded and if there is a business case for an in-house assessor. The finalised proposal will be presented to KCC's Environment Board.
- Property Group and Laser will be working closely together to identify where opportunities exist for renewable technologies to be funded for inclusion in new build projects.
- The Kent Design Guide will be reviewed to build upon the minimum standards, advice and good practice currently included.
- Further use of KCC's mass buying power will be explored to bring down the cost of energy-efficient and sustainable materials and technologies for use in its construction projects.

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Measurable Indicator (s)	2006/07	2007/08 Target	2007/08 Actual	2008/09 Target	2009/10 Target
Percentage of new KCC buildings designed to least BREEAM 'very good' standard*	60%	80%	80%	90%	100%

*Where BREEAM is applicable.

NB: BREEAM standards are available for common building types including schools, homes, offices, retail, courts and prisons. Applying BREEAM standards to other building types (e.g. art galleries) requires a bespoke assessment. This indicator measures the BREEAM standards of common building types for which BREEAM standards are readily available or for which a bespoke assessment has already been made.

Monitoring completed by: Léonie Harrington

Date: 14 July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

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

Status: On course

List the partners with whom we are working to deliver this target:

Many partners have enthusiastically joined together to promote opportunities for exercise across the public services including the private and voluntary sector. The key partners are:

‘Activmobs’

Charlton Athletic FC

Kent Sport Development Unit (KSDU)

Environment & Regeneration

Eastern Coastal Kent PCT

West Kent PCT

KCC Adult Education

Private Sector Leisure Industry

District Councils

KASS (Older Persons Strategy)

CFE (Schools Sports, Healthy Schools, Extended School Hours programmes).

Progress to date on delivering this Towards 2010 target:

KCC Environment and Regeneration directorate has had a major impact on delivering this target through their work on projects including the following:

- ‘Naturally Active’ and ‘Walking for Health’ programmes delivering hundreds of country walks within Kent’s country parks.
- Nordic walking through ‘Activmobs’, extending the fitness of people with a number of groups now operating
- Fund raising walks, healthy and in a good cause.
- Maidstone Borough Council has initiated well attended ‘Outdoor’ programmes.
- New outdoor skills are being taught through ‘Branching Out’ programmes.
- Cycling and walking to school is being actively encouraged with enthusiastic take up by pupils.
- Healthy travel through walking and cycling programmes, and more physical activity in everyday life are key messages for all organisations of the Kent Obesity strategy.
- The Countryside Access Improvement Plan emphasises the health benefits from use of our natural areas (see also Towards 2010 target 45).

KCC Sport, Leisure & Olympics Service is also critical to delivering this target and they have numerous new approaches across Kent including:

- ‘Return to Sport’ including sport specific and community sport
- Adult Education sports delivering increased participation to users of their centres.
- Active support for adults with mental health problems through a part-time officer to help and assist people.

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- More sports opportunities for disabled people through the Associate Officer Scheme.
- Expansion of the Outdoor Pursuits project in Ashford.

In addition, there are other partnerships with the Kent Department of Public Health including:

- Working with Charlton Athletic FC to increase physical activity for those over 50, working closely with the community to ensure people can do the things they really want and with others in the leisure industry (identified through Fit2Gether) including Adult Education.
- Making new partnerships involving the private sector and others to help provide local activity for local people, especially those who do not use current facilities.
- More 'Activmobs', which enables people to be involved in physical activities at a time and place that suits them. This programme is aimed at those who want less formal types of activities (e.g. walking) on a more flexible basis or those who find formal groups and leisure environments intimidating and off-putting.
- New partnerships schemes to tackle obesity (such as Don't Sit-Get fit', MEND, Bus Club etc).
- The development of new opportunities for people to remain active and independent through the 'Kent strategy for Later Life'.
- Implementation of the Kent Healthy Weight strategy following its publication and launch.

Towards 2010 target 45 is also linked to delivery of this target. In addition, the Kent Thameside Green Grid, Greening of the Gateway Kent and Medway, Swale Green Grid, Ashford Blue and Green Grid, and Natural East Kent, are strategic programmes to improve access to and enjoyment of the countryside and open space.

Work planned between now and 2010:

All those actions described above will continue into 2010 and some beyond. In addition, other developments are planned:

- The 'Fit2Gether' programme is popular with the private sector leisure industry and further work will develop more activity where we have shown the need such as encouraging more females aged 16-24 to participate in physical activity.
- Charlton Athletic FC partnerships, particularly through 'Physical Activity for Adults' (for adults aged 50+), will start in 2009 and run for 26 weeks in the areas which have the lowest levels of physical activity.
- In north Kent, a cycling activity centre is planned.
- In east Kent the 'Natural East Kent' programme will have area plans to improve exercise, in particular around the urban fringes of the coastal towns.
- Work is continuing to support the development of activities around healthy living, cycling and outdoor recreation in Betteshanger.
- In conjunction with the Kent PCTs a single point of information for people wanting access to services and advice about physical activity and other healthy lifestyle issues will be developed for Kent.

Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an 'aspirational' status and progress is measured via qualitative means.

Monitoring completed by: Mark Lemon

Date: July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

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: Alan Marsh	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Status: On course

List the partners with whom we are working to deliver this target:

This target requires action from a range of organisations. The main partners are:

Primary Care Trusts (PCTs)
District Councils
'Activmobs'
Private sector leisure industry
Voluntary organisations

Progress to date on delivering this Towards 2010 target:

Many organisations across the county are making large efforts and devoting considerable resources to help their communities live healthier lifestyles. This includes the following:

- The Kent Obesity strategy, the Healthy Weight Strategy, based on the KCC Select Committee report and produced by Eastern and Coastal PCT in partnership with KCC has been published for consultation.
- The PCTs have committed all the 'Choosing Health' funding allocation (£4.1m) to public health priorities and have made local application for this funding for projects and programmes much clearer and easier.
- PCT Health Promotion Teams educate and support people trying to reduce their weight and be more active (see also Towards 2010 target 48).
- A Big Lottery partnership bid of nearly £1 million was secured by KCC and partners for projects across Kent including £50k on the 'Whole School Meals' project.
- Big increases in physical activity programmes delivered in partnership (as identified in Target 48).
- East Kent Health Walks, exercise "on prescription", and Green Gyms are now being expanded across the whole county.
- Dietary advice is now available in the Tunbridge Wells area and Weight Management Clinics are now established in Maidstone.
- Healthy Living Centres (HLCs) have been established in deprived areas of the county and give advice and practical help including programmes on good diet and nutrition and cookery skills.
- Adult Education Centres often offer similar support to HLC's in other parts of the county.

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- Kent Healthy Schools Programme has had a 100% sign up in Thanet, which is our most deprived area, and is on target to reach 100% of all Kent schools by December 2009. Further work is helping children with healthy eating and nutritional lunches and community healthy eating pilots have been launched to increase the uptake of healthier school meals including free school meals.
- Exercise and diet programmes in the workplace and childhood obesity programmes are being established by the Health and Wellbeing Partnership.
- Health Action Gravesham (Gravesham Borough Council, KCC and WK PCT) is offering food production and community cooking sessions with dietary/nutritional advice, a physical activity instructor for those in sheltered accommodation and residential homes and a young people's programme (Don't Sit – Get Fit!) that works in schools, after school and out of school times running weekly swimming lessons.
- KCC, Canterbury City Council, and Eastern and Coastal PCT are working together to increase participation by children and young people in youth and community activities that tackle obesity.
- 'Active Canterbury', the Community Sports Partnership brings sports sectors together to increase participation in physical activity.
- Sports and leisure partnership schemes in Swale are in place to tackle obesity such as Don't Sit – Get Fit!, MEND; and Bus Club.
- KCC has appointed two food and health co-ordinators training cooks in its school kitchens and delivering Healthy Eating training to over 600 primary staff. Catering contractors are providing development and tasting sessions for pupils and parents. We are ensuring that all schools within the KCC school meals contract (61% of all schools) provide meals compliant with legislative requirements. Progress towards improving the action focusing on other food consumed in schools (not just lunches provided) in 2008 is on course.
- A new smoking policy for KCC aimed at promoting giving up smoking and assisting those that want to has been adopted.
- Work is continuing, funded through the Communities for Health Programme, to promote partnerships with private sector pharmacies to develop new stop smoking initiatives.
- KCC has launched a major initiative to combat misuse of alcohol following the publication of the Select Committee report. This includes a new cross-agency approach called 'Kent Action on Alcohol', launched in July 2008.

Work planned between now and 2010:

All the programmes above will continue. In addition, the following actions are planned:

- Implementation of the Kent Healthy Weight Strategy is a key priority of all partner organisations.
- Implementation of the Health Inequalities Action Plan across KCC, districts and other partners.
- Development of initiatives listed in Towards 2010 target 48 (Increasing physical activity for all).
- Working with the community in Betteshanger Ward to improve lifestyles and health.
- This target also links with Target 50 – a public health campaign aimed at young people to prevent risky behaviours.

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Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an ‘aspirational’ status and progress is measured via qualitative means.

Monitoring completed by: Mark Lemon

Date: July 2008

TOWARDS 2010 SECOND ANNUAL REPORT - 2008

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: Alan Marsh	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Status: On course

List the partners with whom we are working to deliver this target:

Teenage Pregnancy Partnership
Kent Drug & Alcohol Action Team (KDAAT)
East & Kent Coastal Kent PCT
West Kent PCT
Kent Police
Kent Fire Service
Gravesham Borough Council
Connexions
M&C Saatchi
KCC's Youth Service, Children, Families and Education Directorate, Youth Offending Service and Communication & Media Centre

Progress to date on delivering this Towards 2010 target:

The areas covered by this campaign to young people are to reduce the risk of:

- Drug and alcohol misuse.
- Smoking.
- Poor sexual health.
- Teenage pregnancy.

The campaign will target those who are most vulnerable to such risky behaviours and will be launched by the Leader of Kent County Council in November 2008.

The Kent Director of Public Health (KDPH) has formed a steering group of stakeholders who have an interest and/or an expertise in delivering campaign messages to young people.

M&C Saatchi have been awarded the contract to design the campaign aimed at young people working with a wide range of agencies to deliver the 'Kent Campaign' message through specialised 'shops' for young people, leveraging interest and participation through a unique 'Awear' branding. Agencies are working together to utilise resources available for young people throughout the campaign which will be delivered across all districts in Kent. Saatchi will also be engaging young people in the design and marketing of the campaign and campaign materials in order to ensure that there is the maximum potential for behaviour change and that services and resources are accessible to all young people.

The campaign is on course to be launched in November 2008 and will be disseminated through each of the 12 Kent districts throughout the year to October 2009. Further work is progressing to systematically monitor and evaluate the success of the campaign to ensure that it can continue to be delivered up to and beyond April 2010 in a variety of flexible and sustainable ways. These may be through the Kent Gateways, Internet Cafes, drop-in centres, youth centres etc.

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Other local campaigns relevant to this 'Kent Campaign' are being identified to ensure that the delivery is timely and resources are mobilized and supported in partnership where this is possible and practical.

Youthbytes (creative pop-up links accessed through College Personal Computers) have been commissioned as a pilot in West Kent college (Tonbridge) and South Kent college (Ashford, Shepway and Dover) to support alcohol messages to young people as part of the Kent Alcohol Strategy. The creative pop-up links will also be used to promote the Towards 2010 Campaign for Young People within these institutions.

£50K from each of the Kent PCTs (£100K in total) will be made available to contribute towards this work.

Work planned between now and 2010:

It is anticipated that the campaign will have commenced by November 2008.

Measurable indicators:

None – Measurement of this Towards 2010 target has been formally agreed as being via task-based assessment as the action will either be done or not done in the timescale.

Monitoring completed by: Debbie Smith

Date: July 2008