

Contribution to other 2010 targets

Communities leads on 13 of the 63 Towards 2010 targets. Progress on each of these, together with an indication of important milestones during the coming year, are noted in Appendix One.

Significant contribution is also being made to 11 other targets and these are summarised below:

Economic Success – Opportunities for All

Targets:

- 1. Increase number of new jobs and business investment in Kent*
- 2. Regeneration of Kent's deprived areas*
- 3. Support a programme of town centre regeneration*
- 7. Fulfill Kent's potential as a premier tourist destination*

It is explicit in the expectations of the Turner Contemporary programme that it will act as a catalyst for regeneration in Thanet and East Kent in general and to town centre regeneration in Margate specifically. It will also support the promotion of Kent as a centre for the Arts to help to fulfill Kent's potential as a premier tourist destination.

Learning for Everyone

Target 14. Listen to young people's views and opinions and develop their ideas to improve education and life in Kent.

Engaging with young people is a feature of many of the services in Communities, which often work together to consult with young people and involve them in the design of services.

The Youth Service, for example, involved a panel of young people in the recruitment of the new Head of Service during the early part of the year and in the autumn of 2006 over 28,000 young people took part in the Kent Youth County Council elections, an important example of giving them a voice. The service works in partnership with the District Councils and Voluntary and Community Sectors to support Youth Participation Forums in the area and it has also undertaken specific action to ensure that the views of young people which are heard less often are positively sought.

Other examples include:-

Charing Homework Club listening to young people's ideas, through the introduction of board games in libraries across Kent was as a result of one young person's suggestion. The Club has now been awarded a Quality Study Support Award.

The development of "Blingin", a brand for youth arts provision initiated by the West Kent Arts Partnership, facilitated by the Arts Development Unit. Arts based workshops are also being devised and developed in collaboration with young people

Community Wardens in Thanet and Canterbury have worked with young people to develop a drink awareness competition.

As a result of consultation, the Kent Adult Education Service (KAES) has established parenting and counseling courses in partnership with Sure Start in the Dartford & Gravesham area and the service is also planning to work with Libraries & Archives in developing innovative inter-generational reminiscence projects

Preparing for Employment

Target 18. Introduce a Kent Apprenticeship scheme.

The Youth Service and KEY Training play an important role in preparing young people for the world of work. KEY Training, in particular, provides the courses on the "Kent Success" Apprenticeship scheme as well as managing a significant element of the "Entry to Employment" contract within Kent and Medway in the past year, with 659 unemployed young people aged 16/17 engaged on a 17 week programme. Of these, 65% have progressed into employment or further training.

Enjoying Life

Targets:

24. Find new and innovative ways of communicating with the public, including trialling webcast TV.

29. Continue to develop "Gateway" one stop shops.

Helping the people of Kent to enjoy life is an important aim of services within the directorate and Communities leads on the majority of the associated Towards 2010 targets. Several services are also participating in the 'Gateway' projects and are working with the Kent TV team to maximise the potential and benefits of broadband TV as a means of communication.

Improved Health, Care and Wellbeing

Communities contributes to the six outcomes in the Strategy for Public Health in Kent and is joint lead on the Towards 2010 Target 47 as reported in Appendix One. Over the past year there have also been particular links to the following Towards 2010 targets:

48. Increase opportunities for everyone to take regular physical exercise.

The Sport, Leisure & Olympics Service is an important partner in delivering increased levels of physical activity. Key developments include the Go Cycle Kent campaign with a focus on the Tour de France and, looking forward to the Olympics, new development posts for archery and swimming with support from Sport England and new posts devoted to supporting sport for people with disabilities. Support is also given to local community organisations across Kent for festivals and family fun days reaching 2000+ people. Further developments planned include work with District Councils about best use of existing community assets and linking to Building Schools for the Future. The development of a Kentsport.org website has led to 3.5m hits p.a. to date.

Some of the libraries in Kent also offer programmes of healthy, nature or heritage walks encouraging people to learn more about local history and the community while benefiting from the exercise.

51. Encourage Healthy Eating by providing nutritious lunches through the “Healthy Schools” programme and launch a range of community-based healthy eating pilots.

Trading Standards and Kent Scientific Services have been involved in promoting healthy food to young people. For example, a “five a day” fun day has been run at the KSS laboratory in West Malling and scientists at the laboratory have also developed a “Healthy Eating” computer programme for use in schools which enables children to carry out their own nutritional analysis.

Improved Health, Care and Well-being

52. Increase the number of people supported to live independently in their homes

The Community Safety Handyvan and Homesafe schemes are helping older and vulnerable people to continue to live safely in their own homes (see Target 62), and the Library service provides public information to older people and their families. There are 1, 211 housebound library users who are served by a Home Library Service through a network of volunteers.

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