

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

To: Corporate Policy Overview Committee – 25 September 2009

Subject: Draft Towards 2010 Annual Report

Classification: Unrestricted

SUMMARY

This report sets out the process for finalising the third Towards 2010 Annual Report prior to approval by County Council on 15 October and attaches a draft of the report (for the eight corporate-related targets) for Members’ comment.

FOR INFORMATION

1. Introduction

Towards 2010 was formally launched in September 2006. Annual reports on progress against all 63 targets are discussed and approved by County Council each autumn.

2. Format

The separate reports for each target include the following elements:

- Status of the target (either ‘More progress needed’, ‘On course’ or ‘Done and ongoing’)
- List of partners with whom we are delivering this target
- Outcomes delivered so far
- What more are we going to do to deliver the target
- Measurable indicators (where relevant – as agreed at County Council in December 2007).

3. Targets relevant to this Committee

Those Towards 2010 targets relevant to this committee are shown in the table below:

Towards 2010 Target	Accountable officer
Target 5: Ensure Kent County Council uses its significant purchasing power to allow fair and open competition	Nick Vickers
Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy	Tanya Oliver
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	Tanya Oliver

Target 24: Find new and innovative ways of communicating with the public, including trialling webcast TV	Tanya Oliver
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	Tanya Oliver
Target 48: Increase opportunities for everyone to take regular physical exercise	Meradin Peachey
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	Meradin Peachey
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	Meradin Peachey

Attached at Appendix 1 is a draft of the reports as set out in the above table.

4. Approval process

The draft Annual Report will be discussed at Cabinet on 12 October prior to approval at County Council on 15 October.

It will be discussed at the September meetings of all Policy Overview Committees (POCs) to enable Members to comment on the early draft prior to its finalisation for the Cabinet and County Council meetings. Each POC will receive the draft report for the targets relating to their committee's accountabilities. Please note that where targets are cross-directorate they will be reported to all relevant POCs.

5. Recommendation

Members are asked to COMMENT on the attached drafts.

Accountable officer:

Sue Garton, County Performance & Evaluation Manager, Chief Executive's Department
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