

**To:** Customer and Communities POSC

**By:** Alex King, Deputy Leader

**Date:** 15<sup>th</sup> September 2011

**Subject:** Vision for Kent 2011-2021 consultation draft

**Classification:** Unrestricted

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**Summary:** Vision for Kent is Kent Forum's partnership strategy, developed between the public, private and voluntary sectors in Kent. A draft version of the refreshed strategy, Vision for Kent 2011-2021, was out for consultation between June and August 2011. Customer and Communities POSC is asked to consider the draft, the summary of responses received during the consultation 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. This should lead to more holistic working and more innovative approaches.

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. Officers from the Customer and Communities Directorate have had a significant input into the draft, on topics including lifelong community learning, literacy, community safety and sports and leisure.

1.8 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.

1.9 It is important that Vision for Kent meets local needs. Therefore each Locality will set out their specific local priorities that will contribute to the three countywide ambitions, and how these will be achieved. It is expected that 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 was out for formal consultation between 20 June and 22 August 2011. The consultation plan is attached as Appendix 2 and explains how various stakeholder groups were contacted and asked to take part in the consultation.

2.2 The consultation focused on what needs to happen to achieve the countywide ambitions. It asked 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 An initial Equality Impact Assessment has been completed for the Vision for Kent 2011-2021 and a full assessment is underway.

2.4 At the close of consultation on 22nd August, 793 responses had been

received. Of these, approximately 100 were received through the post and the rest were submitted via the online survey or emailed.

2.5 Appendix 4 shows a top-level analysis of the consultation responses received<sup>1</sup>. More detailed analysis will be done over the next few weeks to inform the development of the final version of Vision for Kent.

2.6. Some of the most significant points to note are:

- The Vision for Kent consultation has received a high number of responses compared to similar consultation exercises;
- **75%** of respondents were members of the public;
- There were a good number of responses from the other target groups, with **56** responses from Parish Councils, **64** from public sector organisations, **46** from VCS organisations and **13** from businesses;
- **46.5%** of respondents were female, **33%** male and 13% did not wish to say with 7% not replying;
- The majority of respondents were aged **56-65 (23%)** and **46-55 (20%)**;
- **81%** of respondents felt that the ambitions strike the right balance between being realistic and ambitious;
- **59%** of Voluntary and Community Sector respondents felt that the priorities of the VCS in Kent were well represented in Vision for Kent;
- **69%** of business sector respondents felt that the actions identified in Vision for Kent would make Kent a better place to do business;
- **73%** of Parish Council respondents felt that the draft responds to the balance of need between the rural and urban communities in Kent;
- **54.5%** of respondents wish to receive feedback at the end of the consultation.

2.7 Regarding the three countywide ambitions, the table below shows the favoured actions that people felt were most important to deliver each ambition.

<b>Ambition</b>	<b>Action rated <u>most important</u> (all respondents)</b>	<b>Action rated <u>second most important</u> (all respondents)</b>
1. To grow the economy	Encourage companies to take on more apprentices and trainees - <b>56%</b>	Improve Kent's infrastructure (roads, rail, broadband connection) – <b>48.5%</b>
2. To tackle disadvantage	Encourage young people to be in education, training or work – <b>56%</b>	Support unemployed people to get back into work – <b>48%</b>
3. To put citizens in control	Tackle crime and anti-social behaviour – <b>41%</b>	Support people in taking more control over what happens in their neighbourhood – <b>41%</b>

<sup>1</sup> The initial analysis is based on Snap Survey and Paper Questionnaire responses. We have also received 20 written responses which we will take into consideration.

2.8 As well as selecting the two most important actions to deliver each ambition from a list, around 30% of all respondents suggested other actions that they felt needed to happen to achieve the ambitions. In total, there are over 900 suggestions of other things that partners could focus on to help achieve the ambitions. The main themes will be available in a further update to be tabled at the meeting.

### 3. Next steps

3.1 Paul Carter is Chairing a Leaders Task and Finish group made up of a small number of District Leaders, to oversee some focused work on using the feedback to revise the draft and produce a final version of Vision for Kent for approval. This work will take place between the end of September and the start of November.

3.2 The proposed final version of Vision for Kent overseen by the Leaders Task and Finish group will be presented to the following Committees for approval:

<b>Committee</b>	<b>Date</b>	<b>Purpose</b>
Cabinet	5 December	To recommend the proposed final version to County Council
County Council	15 December	To agree the final version, as required in KCC's Policy Framework
Kent Forum	27 January	To agree and adopt the final version of Vision for Kent

3.3 Respondents to the consultation who asked to be informed will receive an email or letter summarising the responses received and what has been changed as a result, and directing them to the final version of the document.

3.4 Postcodes have been requested from all respondents, so feedback will be available for each District area (on average about 70 per District). Feedback will be presented to localities via Locality Boards and/or LSPs, allowing them to use the feedback to shape their actions to achieve the ambitions. The Ambition Boards for Tackling Disadvantage and Putting Citizens in Control have requested feedback from the Vision for Kent consultation to help shape their work programmes.

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 Although the wider formal consultation has ended, comments from C&C POSC can still be fed into the development of the final version of Vision for Kent, before endorsement by County Council and adoption by Kent Forum. To

comment on the draft, C&C POSC may wish to consider the following 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?

4.2 C&C POSC may also wish to comment on the high level summary of responses to the consultation (Section 2 above and Appendix 4). Further information will be available at the meeting. C&C POSC may wish to comment on any themes or issues arising which they feel should be taken into account in the development of the final version of the Vision for Kent.

### **Recommendations**

Customer and Communities POSC 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) *Comment* on the summary of consultation responses (Section 2 and Appendix 4)
- (c) *Note* the next steps in getting the Vision for Kent 2011-2021 finalised.

### Contact Officers:

Name: Jenny Dixon  
Job Title: Senior Partnership Officer  
Tel No: 01622 694122  
e-mail: [jenny.dixon@kent.gov.uk](mailto:jenny.dixon@kent.gov.uk)

Name: Graeme Brown  
Job Title: Partnership Manager  
Tel No: 01622 696070  
e-mail: [graeme.brown@kent.gov.uk](mailto:graeme.brown@kent.gov.uk)

### **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

Appendix 4: Summary of responses to the Vision for Kent consultation

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