Appendix 1

Our Vision:

Our focus is on improving lives by insuring that every pound spent in Kent is delivering better outcomes for Kent's residents, communities and businesses

Strategic Outcome

Children and young people in Kent get the best start in life

Strategic Outcome

Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life

Strategic Outcome

Older and vulnerable residents are safe and supported with choices to live independently

Supporting Outcomes

- Kent's communities are resilient and provide strong and safe environments to successfully raise children and young people
- We keep vulnerable families out of crisis and more children and young people out of KCC care
- The attainment gap between disadvantaged young people and their peers continues to close
- All children, irrespective of background, are ready for school at age 5
- Children and young people have better physical and mental health
- All children and young people are engaged, thrive and achieve their potential through academic and vocational education
- Kent young people are confident and ambitious with choices and access to work, education and training opportunties

Supporting Outcomes

- · Physical and mental health is improved by supporting people to take more responsibility for their own health and wellbeing
- Kent business growth is supported by having access to a well skilled local workforce with improved transport, broadband and necessary infrastructure
- · All Kent's communities benefit from economic growth and lower levels of deprivation
- Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities
- We support well planned housing growth so Kent residents can live the home of their choice
- · Kent's physical and natural environment is protected, enhanced and enjoyed by residents and visitors

Supporting Outcomes

- Those with long-term conditions are supported to manage their conditions through access to good quality care and support
- · People with mental health issues and dementia are assessed and treated earlier and are supported to
- Families and carers of vulnerable and older people have access to the advice, information and support they need
- Older and vulnerable residents. feel socially included
- · More people receive quality care at home avoiding unnecessary admissions to hospital and care
- The health and social care system works together to deliver high quality community services
- Residents have greater choice and control over the health and social care services they receive

Our Pusiness Plan Priorities:

The cross cutting priorities that will help deliver the supporting outcomes

Our Approach:

The way we want to work as a council to deliver these outcomes

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Every Day Matters	Early Help and Preventative Services	Public Health
Keep all Children and Young People Safe	Reduced need for statutory social care and more effective support for children and young people on the edge of care so that there are reduced numbers of children in care, child protection cases and children in need Increased numbers of children and young people who are stepped down safely from social care who are not re-referred Increases use of the Kent Family Support Framework and more successful outcomes as a result of KFSF interventions	 Public Health Advice on health of the population Increase levels of childhood vaccination (NHS England lead responsibility – KCC supported) Reduction in adult substance misuse Reduce under 18 hospital admissions due to alcohol Reduce levels of drug taking and use of legal highs Reducing levels of self-harm and suicide rates
Promote the Health and Wellbeing of all Children and Young People	Improved educational attainment outcomes and closing of attainment gaps at all ages Reductions in days lost to education through exclusions and absence and in the number of permanent exclusions and rates of persistent absence from school Reduction in youth crime, re-offending and anti-social behaviour educations in substance misuse and teenage pregnancy	 Increasing emotional resilience in families and young people Increase levels of breastfeeding Increase physical activity in young people Reduce levels of tooth decay Reduce smoking prevalence at age 15 Reduce smoking prevalence for women smoking at time of delivery Reduce levels of excess weight in children Reduce levels of teenage pregnancy
Raise the Educational Achievement of	Reduced NEETs and improved participation in learning and training to age 18	
	Improved readiness for school aby vulnerable children at age 5	

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all Children and Young People	Improved participation in 14-19 vocational pathways including increased take up of employment with training, apprenticeships and traineeships by vulnerable groups	
Equip all Young People To Take a Positive Role in Their Community	Increase breast feeding and reductions in smoking by pregnant women and mothers	
	Improved resilience and well-being for children and young people with reduced mental and behavioural problems and less demand for CAMHS services	