

By: Paul Carter, Leader of the Council  
Peter Gilroy, Chief Executive

To: Corporate POC – 27 September 2007

Subject: *Towards 2010* – First Annual Report

Classification: Unrestricted

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## **SUMMARY**

This report sets out the process for finalising the first *Towards 2010* Annual Report prior to approval by County Council on 18 October and attaches a draft of the report (for the eight corporate-related targets) for Members' 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 will be discussed and approved by County Council each autumn.

### **2. Approval process**

The draft Annual Report will be discussed at Cabinet on 15 October prior to approval at County Council on 18 October.

A special meeting of all Policy Overview Committees has been arranged to enable Members to comment on the early draft prior to its finalisation for the Cabinet and County Council meetings.

Attached is a draft of the report for the eight corporate-related targets (Targets 5, 8, 9, 21, 24, 29, 48 and 49).

### **3. Performance indicators**

The Annual Report includes outcome-based PIs, where needed, which are underpinned by data quality procedures.

### **4. Recommendation**

Members are asked to NOTE the report and COMMENT on the attached drafts.

Accountable officer:

Sue Garton, Head of Corporate Performance, Chief Executive's Department  
01622 22(1980).



## APPENDIX

<b>Target 5: Ensure Kent County Council uses its significant purchasing power to allow fair and open competition</b>		
<b>Lead Cabinet Member:</b> Paul Carter	<b>Lead Managing Director:</b> Lynda McMullan	<b>Lead Officer:</b> Nick Vickers

### **Progress to date:**

KCC spends over £850m a year on bought in goods and services. This is made up of hundreds of thousands of transactions and payments to around 13,000 suppliers.

All of KCC's procurements need to comply with EU, national and local procurement rules. These put emphasis on open competition and is reinforced by the KCC's new procurement guidance, 'Spending the Council's Money', approved by Governance and Audit Committee in June 2007.

KCC adopted the South East Business Portal in May which means that in addition to normal advertisement routes, all of KCC's contracts valued at over £50k will be advertised on the portal.

Major areas of KCC's spend which impact on local suppliers relates to the Roads and Building spend categories. Reports have been prepared in each of these areas to show how much business has been placed with small local suppliers.

**Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy**

<b>Lead Cabinet Member:</b> Roger Gough	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Tanya Oliver
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**Progress to date:**

Using Kent as a location for filming brings real advantages both economically and in raising its profile as a tourist destination. The Kent Film Office bought over £3m of direct spend into the county last year and has dealt with over 250 enquiries from all over the world since it started in March 2006, making strong links with companies looking to film in Kent in the future. It has also received positive coverage in various media outlets, including the Radio Times, Variety magazine, Broadcast and local media coverage such as Radio Kent, Kent Messenger and Kent on Sunday.

Kent Film Office secured the filming of a major Channel 4 production, 'Cape Wrath', in the Maidstone and Malling area, which led to £2.5m direct spend into the local economy and the employment of 35 local people. The deal was secured against strong financial competition from Wales and Dublin. KCC funded two runners as part of 'Cape Wrath', who have since gone on to permanent employment within the filming industry.

Other Kent-based filming opportunities have been secured. A small, independent, local East Kent filming company, Medb Films, produced 'Ruby Blue', starring Bob Hoskins, which was filmed in Thanet and Deal and is due for release during 2007. The success of this film will enable this company to expand and they are already looking for larger production premises in Thanet. Medb Films secured a three-picture deal and all will be shot in Kent. The latest, 'The Calling' started filming in August 2007, starring Brenda Blethyn, and is due for release next year. KCC invested £75k into this production, which has enabled a total spend in the East Kent area by Medb Films of £500k, greatly assisting with regeneration and local employment. As part of this deal, KCC, in partnership with Screen South, funded two trainees from Kent.

There have been further successes. A 'Bollywood' Film was shot almost exclusively on the Kent and East Sussex Railway bringing £16k investment into the Tenterden-based attraction. Tesco located their recent apple advert in a Kent apple orchard, which helped secure the future of the community-owned orchard as the fee went directly to the parish. 'The Other Boleyn Girl', which will go on international release in 2008, has recently been filmed in Kent and in partnership with the Kent Tourism Alliance, the Kent Film Office is establishing a 'Boleyn Trail' to attract additional tourism into Kent following the release of the film.

The Film and Television Board was established in 2006 and secured significant positive publicity for the Kent Film Office. It is championing Kent within the industry as a place to come and film and additional support is being sought from high profile actors with a connection to Kent.

Now the Film Office and website are fully up and running, a strong marketing campaign will be developed and implemented to raise awareness within the film and television industry that Kent is "open for business", including advertising in 'Broadcast' magazine. KCC is involved in a number of high profile events over the next year to raise awareness e.g. the screening of 'A Canterbury Tale' by the BBC in Canterbury Cathedral in September and developing the 'Boleyn Trail' to maximise the tourism benefits to Kent and ensure a lasting legacy. The Kent Film Network and Kent Film and Television Board will be maximised to raise the profile of Kent still further by those in the industry. A Kent Development Fund will be established to fund and help attract companies to film in Kent. These funds exist in the rest of the UK already but not in the south east and Kent will be in a much stronger position with money to call upon. The fund will be put together by a range of organisations including KCC, SEEDA and Screen South.

<b>Measurable Indicator(s)</b>	<b>2006/07</b>	<b>2007/08 Target</b>
Direct spend into Kent via the Kent Film Office	£3m	£3m

<b>Target 9: Through our Kent Supporting Independence Programme, work towards reducing the number of people dependent on welfare benefits</b>		
<b>Lead Cabinet Member:</b> Roger Gough	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Pauline Smith

**Progress to date:**

Over 100,000 people in Kent claim one of three major welfare benefits (incapacity benefit (IB), income support and jobseekers allowance) with some wards having over 40% of working age people on benefits and caught in the benefits trap. KCC is working towards reducing benefit dependency in the short-term and looking to bring about effective change in the way that welfare-to-work services are delivered to Kent's citizens, particularly among the out-of-work, those with disabilities and with mental ill-health.

At present, the SIP team is looking at how Kent can work with the Department of Work and Pensions (DWP) more effectively to bring about lasting and effective change for Kent residents in terms of welfare-to-work programmes. A variety of proposals are being looked at to provide innovative solutions to worklessness at a local level, including increased local control over provision and budgets, a progressive partnership with local employers and the public sector, and a multi-agency approach to making a real impact on the effects of worklessness within the community, not just on the individual.

Work is progressing with Kent Supported Employment and other KCC units to operate as an effective partner in Pathways to Work, which is being rolled out to Kent in April 2008. The contract for Pathways, which delivers extra support and incentives primarily to new and repeat IB claimants, is being awarded to one private sector organisation, who will then subcontract elements of the work elsewhere. KCC will be providing the support for those who are longer-term claimants, ensuring that those furthest away from the labour market are not ignored.

For the last 12 months, the Supporting Independence Programme (SIP) has developed and delivered the Kent NOW Programme, which is working with long term Incapacity Benefit claimants back to full-time employment in Kent's most employment-disadvantaged communities. Kent NOW is being run as part of the Kent Agreement (Outcome 15). The three teams are delivering community-based, client-driven support across the county and offer a range of free services which are aimed to offer dynamic, outcome-focused help to each individual based on their own specific needs, such as return-to-work training and support, work experience placements, job search skills and condition management. There are currently 152 people engaged on the programme, and 26 people who are already back in work following lengthy periods of unemployment. The vast majority of those who are going back to work are remaining in their jobs, due to the effective support from the staff on the programme and the partnerships with Jobcentre Plus (JCP), local authorities, Third Sector organisations, local GP practices, and KCC agencies they have developed over the last 12 months.

As an innovative and exciting add-on to the Kent NOW programme, SIP is managing the delivery of the Flourishing and Resilience Programme (FAR), which is providing emotional health, happiness and wellbeing training to IB claimants in a variety of localities. These have been organised in partnership with the IB Personal Adviser at Jobcentre Plus at Gravesend and have been very well attended, and the feedback on the events have been excellent. A number of further workshops are being delivered in the coming months.

Through the Employability Steering Group, significant work is taking place on supporting lone parents back to work through the 'Getting On' programme, a 12 week course that supports lone parents in

making informed choices about their future and is delivered by Adult Education in partnership with Children Centres and Jobcentre Plus. To date 171 beneficiaries have received support via this programme. Following participation 16 have gained part-time employment and 49 have progressed onto further education or training. A new element of this programme is now enabling lone parents to experience the retail sector through a voluntary placement and explore the transferable skills required to work in this sector.

SIP, working with Maidstone Borough Council and Kent Top Temps, is launching an innovative approach to helping benefit claimants back to work through the use of Internet technology. ‘Slivers of Time’ is based on the eBay model of an online market place, matching individuals who need to work odd hours around other commitments in their life, and organisations that need a pool of top-up workers at irregular times (e.g. caterers, retailers, local authorities). The scheme is benefiting lone parents on Income Support, incapacity-based benefit claimants and others who find it hard to enter traditional employment markets.

<b>Measurable Indicator(s)</b>	<b>Aug 2006</b>	<b>Aug 2007</b>
Total average weekly benefit spend in Kent for IB/SDA, IS and JSA*	£6.58m*	Awaited

\*IB (Incapacity Benefit), SDA (Severe Disability Allowance), IS (Income Support) and JSA (Job Seekers Allowance)

<b>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.</b>		
<b>Lead Cabinet Member:</b> Paul Carter	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Tanya Oliver

**Progress to date:**

Quick and simple access to what is going on in and around Kent benefits the public, helps to boost visitor numbers and the Kent economy and raises the profile of the events and local groups. This target will form part of the Kent TV pilot (see target 24). Stakeholders and data sources have already been identified. An important factor in developing the website has been to ensure that children and young people will be able to easily identify those events, clubs and organisations relevant to them.

Through KentTV.com, people will be able to search by a variety of useful ways including location, type of organisation/activity, date, most popular sites, as well as find the best way to get there via public transport or car etc.

Data quality and database improvement will be a key part of the process, along with ensuring data protection and governance issues are handled appropriately.

Kent TV is already running a basic ‘What’s On’ section since its launch on 21 September and this will be developed further as part of phase two of Kent TV. User feedback from people in the county will be actively sought to inform this stage of the project. In time, local clubs and individuals will be able to add their own data about their organisations and events, and ask users for email prompts on events of interest.

Work will take place to develop networks across Kent to ensure that accurate and timely information on local activities and organisations is easily available on KentTV.com. Further work will also be done to develop a robust database and a system to enable individuals or organisations to update their own information on local events and activities.

<b>Measurable Indicator(s)</b>	<b>2008/09</b>
Number of website hits on ‘What’s on in Kent’	*

\* Starts in Sept 2008 with second phase launch in Jan 2008

<b>Target 24: Find new and innovative ways of communicating with the public, including trialling webcast TV</b>		
<b>Lead Cabinet Member:</b> Paul Carter	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officers:</b> Tanya Oliver/Gerry Moore

**Progress to date:**

The spread of digital technology is increasing rapidly and KCC has been keen to maximise this potential to transform how it communicates and consults with the public and to raise the profile of Kent locally, nationally and internationally. As a result, Kent TV has been developed.

Kent TV is free and delivered as a broadband channel, available 24 hours a day, 7 days a week, whenever a broadband internet connection is available. It went 'live' on 21 September as a two-year pilot and is aimed at all ages, with opportunities to save money across parts of KCC. The channel will cover tourism, education, leisure, travel and will tackle some of the 'gritty' issues around bullying and harder to reach communities.

A contract has been signed with an independent provider. Kent resident Bob Geldof's company 'Ten Alps' was chosen to run the broadband service. The service debates local issues, publicises KCC's and other major providers' services as well as Kent as a county, showcasing tourist attractions and the advantages for companies thinking of coming to Kent. It is also the platform for 'What's on in Kent' (see target 21). It will involve schools, training and a whole range of exciting initiatives.

Kent TV has an independent Board of Governors with representatives from the public sector, business sector and community. The headline news on the homepage is provided by 'KoS Media' for an initial short-term period until the Board of Governors makes a longer-term decision.

Prior to its formal launch, a successful promotional launch took place at the Kent Show in July 2007 with a range of individuals from different organisations, members of the public and officials who were interviewed. Footage was captured from the show itself and feedback and interest in the site was very positive at all levels.

Links have been made with partners in the media, business and public sectors in Kent and likely income generation and sponsorship has been identified.

Kent TV has provided direct local employment, with all the long-term staff being recruited from Kent, including the Director of Programmes. It has also provided business to local media companies to provide some of the content for Kent TV.

Action will be taken to ensure the marketing campaign is implemented well, so raising awareness of Kent TV across the county, nationally and internationally. KCC will work closely with its partners to ensure there is high quality content on Kent TV and that it covers all aspects e.g. travel, tourism, education etc. Use of the site will be monitored and feedback will be captured from users and non-users of the site to inform the future shape and direction of the channel. Advertising and sponsorship opportunities will be maximised and action taken to ensure KCC fully utilises the potential to "do things differently" and save money by using Kent TV e.g. reducing paper-based communications where possible.

<b>Measurable Indicator(s)</b>	<b>2007/08</b>
Numbers of viewers of Kent TV	Starts in Sept 2007

<b>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</b>		
<b>Lead Cabinet Member:</b> Paul Carter	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Tanya Oliver

**Progress to date:**

Not surprisingly, confusion often exists over the various services and agencies provided by the public sector. The Gateway is a customer focused large-scale, cross-agency service in a modern retail setting within the town centre. Gateway offers convenient and friendly physical access to frontline customer advisors and officers from over 30 agencies and delivery partners covering central/local government, the voluntary sector and private sector.

Ashford Gateway opened in October 2005 and attracts around 5,000 visitors a month. A mobile Gateway was launched at the Kent Show in July 2007 and begins operating in rural areas from October 2007. Thanet Gateway will open in early 2008 and Maidstone and Tunbridge Wells Gateways will follow by summer 2008. The full year footfall for these Gateways will exceed 1.2 million. There are further plans being discussed for Tenterden and Cranbrook for rural Gateways.

The Gateway strategy has been developed outlining plans for the next five years, with full partner engagement. The Gateway Strategic Advisory Board (multi-agency) has been established. Agreement in principle has been reached for other Gateways in a number of other parts of Kent, including several joint projects with libraries.

A pilot partnership with Lloyds pharmacy has proved very successful with free health checks being offered at the Ashford Gateway and Mobile Gateway on two occasions. Discussions are underway to make this a longer-term arrangement.

Gateways are one of the 16 front-office innovations being showcased nationally by the Cabinet Office, LGA and IDeA this year and were the subject of the keynote speech at the Shared Services Conference in London in June 2007.

Gateways will roll out in line with the Gateway strategy which splits Kent into two phases – April 2007 to March 2009 and April 2009 to March 2012. Work with partners will continue to ensure as many services as possible are available in all Gateways and to secure funding for phase two of the Gateway strategy. KCC will continue to raise the profile both locally and nationally and ensure, through marketing, that the public are aware of what Gateways can offer both individuals and families.

<b>Target 48: Increase opportunities for everyone to take regular physical exercise</b>		
<b>Lead Cabinet Member:</b> Graham Gibbens	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Meradin Peachey

**Progress to date:**

Targets 48 and 49 are linked as obesity levels can be reduced when people take more exercise and improve their diet. Other targets also contribute (See also targets 21, 22, 28, 47 and 51).

Increasing the amount of exercise taken by everyone requires KCC directorates to work together and in partnership with the NHS, other local authorities and the private and voluntary sectors. The NHS Overview & Scrutiny Committee Select Committee on obesity made a number of recommendations that will be part of the joint Obesity Strategy for Kent that will be published in the autumn. The recent Public Health Strategy for Kent, *Live Life to the Full*, highlights obesity as a major priority for public health. Part-funded by Communities for Health, the Kent Lifestyle Survey baselines the amount of physical activity being undertaken by Kent residents.

Specific initiatives being developed across KCC to promote exercise include:

- Achieving healthy schools status for all schools by 2009
- Improved access to the countryside for walking and cycling including the Explore Kent “Have fun, keep healthy” programme, Green Gyms and Guided Walks
- Go Cycle Kent – tying in with the Tour de France
- Partnerships in east Kent with the NHS for Health Walks
- Activmobs to enable people to fit more exercise around their everyday lives
- Promoting Nordic Walking in County Parks (in partnership with Activmobs)
- Sport specific Development Officers (funded by Sport England) to develop particular sports such as archery and swimming and improve access for people with disabilities
- fit4health is aimed at KCC employees including the Walk the World challenge
- Resolutions/Lets Get Started in libraries
- Promoting the 2012 Olympics as a way to encourage participation in sport.

Two successful Big Lottery Fund bids will increase the opportunities for taking exercise. £10.5 million has been granted to modernise sports facilities and £991,000 has been awarded to promote exercise, improve diet and improve mental health. Schemes to be funded include:

- Exercise to help prevent falls for older people in west Kent
- Research into the best approaches to encourage young girls to take exercise in Supporting Independence Programme (SIP) areas
- Exercise programmes for children and their families in east Kent
- Green Gyms in West Kent
- Detached playworkers in West Kent.

Other specific developments that have been operational recently include:

- Adopting the national step-o-meter programme and ‘Healthy Walks’ and ‘Walk Fit’ in Tunbridge Wells
- Discounted leisure activities in Sevenoaks and other districts
- Extending out of hours uses of schools in east Kent
- Providing new play areas and playing pitches in Canterbury.

Hits on the Kentsport.org website has increased to 3.5m per annum. ‘Fit Together’, is a new partnership with the leisure and fitness industry (including the Fitness Industry Association) across Kent to promote, encourage and increase access for people who currently do not use the many facilities

available to enable them to be more active. KCC's partnership with Charlton Athletic is also designed to encourage sport and physical activity amongst young people who are may be less able to participate in the structured activities currently available. It is due to be extended to adults this year.

<b>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</b>		
<b>Lead Cabinet Member:</b> Graham Gibbens	<b>Lead Managing Director:</b> Peter Gilroy	<b>Lead Officer:</b> Meradin Peachey

**Progress to date:**

Increasing physical activity is crucial to reducing obesity. The actions in target 48 also apply to this target and in particular the Overview & Scrutiny Committee Select Committee report on Obesity and the Kent Obesity Strategy will guide future activity. The Public Health Strategy for Kent *Live Life to the Full* identifies obesity as a major concern of public health. Reducing obesity will require concentrated efforts from effective partnerships with the NHS, District Councils, the voluntary and private sectors.

Specific actions being taken to reduce levels of obesity include the following:

- Health and Wellbeing Partnerships with KCC, primary care trusts and district councils have been established in all districts across Kent
- The Big Lottery Fund award of £991,000 includes funding for school meal improvements and the Sheppey Healthy Living Centre that will include diet and nutrition programmes
- NICE (National Institute of Clinical Excellence) guidelines for obesity treatment will lead to the development of a care pathway for obese and morbidly obese people
- 'Building Schools for the Future' includes provisions for NHS and health and wellbeing to be included on school premises
- Rates of breastfeeding are being increased in SureStart areas and significant investment has been made in east Kent to improve rates of breastfeeding
- The Healthy Schools programme is key to improving obesity rates in children and 100% of schools will be included by 2009
- A jointly funded post to promote healthy eating in schools has been appointed
- KCC is also working with the NHS to deliver the childhood obesity strategy including the weighing and measuring of school children
- The school nursing service is being enhanced
- Prescribing programmes have been developed to provide training for teachers parents and patients to give assistance and support to help overweight children combat obesity
- The 'Bien-etre project' has been a successful EU funded collaboration with Northern France to promote better nutrition and healthier lifestyles in schools and communities.

There is an enhanced GP referral scheme in Tunbridge Wells that offers dietary and other lifestyle advice aimed at helping people lose weight. Weight management clinics have been established in Maidstone through GP referral. Health Promotion Teams are active around Kent to educate and support people trying to reduce their weight and be more active.

Healthy Living Centres, often supported by KCC and the NHS, are delivering a whole range of programmes aimed at improving people's participation in exercise as well as education on good diet and nutrition and practical cookery skills. These centres operate in the most deprived areas of Kent and provide for specific types of people e.g. older persons that find participating in other activities more difficult.

In addition to the new initiatives, much of the mainstream public health focus from the NHS is now devoted to helping people with diet and exercise as these are the best ways that people can prevent many long-term debilitating conditions from developing. The Kent Department of Public Health is the focus for

ensuring that health and local authorities can deliver joined up approaches to promote health and wellbeing to the Kent population.