

Corporate-related targets

Draft

TOWARDS 2010 - ANNUAL REPORT 2009

Target 5: Ensure KCC uses its significant purchasing power to allow fair and open competition		
Lead Cabinet Member: Roger Gough	Lead Managing Director: Lynda McMullan	Lead Officer: Nick Vickers

Status: On course

List the partners with whom we are working to deliver this target:

'Backing Kent Business' campaign group incorporating the Chamber of Commerce, Institute of Directors, SEEDA, Business Link, Federation of Small Businesses and University of Kent. We are also working across the whole of KCC and thus engaging with our supplier base.

Outcomes delivered so far:

KCC Commercial Services procures high levels of goods and services from Kent-based companies, for example: Kent Fleet (vehicles, supply and hire, maintenance and repair), County Workshop (spare parts, tyres, windscreens and batteries), bus operators and taxi firms, Landscape Services (grounds maintenance machinery, materials and equipment), and facilities management.

A number of specific outcomes have been delivered as part of this Towards 2010 target as follows:

Undertaken a review of the effectiveness of our approach - KCC spends £890m per annum on goods and services with 90% of this spend in seven categories: adult social care, property, highways, waste, IT, buses and taxis. Each of these categories has been subject to an external review to look at the effectiveness of the overall approach taken to procurement and this has identified many examples of best practice and highly effective procurement. Given how much our service provision depends upon procurement this is a very positive affirmation of the quality of the procurement work in the council.

Our procurement processes lead us in two main directions to achieve this Towards 2010 target:

- Procurement focused on SMEs (small and medium sized enterprises) - Large parts of our procurement spend are already focused on SMEs, and by their nature with local companies. The main areas where this applies are social care procurement, taxis for home to school transport and the large property framework contracts which have recently been reopened
- Major procurements with supply chain issues - Buildings Schools for the Future (BSF) is an excellent example of where because of its particular procurement processes, CFE have been able to build in requirements for the use of local companies and the provision of apprentice placements. Even in more conventional procurements such as the Highways contract with Ringway and Jacobs there are significant supply chain issues, although these cannot be stipulated in the contract, so Ringway use 55 small local sub-contractors and 16 local suppliers putting an estimated £7m into the local economy. The contract with Jacobs requires that 95% of the service is provided from Maidstone HQ and KCC co-located offices to ensure local employment is supported.

Advertising tender opportunities - All KCC contracts valued at over £50k and not covered by a framework contracting arrangement are advertised on the South East business portal. There are now 1,452 Kent suppliers registered and as at June 2009 there were 12,848 visits by suppliers.

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Paying suppliers in 20 days not 30 days - This is a tangible step to help suppliers' cashflow.

Delivery of the capital programme - The programme of £400m in 2008/09 and £450m in 2009/10 will provide employment opportunities for local firms in areas such as school buildings, waste facilities, new road programmes, libraries and social care facilities.

Establish Property Enterprise Fund 2 - This ensures that the fall in commercial property and land values does not reduce capital receipts and hold up the programme.

Expand the approved list of contractors - This is being done in the re-let managed by the Property Group.

Establish Kent Business Support Centre - This is aimed at making it easier for local businesses to get information. KCC already uses the Business Portal to advertise contracts over £50k and KCC managers have been instructed to seek to use Kent companies for all sub £50k procurements.

What more are we going to do?

The further achievement of this Towards 2010 target is now encompassed within the 'Backing Kent Business' campaign. This is a multi-faceted programme aimed at supporting Kent businesses through the recession. The main areas of activity which will now be delivered in relation to this target are as follows:

- Increase the amount of our total spend spent locally - The spend data is being reanalysed and we expect the proportion to have increased from 40% in 2007/08
- Monitor spend - We will be establishing monitoring arrangements to ensure that the instruction to give a priority to local companies for small contracts, below EU tendering levels, is being enforced
- Encourage suppliers to operate apprentice schemes - As far as we can within EU public procurement legislation we want to encourage local suppliers to operate apprentice schemes in our tender documentation
- Streamline electronic tendering - Tendering arrangements can be onerous so we want to streamline this for all suppliers through an eTendering module of the South East Business Portal. It is small primarily local suppliers who find it the most difficult. This should be live by late summer 2009
- Maintain dialogue with suppliers - The Backing Kent Business campaign has been a very public declaration of KCC's commitment to work with local businesses. This has meant that we have had much more feedback from local businesses about what works and what doesn't in how we procure and we want to encourage this in the future
- Continue collaborative working with the Federation of Small Businesses - This is particularly intended to help small businesses become part of the supply chain for larger contracts with an initial piece of work being undertaken with Kent Highway Services
- Raise awareness of tendering opportunities - This relates to opportunities wider than KCC and how Kent companies can be helped to win this business
- Continue to refine our data on procurement to give us better information on spend and in particular local spend and we are working with the Federation of Small Businesses to support their work on small and micro enterprises.

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Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an ‘aspirational’ status and progress is measured via qualitative means.

Monitoring completed by: Nick Vickers

Date: July 2009

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Target 8: Develop Kent as a major venue and location for film, television and creative industries to benefit the Kent economy		
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Lead Cabinet Member:	Lead Managing Director:	Lead Officer:
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Roger Gough

Peter Gilroy

Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

Kent Film and Television Board, Mediatree, Screen South, Visit Kent, Locate in Kent, District and Borough Councils, Police, Highways, Maidstone Studios, National Trust, English Heritage, Maeve Films, Courtyard Studios and the BBC.

Outcomes delivered so far:

- Since the launch of the Kent Film Office in 2006 it has brought £13 million (a conservative estimate based on current information) into the Kent economy by attracting film and television productions to the county and stimulating film tourism. It has also facilitated 24 work experience places on productions such as 'Little Dorrit', 'The Calling' and the new Lynda La Plante drama, and has hosted eight work experience placements in the office
- The Kent Development Fund has been launched to invest in film and television productions choosing to locate in Kent with the view of attracting more money into the region. We invested in a local production company to produce a film entitled 'The Calling'. Our £75,000 investment made a £500,000 return into the local economy. The film was premiered at the Edinburgh Festival this summer and has help raise the profile of Kent as a premier filming location
- We successfully ran a tourism campaign in conjunction with Visit Kent to celebrate the release of 'The Other Boleyn Girl'. Visitor spend and PR generated around £1million for Kent in one year
- 'Film friendly' documents have been written and are currently being signed by major attractions, authorities and other relevant bodies to demonstrate to production companies that Kent is a film friendly county
- We launched a prize draw, called 'Close Encounters', to encourage people to share their stories and photos of when filming came to their town in Kent. The information collated will be put together to form a movie map to attract film tourism to the county.

What more are we going to do?

- Begin initial investment in film and television productions
- Secure more training opportunities for Kent residents on the set of visiting and local productions
- Continue to deliver the Kent Film and Television Strategy
- Kent Film Office together with KCC's Arts Development Unit, Aim Higher and the University of the Creative Arts will be producing a booklet which will inform students what routes they can take to find work in Film and Broadcast media
- Create a Kent Movie Map following the completion of the Close Encounters prize draw.

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Measurable Indicator (s)	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual	2009/10 Target
Direct spend into Kent via the Film Office (cumulative since 2006/07) *	£1.2m	£2.7m	£4.5m	£4.9m	£6.0m

*Data revised following an audit to narrow the data down to confirmed known direct expenditure. It is estimated that total economic benefits including knock-on benefits to the wider economy may be double the above quoted direct spend figures, although wider benefits are not precisely quantifiable. This PI does not include spend by crew on per diems (daily allowance).

Monitoring completed by: Tanya Oliver

Date: 30 July 2009

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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.		
Lead Cabinet Member: Alex King	Lead Managing Director: Peter Gilroy	Lead Officer: Tanya Oliver

Status: Done and ongoing

List the partners with whom we are working to deliver this target:

Ten Alps, KCC Communities directorate, Visit Kent, district and borough councils, local community groups, voluntary groups, public sector partners and Kent residents.

Outcomes delivered so far:

- ‘What’s On’ was launched in November 2008 as part of Kent TV. It is an interactive site where individuals or groups can upload information on their own events across the county and the technology supporting this ensures out of date information is removed. From its launch until June 2009 the service has had over 10,000 events displayed on the website
- Quality assurance is crucial on this part of the site and Ten Alps, which runs Kent TV, is responsible for ensuring this is delivered at a high standard through the contractual arrangements. (See Towards 2010 target 24)
- A new system has been developed to make it easier for attractions to upload and edit their own events
- 73 films have been made and attached to various attractions and events to give viewers a flavour of what is available in Kent.

What more are we going to do?

- Continue to raise awareness of the service
- Increase the number of page views and events uploaded
- Increase the number of events with video footage attached.

Measurable Indicator (s)	2007/08 Actual	2008/09 Target	2008/09 Actual	2009/10 Target
Number of website hits on ‘What’s On’	*	*	83,631	200,000

* Launched in November 2008

Monitoring completed by: Tanya Oliver

Date: 30 July 2009

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

Lead Cabinet Member:

Roger Gough

Lead Managing Director:

Peter Gilroy

Lead Officer:

Tanya Oliver

Status: Done and ongoing

List the partners with whom we are working to deliver this target:

Ten Alps, district and borough councils, NHS, Police, Fire, Maidstone Studios, Visit Kent, Locate in Kent, business community, media community, community groups, voluntary groups, Kent residents.

Outcomes delivered so far:

There are a number of different strands to help deliver this Towards 2010 target – Kent TV, Pic ‘n’ Mix, Kent and Medway Citizens’ Panel, Web jam and localism.

Kent TV

Kent TV was launched in September 2007 and so far the site has received just over two million visits (as at the end of August 2009). It is an internet TV channel for everyone living and working in Kent and is available 24 hours a day 7 days a week. Viewers are able to watch video programmes on their computer about local issues, the arts, business, education, health, leisure, local government, tourism and travel. Kent TV is operated by an independent media company, Ten Alps Digital.

Specific achievements include the following:

- There are now over 2,000 videos available on the site, encompassing a wide range of topics from business, education, history, and sport to tourism
- A number of competitions have been run to highlight and showcase Kent talent, including Sound Clash which attracted 84 entrants and 12,000 registrations to vote and take part
- Kent TV launched KentTV.mobi at the request of its viewers to enable to watch Kent TV on their mobiles
- It has created training opportunities for young people in Kent including involving Canterbury Christchurch University in a debate in which 20 students were given the opportunity to work on set or make films for the project. Kent TV has also provided work experience opportunities in the office on a monthly basis
- The site has undergone a refresh to enhance usability. A new channel was also added entitled ‘How to’, giving viewers information on how to become a police officer to how to write a will
- Our successful policy of enabling viewers to embed our films on other sites ensures that videos are placed on other relevant sites, widening Kent’s reach
- The ‘What’s On’ channel has been launched (see Towards 2010 target 21) detailing events happening in Kent from boot sales to jousting tournaments
- It located to new offices in Maidstone Studios in April 2008 and has used its new location to forge new links with other creative businesses in Kent. Kent TV is working with Maidstone Studios to offer young people, studying for a creative and media diploma, an insight in to the creative industries. The diploma is in its early stages but students, as part

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of their studies, will partake in a range of activities which could cover filming and researching for Kent TV.

Pic 'n' Mix

Pic 'n' Mix aims to revolutionise the way in which the public are able to access, re-use and share publicly available information. The project uses IBM software and free applications that are readily available on the web. Citizens can use these tools to 'mash up' information from a variety of sources, to create information that is truly relevant and customised to their needs. They are encouraged to share their 'mashups' so others in the community can benefit.

The pilot has been running for two months and has received positive feedback from the 20 SMEs (small and medium sized enterprises) involved in the project. From September, a planned programme of work with schools will engage students and young people. Other community groups and voluntary organisations are also contributing to the project.

The Cabinet Office, DWP, DCSF, LEGSB and IDeA have all shown an interest in Pic 'n' Mix. 'Mashup' technology has the potential to enable data to be shared between directorates, agencies and partners, and this exciting opportunity will be explored more fully.

The Kent and Medway Citizens' Panel

The Kent and Medway Citizens' Panel (KMCP) is a joint initiative between the Kent Messenger (KM) and KCC, giving residents of Kent the opportunity to give feedback on ideas, services and products, by responding to three or four questionnaire based surveys each year. The panel marks a first in that it is the only citizens' panel in the country to be run jointly by a local newspaper and a local authority.

The surveys are conducted by Ipsos MORI and can be carried out online, by telephone or face to face. To date three surveys have been conducted:

- The original survey carried out between February and April 2008
- A snapshot survey carried out in November 2008
- A follow up survey carried out in July 2009.

The KMCP has its own website www.kmcp.co.uk where new panelists can join and existing panelists can see the results from the surveys they responded to.

There has been a recruitment drive taking place across the county to encourage more people to become panelists, the KM are advertising both through their papers and on their radio stations to encourage more sign ups and the Primary Care Trust (PCT) has also agreed to help recruit new panelists. There are currently 705 residents signed up to the panel.

Web jam

In February 2010, the KCC is proposing to hold a public 'web jam' session. This will enable residents of Kent to ask questions or write comments on a particular subject within an on-line 'real time' environment. The sessions are interactive allowing moderators and KCC/partners' staff to respond to the questions asked.

KCC will be hosting the web jamming session on behalf of the Kent Partnership which is due to last between two/three days and we will be procuring appropriate technology assistance shortly. KCC previously held an internal web jam between senior managers, however this will be the first time that the format has been used by KCC or any Kent Partnership partners to engage with members of the public. It will have a target participation rate of up to 20,000 people and residents will be asked to post comments and questions regarding a key area of policy, such as

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health. This will link directly into the review of the Vision for Kent, Kent's sustainable community strategy, and its core priorities.

The web jam presents a new way in which citizens can get involved in shaping public policy and informing KCC and partners what they feel is important. The comments and questions raised during the web jam will be used to inform the Kent Partnership's strategic priorities beyond 2010.

Localism

Working with our partners KCC has been piloting a range of models of community engagement bringing together the three tiers of local government - county, district and parish councils - and in some of the models the police, PCTs and voluntary sector.

Neighbourhood Forums - In Dover and Gravesham there are neighbourhood forums embracing all three tiers of local government. Although joint neighbourhood forums and KCC local boards have existed for a number of years now, the Gravesham neighbourhood forums are looking at new ways to engage with local residents. The forums currently meet 12 times a year, in various parts of the borough, at which members from KCC, Gravesham BC and the parish councillors attend to discuss with local residents issues that are affecting them.

KCC and Gravesham BC are exploring the possibility of webcasting forums to enable local residents who are unable to attend the meetings to be involved. A bid was submitted to the government for funding to pilot innovative ways of communicating with the public, including the possibility for viewers of a webcast having the facility to email questions they would like to be addressed by the meeting. Unfortunately the bid was unsuccessful. However, our webcasting contract is currently being re-negotiated and Public-i, our current webcast provider, is about to provide us with a quote to lease equipment so that we can webcast some of our forums.

Arrangements are being made to establish neighbourhood forums in Maidstone and discussions are taking place with our partners across the county.

Other forums and ways of engaging - In Swale, local engagement forums have been established which include the PCT and Police. Canterbury City Council has area member panels and Tonbridge and Malling BC has a Tonbridge Forum and Parish Partnership Panel in which County Council members are participating.

KCC is exploring a range of other initiatives which will enhance KCC's community engagement strategy. For example:

- A number of elected KCC members are piloting events where the community make bids for a contribution from the members community grant
- A scheme for e-petitions is also being established which will allow the on-line community to petition KCC on issues of concern
- New technology is being explored including blogs, video uploads, social networking and the creation of a 'virtual county hall' where communities of interest can contact KCC
- KCC is exploring the idea of webcasting some of the meetings for engaging communities e.g. neighbourhood forums etc, as explained earlier
- KCC is also exploring a project whereby county councillors promote democracy in some of the schools within their electoral divisions.

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What more are we going to do?

We will deliver the following actions:

Kent TV

- Submit an Interreg bid with a European partner to create video content about both Kent and Belgium which should encourage tourism to the region
- Continue to raise awareness of Kent TV
- Continue to create opportunities for Kent to showcase their talents and opinions.

Pic 'n' Mix

- Engage new groups in Pic 'n' Mix and respond to feedback
- Continue to secure accurate and relevant data from KCC and partners
- Raise awareness of Pic 'n' Mix via networks, forums and social media

The Kent and Medway Citizen's Panel

- Continue to raise awareness of the panel and market it through the KM and the Kent PCTs
- Increase the number of citizens signed up to the panel to a challenging target of 8,000 in total.

Web jam

- The web jam will be held in February 2010
- The project will enable KCC to engage directly with up to 20,000 residents of Kent and get their views on what matters to them
- The comments will be collated to help inform KCC's strategic priorities beyond 2010.

Localism

- The Gravesham neighbourhood forums will pilot the interactive meetings and report back on its successes
- The community liaison manager will explore whether this can be expanded to other forums and local boards in Kent.

Measurable Indicator (s)	2007/08 Actual	2008/09 Target	2008/09 Actual	2009/10 Target
Visit numbers for Kent TV (cumulative since Sept 2007)	198,210*	250,000	1,349,231	2,000,000**

* Kent TV started on 20 Sept 2007

**Based on original April 2007 Cabinet paper estimate of 50,000 visits per month

Monitoring completed by: Tanya Oliver, Robert Hardy, Paul Wickenden

Date: 30 July 2009 (updated 3 September 2009)

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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

Lead Cabinet Member:

Roger Gough

Lead Managing Director:

Peter Gilroy

Lead Officer:

Tanya Oliver

Status: On course

List the partners with whom we are working to deliver this target:

District and borough councils, NHS, Police, Fire, voluntary sector, central government, community groups, private sector, and KCC internal business units, Further Education and training organisations, Business Link.

Outcomes delivered so far:

Gateway offers a single, convenient public service point sited in retail-based locations, using the latest innovative technologies and working with district and borough councils and a range of other partners including the NHS, Police, Fire, Job-Centre Plus etc. The focus is on shaping services to fit around customer need, maximising efficiency both for the clients and service providers, and delivering effective, measurable outcomes for people.

The Gateways opened to date are as follows:

- The original pilot, Ashford Gateway, opened in October 2005 prior to this Towards 2010 target. It was complemented by the first Mobile Gateway (Mobile I), launched in July 2007, with a target area of rural Mid Kent (Ashford to Dover), and is currently being used to raise awareness and understanding of Gateways amongst staff from the statutory and partner organisations involved. It is also supporting regular services in Dover district and various projects and initiatives, such as Adult Learners' Week, Fostering and Adoption Recruitment. A combined Dover district and Adult Social Care program was launched in March 2009, taking services out to urban and rural locations across the district. It has also been used for the 'Backing Kent People' Summer Roadshow, with representatives from KCC, local district/borough councils, the Citizens Advice Bureau (CAB), Kent Benefits Partnership and the Stop Loan Shark team on board offering advice to members of the public
- Thanet's Gateway Plus (including a library) opened on 7 January 2008. With weekly footfall reaching 9,000 people on average, the anticipated footfall is 450,000 a year. The opening has seen library membership increases amongst teens and adults, provision of new services for minority groups, new health clinics as well as the opening of the new Kent Contact and Assessment Service (KCAS) service
- Tunbridge Wells Gateway opened on 3 November 2008. Situated adjacent to the main pedestrian entrance to Royal Victoria Place, the primary shopping destination in the town. CAB, Kent Adult Social Care, Voluntary Action West Kent (VAWK), Royal British Legion Industries (RBLI), and a range of statutory and voluntary sector partners have made a very positive impact. The number of customers served averages 5,000 per month and an anticipated 60,000 per annum
- Tenterden Gateway opened on 8 December 2008. This Gateway is the first to have a rural post office within it and is also the site for the local library, Tourist Information, borough and county services. Volunteering Ashford is in situ and has experienced a significant upturn in the numbers of people applying for volunteering projects to date
- Maidstone Gateway opened on 5 January 2009. Situated on Kings Street forming an extension to The Mall, and adjacent to the bus terminus for Maidstone. There are

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approximately 4,800 customers per month with an annual expectation of 58,000. CAB, Age Concern, Registrars, Adult Social Care, and many other key service partners have reported very positive customer satisfaction and activity levels

- Dover Gateway brings Phase 1 to a close and opened to the public on 15 July 2009. This is a very positive development, building on Dover DC's previous town centre presence. The arrival of Gateway complements Dover Discovery Centre and is the first tangible step in the delivery of the regeneration of Dover town, along with the Olympic screen on Market Square
- Tonbridge Gateway (within Phase 2) is on the site at Tonbridge Castle and opened in July 2009. The new space has brought together 'old and new' and has been received very well by customers. A full complement of services began during July
- A PR Mobile has been added to the fleet. Launched in June 2009, this will be used for PR, forward promotion and brand awareness.

Other specific Gateway related outcomes are listed below:

- In a detailed audit commissioned by the Cabinet Office, conducted by the IDeA and LGA, Gateway presented the progress made on this initiative at the FOSS (Front Office Shared Services) event in 2009. A number of other authorities want to learn from the examples of best practice
- Gateway achieved top 10 ranking from 600 entries in the Innovation category for the IDeA and Audit Commission awards in March 2008 and is showcased on their website
- Thanet's Gateway Plus was short-listed for the LGC awards for Innovation and Efficiency in 2008
- Gateway is working in strong partnership with KCC Libraries. Two Gateways have been developed with libraries in Phase 1, with the potential for two future Gateway/library developments planned for Phase 2. This combination is proving very successful in terms of expanding the service offer with increasing appeal to the wider community, and maximizing the full potential of existing estate
- Kent is one of only two two-tier authorities to gain Pathfinder status for an important Department of Work & Pensions' led service innovation –TUO (Tell Us Once). This is the first government-led service improvement initiative directly influenced by the Varney report. The aim is to vastly improve the process of informing statutory organisations in the event of the death of a loved one. The highly innovative and effective approach the Gateway service team and Registrars have taken has resulted in a very effective service being redesigned enabling Districts staff to fully engage in TUO. This cost effective implementation in Kent has been openly acknowledged, and representatives have been invited to join a national reference group looking at the longer term governance arrangements for this service. The original unitary and London borough pilots have also been to visit Kent to learn from our approach
- Interreg Funding for 'Customer Insight' - 4.3 m Euros has been secured by KCC, Medway and all 12 district and borough councils to work in partnership with Pas de Calais. This joint funding will develop the means to understand more about the people of Kent their service requirements and service delivery gaps. A Kent and Medway specific segmentation has been produced and a Service Delivery framework is available for the five pilot districts (Swale, Gravesham, Tunbridge Wells, Thanet and Canterbury) leading to action plans to enhance customer service practice. The next tranche of development begins in September.

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What more are we going to do?

- A second mobile (Mobile II) Gateway is planned for 2010
- The planned modernisation of Ashford library (Ashford Gateway Plus) provides natural development opportunities for the original pilot Gateway in the town. Subject to planning, the new iconic development for Ashford could be ready for 2011. Located on the current library site the new three storey building will bring together key services - Library, Registrars, Adult Social Care, Adult Education, and the existing full Gateway service partnership. The building will function as one service.

Planning for roll out of the rest of phase two of Gateway (April 2009 to March 2012) has begun with committed interest in:

- Canterbury – options around Herne Bay regeneration
- Swanley – options around the Swanley Information Point
- Swale – Sittingbourne and Sheppey
- Dartford – planned redevelopment of Dartford town centre and the new community hubs in Thames Gateway present strong opportunities
- Mobile III
- Shepway
- Gravesend (Gravesham)
- Bluewater

Measurable Indicator (s)	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual	2009/10 Target
Number of Gateways operating in Kent (cumulative since 2006/07)	1	3*	6**	6	9***

* Ashford, Mobile I and Thanet

** Tunbridge Wells, Tenterden, Maidstone

*** Tonbridge, Dover, Mobile II, (also PR mobile launched June 2009 - additional to planned roll-out)

Monitoring completed by: Tanya Oliver

Date: July 2009

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Target 48: Increase opportunities for everyone to take regular physical exercise		
Lead Cabinet Member: Alan Marsh	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Status: On course

List the partners with whom we are working to deliver this target:

Many partners have enthusiastically joined together to promote opportunities for exercise across the public services including the private and voluntary sector. The key partners are:

‘Activmobs’, Charlton Athletic FC, Kent Sport Development Unit (KSDU), Environment & Regeneration, Eastern Coastal Kent PCT, West Kent PCT, KCC Adult Education, Private Sector Leisure Industry, District Councils, Kent Adult Social Services (KASS) Older Persons Strategy, CFE (School Sports Partnership, Healthy Schools, Extended School Hours programmes).

Outcomes delivered so far:

Healthy travel through walking and cycling programmes, and more physical activity in everyday life are key messages for all organisations of the Kent Healthy Weight Strategy and we have been working in a number of ways to help deliver this. In addition, the Kent Countryside Access Improvement Plan emphasises the health benefits from use of our natural areas (see also Towards 2010 target 45).

KCC Environment and Regeneration directorate has had a particular impact on helping to deliver this Towards 2010 target through its work on projects including the following:

- Cycling and walking to school is being actively encouraged with enthusiastic take up by pupils. ‘Walk on Wednesdays’ and ‘Walking Bug’ saved 26,635 car journeys across eight districts in three months
- ‘Naturally Active’ and ‘Walking for Health’ programmes delivering hundreds of country walks within Kent’s country parks attracting well over 400 people in Dartford and Gravesham
- Nordic walking through ‘Activmobs’, extending the fitness of people with a number of groups now operating. 30 mobs of varied activities including singing, dancing, gardening and dog training are operating across Kent
- Maidstone Borough Council has initiated well-attended ‘Outdoor’ programmes and new outdoor skills are being taught through ‘Branching Out’ programmes.

KCC Sport, Leisure & Olympics Service is also critical to delivering this target and they have numerous new approaches across Kent including:

- The highly successful Kent School Games (see Towards 2010 target 22) had 529 schools participating and we also organised the Kent Disability Youth Games which included 21 schools and 564 individual participants
- ‘Adult Education sports delivering increased participation to users of their centres
- Active support for adults with mental health problems through a part-time officer to help and assist people

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- The Kent Outdoor Pursuits Disability Project brings access for sporting opportunities to people with disabilities with over 7,000 participants so far
- Return to Sport' including sport specific and community sport with Active Kent promoting sport and active recreation across the county

In addition, there are other partnerships with the Kent Department of Public Health including:

- Developing a social enterprise to expand the Activmobs programme to 2,000 participants next year. This programme is aimed at those who want less formal types of activities (e.g. walking) on a more flexible basis or those who find formal groups and leisure environments intimidating and off-putting
- Initiatives to promote physical activity among groups currently identified as undertaking either no or low levels of physical activity e.g. physical activity for adults with Charlton Athletic (192 people over six months) and exercise for those with mental health needs at Curves, Gravesend (50+ people for six months)
- Making new partnerships involving the private sector and others to help provide local activity for local people, especially those who do not use current facilities
- Plans to establish physical activity in workplace strategies across the public and private sectors including the KCC 'Welfare at Work' programme
- Implementation of the Kent Healthy Weight Strategy and new partnerships schemes to tackle obesity (such as Don't Sit-Get fit, MEND, Bus Club etc.)
- The development of new opportunities for older people to remain active and independent through the Kent strategy for later life, 'Living Later Life to the Full' together with free swimming for the over 60's in east Kent.

District councils are very proactive in promoting opportunities for exercise. In east Kent Active Ashford, Active Canterbury and Active Dover provide information and activities for people in their area. Much of this is about easy to access exercise such as walking and cycling as well as community sporting events. In west Kent Get Sorted gives lifestyle advice to people including exercise. The Exercise Referral scheme from the NHS professionals also operates across the county.

Towards 2010 target 45 is also linked to delivery of this target. In addition, the Kent Thameside Green Grid, Greening of the Gateway Kent and Medway, Swale Green Grid, Ashford Blue and Green Grid, and Natural East Kent, are strategic programmes to help improve access to and enjoyment of the countryside and open space.

What more are we going to do?

Delivery of the Kent Agreement includes a target to increase the amount of physical exercise taken by people aged over 16 yrs from 20.3% of the population to 22.5% by March 2011.

All those actions described above will continue into 2010 and some beyond. In addition, other developments are planned:

- The 'Fit2Gether' programme is popular with the private sector leisure industry and further work will develop more activity where we have shown the need such as encouraging more females aged 16-24 to participate in physical activity
- Charlton Athletic FC partnerships, particularly through 'Physical Activity for Adults' (for adults aged 50+), will run for 26 weeks in the areas which have the lowest levels of physical activity

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- In north Kent, a cycling activity centre is planned
- In east Kent the 'Natural East Kent' programme will have area plans to improve exercise, in particular around the urban fringes of the coastal towns
- Work is continuing to support the development of activities around healthy living, cycling and outdoor recreation in Betteshanger. New activities instigated through ActivMobs have over 100 members.
- In conjunction with the Kent PCTs a single point of information for people wanting access to services and advice about physical activity and other healthy lifestyle issues will be developed for Kent
- Work is well underway with the KCC Environment and Regeneration directorate to make the provision of Health Walks more accessible to the more deprived communities in Kent.
- We are working with the universities and other academic institutions in Kent to find new ways of evaluating and benchmarking the activity we undertake.

Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an 'aspirational' status and progress is measured via qualitative means.

Monitoring completed by: Mark Lemon

Date: July 2009

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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		
Lead Cabinet Member: Alan Marsh	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Status: On course

List the partners with whom we are working to deliver this target:

This target requires action from a range of organisations. The main partners are:

Primary Care Trusts (PCTs), 12 District Councils, 'Activmobs', Private sector leisure industry, Voluntary organisations.

Outcomes delivered so far:

We are using new ways of communicating with the public to ensure health messages are received more effectively. Social marketing techniques now enable us to reach people in ways they understand better and are able to act upon more easily and the 'House' campaign and Activmobs also demonstrate this approach. We have also renamed the Kent Obesity Strategy as the Kent Healthy Weight Strategy which is considered less judgmental. The strategy has been based on the outcomes of the KCC Select Committee report and was produced by Eastern and Coastal PCT in partnership with KCC.

Many organisations across the county are making huge efforts and devoting considerable resources to help their communities live healthier lifestyles. This includes the following outcomes:

- All school children are now measured in their reception year and year 6 to determine obesity levels in children
- Teenage life-checks, funded by the Department of Health are being rolled out across the county
- PCT Health Promotion Teams educate and support people trying to reduce their weight and be more active (see also Towards 2010 target 48) with health trainers now in all parts of the county
- A Big Lottery partnership bid of nearly £1 million was secured by KCC and partners for projects across Kent including £50k on the 'Whole School Meals' project.

Resources are being shared much more widely between organisations especially with Eastern and Coastal Kent PCT and both Kent PCTs are contributing large budgets to joint programmes designed to improve people's health above and beyond the Department of Health (DH) allocated 'Choosing Health' funding that now amounts to over £4 million in East Kent and £3.3 million in West Kent. The two PCTs have committed all their 'Choosing Health' funding allocation to public health priorities and have made local application for this funding for projects and programmes much clearer and easier. This funding has supported numerous initiatives, for example:

- Exercise and diet programmes in the workplace and childhood obesity programmes are being established by the Health and Wellbeing Partnerships across the county
- Health Action Gravesham (Gravesham Borough Council, KCC and WK PCT) is offering food production and community cooking sessions with dietary/nutritional advice, a

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physical activity instructor for those in sheltered accommodation and residential homes and a young people's programme (Don't Sit – Get Fit!) that works in schools, after school and out of school times running weekly swimming lessons

- KCC, Canterbury City Council, and Eastern and Coastal PCT are working together to increase participation by children and young people in youth and community activities that tackle obesity
- 'Active Canterbury', the Community Sports Partnership brings sports sectors together to increase participation in physical activity
- Sports and leisure partnership schemes in Swale are in place to tackle obesity such as Don't Sit – Get Fit!, MEND and Bus Club
- Big increases in physical activity programmes delivered in partnership (as identified in Target 48)
- East Kent Health Walks, exercise "on prescription", and Green Gyms are now being expanded across the whole county
- Weight Management Clinics are now established in Maidstone
- In Sevenoaks Get Sorted and the Why Weight Plan offer people lifestyle advice with an emphasis on managing their weight
- Tunbridge Wells offers Food 4You workshops, Grow it Cook it Eat it courses and Looking 4Ward with Food to increase people's familiarity with healthy eating
- Veg Bag schemes operate in East Kent which also has a Weight Management Scheme run by the PCT
- Healthy Living Centres (HLCs) have been established in deprived areas of the county and give advice and practical help including programmes on good diet and nutrition and cookery skills including Community Chefs
- Adult Education Centres often offer similar support to HLCs in other parts of the county
- Kent Healthy Schools Programme has had a 100% sign up in Thanet, which is our most deprived area, and is on target to reach 100% of all Kent schools by December 2009. Further work is helping children with healthy eating and nutritional lunches and community healthy eating pilots have been launched to increase the uptake of healthier school meals including free school meals
- The School Sports Partnership promotes sports with young people.

A range of other activity has also been developed:

- KCC has two food and health co-ordinators training cooks in its school kitchens and delivering Healthy Eating training to over 600 primary staff. Catering contractors are providing development and tasting sessions for pupils and parents. We are ensuring that all schools within the KCC school meals contract (61% of all schools) provide meals compliant with legislative requirements. Progress towards improving the action focusing on other food consumed in schools (not just lunches provided) is on course
- A new smoking policy for KCC aimed at promoting giving up smoking and assisting those that want to has been adopted
- KCC has launched a major initiative to combat misuse of alcohol following the publication of the Select Committee report. This includes a new cross-agency approach called 'Kent Action on Alcohol' and a new alcohol strategy currently being consulted upon

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- KCC has a major workplace initiative designed to improve the health of the 45,000 workforce called Wellbeing at Work. This includes annual health checks, on-line access to information and healthy activities such as The Virtual Gym
- Kent Adult Social Services are expanding their preventative programmes including reducing falls in older people and increasing physical activity levels. The Brighter Futures Group helps people aged over 75 with volunteer support to give advice and assistance including health and wellbeing
- NHS “Life Checks” offering screening services for heart disease have been rolled out across the county.
- Kent Health Watch has been established to ensure that people’s views on the health and social care services they receive are properly recorded and addressed.
- The KCC House Campaign (see also Towards 2010 target 50) delivers House shops in each of the 12 District Council town centres and houses multi-agency partnerships between the PCTs, KCC directorates and the private and voluntary sector to work in innovative ways to deliver health and lifestyle messages to young people. This is an exciting and effective way of engaging young people who may otherwise not access the range of existing services offered in traditional settings.

What more are we going to do?

Delivery of Towards 2010 targets 48 and 50 is also key to the delivery of this target. In addition, implementation of the Kent Healthy Weight Strategy is a key priority of all partner organizations as well as implementation of the Health Inequalities Action Plan across KCC, districts and other partners.

All the programmes above will continue. In addition, the following actions are planned:

- Working with the community in Betteshanger ward to improve lifestyles and health
- Extending the Health Trainers programme is being extended across the county
- Rolling out the Expert Patient Programme to support people with long-term health conditions
- Increasing the number of pharmacies offering weight management programmes.

Measurable indicators:

None – This Towards 2010 target has been formally agreed as having an ‘aspirational’ status and progress is measured via qualitative means.

Monitoring completed by: Mark Lemon

Date: July 2009

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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		
Lead Cabinet Members: Alan Marsh	Lead Managing Director: Peter Gilroy	Lead Officer: Meradin Peachey

Status: Done and ongoing

List the partners with whom we are working to deliver this target:

Teenage Pregnancy Partnership, Kent Drug & Alcohol Action Team (KDAAT), East & Kent Coastal Kent PCT, West Kent PCT, Kent Police, 12 District Councils, Connexions, M&C Saatchi, Local Town Centre Management, KCC's Youth Service, Children, Families and Education Directorate, Youth Offending Service and Communication & Media Centre

Outcomes delivered so far:

The purpose of this campaign for young people is to reduce the risk of:

- Drug and alcohol misuse
- Smoking
- Poor sexual health
- Teenage pregnancy.

The campaign targets those who are most vulnerable to such risky behaviours and was launched in Gravesend in November 2008. It is overseen by a steering group of stakeholders who have an interest and/or expertise in delivering campaign messages to young people.

M&C Saatchi were awarded the contract to design the campaign aimed at young people working with a wide range of agencies to deliver the 'Kent Campaign' message. Saatchi engaged young people in the design and marketing of the campaign and campaign materials in order to ensure that there is the maximum potential for behaviour change and that services and resources are accessible to all young people.

The 'House' campaign runs for a short-term period (1 month) in town centre shops located in each of the 12 Kent districts throughout the year up to December 2009. The shops serve as a popular place for young people to congregate and share down time with their peers. The environment and settings of the 'House' shops have attracted very large numbers of young people (many of whom are currently unknown to and do not access existing services) where agencies then provide information and advice on lifestyle issues in an informal and unstructured way to young people. House campaign posters portraying hard-hitting imagery have been produced.

Agencies are able to access otherwise 'hard to reach' young people. Six town centres were visited up until June of this year with six more to follow in 2009. Across the first six sites over 8,000 attendances were recorded (almost certainly an underestimate). Over 50 Chlamydia tests were completed in the first two months.

Quantitative and qualitative evaluation is demonstrating that the House campaign is proving a tremendous success with young people and agencies alike, with young people regarding the House as great and wanting the shop to continue on a long term basis.

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Other local campaigns relevant to this 'Kent Campaign' are also being identified. Youthbytes (creative pop-up links accessed through College Personal Computers) has been commissioned as a pilot in West Kent College (Tonbridge) and South Kent College (Ashford, Shepway and Dover) to support alcohol messages to young people as part of the Kent Alcohol Strategy. The creative pop-up links will also be used to promote the Towards 2010 Campaign for Young People within these colleges. Youthbytes will now be rolled out to all interested secondary schools in east Kent.

What more are we going to do?

Funding has been secured from Eastern and Coastal PCT and KDAAT to extend the operation of House through a mobile facility that will be able to reach into local communities themselves, rather than town centres. The design process for this is currently being undertaken with young people across Kent and the facility will be ready for launch in November 2009.

Further work is progressing to systematically monitor and evaluate the success of the campaign to ensure that it can continue to be delivered up to and beyond April 2010 in a variety of flexible and sustainable ways. These may be through the Kent Gateways, Internet cafes, drop-in centres, youth centres etc.

Measurable indicators:

None – Measurement of this Towards 2010 target has been formally agreed as being via task-based assessment. However, footfall and profile of young peoples' visits are being monitored and evaluation questionnaires are being issued to invite user feedback which will in turn, be used as a learning process for each of the House shops.

Monitoring completed by: Debbie Smith

Date: July 2009