

**AGENDA ITEM NO. 5**

**OVERVIEW AND SCRUTINY**

<b>Date</b>	<b>15 APRIL 2013</b>
<b>Title</b>	<b>PROGRESS IN DELIVERING THE LOCALISM CORPORATE OBJECTIVES 2012-13</b>

**1. PURPOSE/SUMMARY**

This report sets out the Council's progress in delivering the Localism corporate objectives 2012-13.

**2. KEY ISSUES**

- Particular successes are:
  - 143 families in Fenland have been helped to be prevented from becoming homeless.
  - 117 homes have received dispersed alarms (a telephone linked to a 24/7 manned control centre), enabling residents to continue to live independently in their own homes.
  - 12 applicants have succeeded in their bids for Rural Capital Grants, totaling £520,158.
  - The Community House in Wisbech has engaged with over 650 people from the Waterlees Ward.
  - Over 430 older people have attended Golden Age events, which identified over £13,500 in benefits that the residents did not realise they were entitled to.
  - A new leisure centre for Chatteris.
  - A 13% increase in attendance at Fenland's leisure centres.
  - A local road safety campaign supported by the Youth District Council, promoting road safety to over 1,000 year 10 students.

**3. RECOMMENDATION(S)**

It is recommended that the Panel consider the progress made by the Council in delivering the Localism corporate objective.

<b>Wards Affected</b>	All
<b>Forward Plan Reference No.</b> (if applicable)	N/A

<b>Portfolio Holder(s)</b>	<p>Cllr Pop Jolley, Portfolio Holder for Leisure, Tourism &amp; Markets</p> <p>Cllr Steve Garratt, Portfolio Holder for Children, Young People, Sports Development &amp; Whittlesey Affairs</p> <p>Cllr Ralph Butcher, Portfolio Holder for Rural Affairs and Health &amp; Wellbeing</p>
<b>Report Originator</b>	<p>Phil Hughes – Head of Parks &amp; Leisure</p> <p>Dan Horn – Head of Housing &amp; Community Support</p> <p>Geoff Kent – Head of Customer Services</p>
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<b>Background Paper(s)</b>	<p>Corporate Plan 2012-2015</p>

# Overview & Scrutiny Report

## Progress Against the Localism Priority April 2013



### Portfolio Holders

	<p>Councillor Ralph Butcher</p>
<p><b>Portfolio Holder for Rural Affairs and Health &amp; Wellbeing</b></p>	

	<p>Councillor Steve Garratt</p>
<p><b>Portfolio Holder for Children, Young People, Sports Development and Whittlesey Affairs</b></p>	

	<p>Councillor Pop Jolley</p>
<p><b>Portfolio Holder for Leisure, Tourism and Markets</b></p>	

## **L1 Supporting vulnerable members of our community**

### **Benefits**

2012/13 has seen a significant growth in applications for benefit due to the current economic climate. We now help 10,350 vulnerable households with their rent and Council Tax each week, compared to 10,090 households at the start of April 2012 – an increase of 2.5%.

This increased demand and workload resulted in performance targets not being met and the time taken to process claims going up.

In order to improve this performance, a benefits recovery plan was developed and implemented in June. Staff focused on the workload from both ends, ie the oldest and newest work at the same time. This did mean however, that in the short term over the summer, performance slipped further. At its worst, we were assessing new claims in an average of 36 days, compared to our target of 17 days and changes in 14 days, compared to our target of 10 days.

But, due to the work of the team, we continue to make excellent progress with the recovery plan and during March we were assessing new claims in an average of 21 days and changes in just 6 days.

This has also seen the cumulative performance for 2012/13 continue to improve, which now stands at 28 days for new claims and just over 10 days for changes.

(The information above is up to 23<sup>rd</sup> March 2012.)

### **Homelessness Strategy Action plan 2012-14**

#### **Co-ordinated partner action plan to tackle and prevent homelessness in Fenland**

The Council has increased prevention of homelessness this year, 143 families (figure as at end of March) were helped to avoid being homeless compared to 122 last year. This has been achieved by a range of initiatives including joint visits to tenants of Roddons HA who are in rent arrears informing them of consequences for non-payment of rent, utilising the private sector to find alternative accommodation for single people and families utilising the Council's deposit scheme. We have given advice to 1,239 customers (compared to 1,364 for the same period last year). We have provided 131 spaces of emergency accommodation under the Government's Severe Weather Emergency Plan. The Migrant Outreach Worker has assisted 16 vulnerable homeless residents to return to their country of origin.

### **Allocation of affordable homes**

The Statutory Allocations Policy was approved by full Council in December 2012. It was reviewed in the light of the new Localism Act and changes to the

Government's Welfare reforms. The policy forms part of a sub-regional policy to enable coordination with Home-Link, the vehicle for advertising and allocating vacant properties across 7 district areas.

### **Dispersed Alarm Scheme – Enabling vulnerable older and disabled households to remaining their homes**

Through partnership working, the Council has facilitated 117 households to benefit from having a dispersed alarm; a telephone linked to a control centre manned 24/7. This approach has enabled vulnerable older people to remain living independently in their own homes, with the reassurance of assistance 24 hours a day, 7 days a week. The scheme has also targeted older vulnerable people leaving hospital to assist with early discharge and help tackle the demand on acute hospital services.

### **Enable a credit union to be set up in Fenland to offer an affordable alternative to legal and illegal money lenders in Fenland**

In May 2012, Cabinet approved the development of a Credit Union in Fenland. The Cabinet paper approved working with Rainbow Saver Credit Union Ltd ('Rainbow Savers') whose 'common bond' already extended to include the Fenland area.

A local branch of Rainbow Savers has been established in Wisbech (Wisbech Savers) and 32 volunteers have been recruited and trained to run two weekly public collection points at the Oasis and Rosmini community centre.

Collections points offer members of the public the ability to meet local credit union representatives, open accounts, make deposits and apply for affordable loans.

Since opening for business in January, membership has increased to 152, an increase of 52 members. This does not meet the initial target set by officers, however it has exceeded expectation of Rainbow Savers, who are extremely satisfied with progress in the district.

Fenland District Council has also supported credit union development by offering the staff the ability to save via deductions from salary which are paid direct to Rainbow Savers.

Following the success of Wisbech Savers, officers have begun work on establishing a March branch.

### **Rural Capital Grants Scheme - Increased funding opportunities for the Community and Voluntary Sector**

To date, 12 applicants have been successful in their bids totalling £520,158.

Out of these, 5 projects have been completed:

- Benwick Village Hall was awarded £100,000 to develop their village hall.
- Parson Drove Skate Park project were awarded £18,655 for a new skate park.
- Parkfield Sports Club project received £35,000 to put towards new drainage and a new storage system for their equipment.
- Parson Drove Safer Routes to school were awarded £15,000 to help pay for new signage and road improvements to ensure the safety of local primary school children and help reduce speeding in the village.
- Newton Parish Council was awarded £26,808.00 towards phase 1 of their play area.
- FACT was awarded £17,710. They purchased 2 second hand buses with the funding to enable more residents to access the service.



**Parson Drove Skate park project, which was funded £18,655 for new skate park equipment**



**Gorefield Parish Council new village hall which is currently being built**

## L2 Promoting Cohesion throughout Fenland

### Diverse Community Forum

The Cohesion Partnership, which is made up of statutory agencies and key agencies supporting cohesion in the voluntary sector, meets to share learning, knowledge, experiences and good practice to support and promote community cohesion across the district. This group has a well-developed action plan, which seeks to improve the quality of lives of all of those in our local community, and is performance managed to ensure it delivers the actions proposed. The Council coordinates the review and update of the partnership cohesion plan to ensure that it captures all relevant local issues and continues to make progress in delivering the actions.

Highlights from the Multi Agency Diverse Communities Forum include:

- **Cohesion Events**

The Forum has assisted in the promotion of various events throughout the year, for example the annual Wisbech Multi Cultural festival which highlighted the rich and diverse cultures that we have in Fenland. This was held in Wisbech Park and included a free food festival. This distributed food prepared and presented by the volunteers from the Rosmini Centre. This food was enjoyed by all as they listened to popular music and watched various exhibitions.

- **English to Speakers of Other Languages (ESOL) Training**

This training gives people the opportunity to improve or develop their English speaking skills in order that they can get more out of life here in Fenland and integrate into the community. It also helps them if they want to study, improve their employability prospects, or apply to become a British citizen.

Diverse Community Forum Partners currently run courses in Wisbech at the Rosmini and Oasis Centre and also at the ESOL Cafe at the Ferry Project's premises at Octavia View. The cafe enables people to come along to learn English in an informal venue, with a tutor available to structure the learning process if required. Recently there has been further good news for March and Chatteris. A successful funding application to the Learning Skills Partnership will enable the Ferry Project to expand the current ESOL courses they run in Wisbech, to cover both March and Chatteris. Discussions with businesses in both towns about delivering ESOL classes to their staff have happened and courses will soon start.

- **Making links between the Faith and Business Leadership in Wisbech**  
A conference in November 2012 between Faith and Business communities discussed how to combine running a successful business with faith beliefs.

With the assistance of a number of local speakers, including the Leader of Fenland District Council, a discussion was held on the challenges of combining the roles of being married, bringing up young children and running their businesses in line with the principles of their own faith/ belief.

One initiative being taken forward is the development of a Food Bank in Wisbech.

- **Fenland Diverse Communities Forum - Travelling towards Employment**  
One Voice 4 Travellers (OV4T), a local Gypsy Traveller Support Group which operates in the district, has just started to run a series of group sessions with young Gypsy Traveller people living/stopping in the district. The sessions will be used as a platform for young people to build confidence and develop skills via support to enable them to seek employment.

The sessions consist of activities and discussion using the concept of conversation, skill sharing and personal development. It will allow young people to work in a group based setting to not only access support, but also support others from their community. This will be delivered using an advocacy, community development and support framework.

It is anticipated that this training will enable young people to build the skills and capabilities required to gain mainstream employment, an opportunity which due to lack of knowledge or education has not always been available to them, and give people the choice of whether they wish to continue traditional work activities associated with Gypsy Travellers or other types of employment.

The Council works with OV4T to encourage their work to benefit Fenland residents and are assisting by helping to identify residents to go through the training.

### **Raised the profile of the problems of illegal money lending in Fenland and creative mechanisms to signpost the local community**

In May 2012, officers worked in partnership with the Illegal Money Lending Team to carry out a month long campaign of awareness raising in Wisbech, which brought attention to the issue of loan-sharks and illegal doorstep lenders. The month long campaign was a multi-agency project involving Fenland District Council, Roddons Housing Association, Citizens Advice Bureau, Police, CCC



Trading Standards, members and the community. The campaign included door knocking, leafleting, media coverage and specially commissioned play featuring young people from the town.

A week of action took place in March 2013, in March, which was more focused and targeted areas of high footfall in the town.

The Illegal Money Lending team have reported that as a direct result of the publicity generated by the month of action in Wisbech, a loan-shark in Cambridge has been prosecuted.

### **Making Money Count (Big Lottery Fund)**

In June 2011, Big Lottery Fund (BLF) announced that it had established a one off pot of funding to improve financial confidence and that Fenland would be entitled to apply for funding.

Projects were required to be innovative and deliver outcomes for social housing tenants. As such, Roddons Housing Association were confirmed as project lead. Fenland District Council had responsibility by the Lottery Fund to sign off any bid to endorse it had a strategic fit with the needs of the district. The Council played a key role in developing and submitting the bid. The final application was submitted in May 2012 and we were notified that the bid was successful in September 2012.

£1m of funding has been secured to deliver a 5 year partnership project. The partnership comprises of Roddons, Citizens Advice Bureau, CHS Group and FDC and will deliver an exciting project to engage and empower tenants to become more financially confident and in control of their finances.

Funding has enabled FDC to refit and relaunch the CrimeBUSTER to a 'New Horizons' vehicle. The refit has seen the creation of a confidential 1-2-1 space and an ICT suite to facilitate budgeting courses around the district.

The project will get underway in April 2013.

### **Community House Development - A well-used hub for residents to receive support, build confidence and raise capacity**

During 2012/13 there have been 1,444 contacts / interventions by the Community House team (over 100 more than the previous year). This has equated to 665 different people being engaged with by the Community House and its team, exceeding the target significantly. In 2011/12 the house engaged with 527 different people.

Some typical comments / feedback we have received includes:

- A fantastic service, staff were great
- Very very good, thank you
- Keep up the fantastic work...
- Brilliant event, hope there is more
- The staff are very helpful and friendly
- Very good day and organised well
- I want to say big thank you for this organisation

### **Activities supported by the Community House Team**

Throughout the year the Council has staged and supported many different events and activities at a variety of locations, including the Community House and Garden, Oasis Community Centre, Spinney Adventure Playground, Orchards Primary School, and the Wisbech Town Market and Christmas Market. The emphasis has been on building a multi-agency, one team approach to delivering services to the most deprived community in Fenland. The focus with the agencies involved has been to improve community engagement and understanding, influence a change in direction to enable residents to help themselves to improve quality of life and to find out the needs of the local community which informs future service delivery. These events have included:

- Supported Loan Shark Awareness Week
- Money Wise Sessions
- Family Craft Events
- Brain Ache Day – a learning event to develop interest in science based activity
- Community Garden under 9s activity. Joint activity held during the summer when Children’s Centre services were promoted and to encourage increased registration in courses etc.
- Cookery sessions as part of the REACH Community Learning project – funded through NIACE.

Some of the larger events which have involved the Community House the past year have included:

### **The Waterlees Sports and Games Day**



The Waterlees Sports and Games Day was jointly arranged between Roddons and Fenland District Council, with a focus on healthy living for residents and to bring people together from different backgrounds. Over 50 families attended.

### **National Play Day**

The National Play Day was the biggest event that the Community House has been involved in over the past year, held at the Spinney Adventure Playground, there were over 500 participants.

### **Additional Services Provided By Partners**

Throughout the year the Council has worked with partner agencies and organisations to encourage delivery of services at the Community House, these services have included:

- Citizens Advice Bureau Debt Advice
- NWES – Business Start Up Sessions
- Youth Service Providers Sessions
- Drinksense (Alcohol and Addiction Awareness)
- Cambs Police Drop Ins
- Health Trainer Service
- CSV Project

## **L3 Supporting our ageing population**

### **Golden Age**

The Golden Age Team have again had a successful year, with events at all the One Stop Shops, a Fair and a Surgery, with over 430 attendees in total. We receive positive feedback which helps us plan for the coming year; the free benefits checks and blood pressure tests, together with the free bags and helpful leaflets are welcomed by the attendees.

- 431 attendees in total (figures include a Golden Age Fair and a Surgery)
- 100 blood pressure tests carried out
- 107 benefit health checks carried out
- £13,766 in potential benefit savings found

Out of 51 people asked, 49 of these, 97%, were satisfied with the events, exceeding the target of 96%.

### **Community Transport and Concessionary Fares**

Since April 2008, FDC has provided a Concessionary Fares scheme for community transport services. This means that any Fenland resident who has a

bus pass and is a member of the local Community Transport organisation, can travel free of charge on the Dial a Ride Service.

- **What is Dial A Ride?**

Dial-a-Ride (DAR) services provide door to door transport for those people who do not have access to a car, where there is no public transport, or where they cannot access public transport. These services in Fenland are operated by Fenland Association for Community Transport (FACT). To use these services customers must be members of FACT. Membership is subject to meeting the eligibility criteria for Dial a Ride services.

Between 2008 and 2010, Peterborough Dial a Ride also operated services in the Whittlesey area and was part of this scheme. The Peterborough services transferred to FACT in April 2010.

- **FACT Membership**

To use FACT services you have to be a member. DAR is not available to the general public. To become a FACT member you pay a 12 month subscription fee of £10 and you must meet one or more of the following criteria:

- have no access to your own car during the day
- There is no public transport available
- Public transport is limited and does not meet your needs, eg a hospital appointment
- You have difficulty using public transport due to disability or frailty

FACT currently has around 1,000 members in Fenland District.

- **Use of Community Transport services for 2012/13**

<b>Journey</b>	<b>Total</b>
West Route (Whittlesey area)	2,752
North West Route (Wisbech area)	4,067
North Route (Wisbech area)	3,319
Central Route (March & Chatteris area)	9,420
<b>Total Passenger Journeys</b>	<b>19,558</b>

When compared to 2011/12 journeys (17,837 in total), this is an increase of over 9.5%, which exceeds the target of a 5% increase.

*Please note that an Older Persons Action Plan was reported at the O&S meeting on 17<sup>th</sup> December 2012 (web link:*

*<http://www.fenland.gov.uk/aksfenland/images/att4054.pdf> )*

#### **L4 Promote healthy lifestyles**

##### **Leisure Strategy 2008 - 2012**

The current leisure strategy was adopted in 2008 and ran until the end of 2012. The strategy was a roadmap for activities throughout this period and the service has been successful in this time.

##### **Key Strategy Achievements:**

- **Refurbishment of Hudson and Manor Leisure Centres**

The investment in both the Hudson and Manor leisure centres has seen customer focussed improvements that have ensured that the facilities are fit for purpose and deliver what today's leisure user requires. In total, more than £2m has been spent updating facilities and this focussed investment is leading to a tangible return, ensuring that the revenue costs of providing the service are kept as low as possible.

- **Chatteris Leisure Centre**

2012 saw the completion and official opening of Chatteris Leisure Centre. The £1.3million gym, dance studio, changing facilities and car parking were completed on schedule and on budget.

The project was completed in partnership with the Town Council, County Council and Cromwell Community College. In order to achieve maximum value for money, the design and build of the centre was carried out as part of the Building School's for the Future scheme that the County Council is managing.

The official opening in the autumn saw Lewis Smith, Olympic gymnast, open the centre alongside the Leader of the Council. Several hundred local people attended a family fun event, with Lewis signing autographs for 90 minutes after the official opening. The event received excellent coverage in local newspapers, on local radio and on BBC Look East.

Membership uptake and customer feedback regarding the new facility has been very positive. This additional centre will help increase the

number of active people in Fenland, as well as improving community health.

Chatteris Leisure Centre is the completion of the second aspect of the longer term leisure plan for Chatteris, with the All Weather Pitch having been completed in 2011/12.

- **Reduced service costs for the leisure service, improving the efficiency of staffing resources**

To ensure that the service was using Council resources as effectively as possible, a staffing review was undertaken and implemented in 2012. This has reduced the net cost of running the service significantly, with staffing teams becoming more flexible and working across the entire service, instead of at specific facilities. This greater One-Team approach has ensured a more consistent, customer focussed approach across all Council leisure centres.

These key achievements have ensured that the service is in a more sustainable position than it was in 2008 and in a strong position at the start of the next 5 year strategy period.

**Leisure Strategy – a positive impact on leisure centre performance 2012 / 2013**

Despite the economic situation across the country, the recent investment in the service has assisted in a rise in income levels over the past 11 months.

	2010/11	2011/12	2012/13 (Projected)
<b>Expenditure</b>	£2,627,101	£2,543,806	£2,488,390
<b>Income</b>	£1,839,898	£1,866,207	£2,043,080
<b>Net Cost (excluding recharges)</b>	£787,203	£677,599	£445,310

**Leisure Centre Attendance**

- **Overall Attendance**

Customer visits are exceeding targets, with 562,689 paid visits this financial year so far – 13% above the target of 498,349.

- **Monthly Memberships**

Direct debit membership is at the highest level it has ever been and this puts the service in a good position to consolidate current performance in the months ahead. Income by direct debit is approaching £90,000 monthly.

Membership options have been streamlined from April 2013 and this, linked with increasingly targeted marketing, will help improve membership sales.

- **Swimming Pool Admissions**

Swimming pool admissions are on track, with an income of £658,000 against a target of £662,000 for the 11 months so far this year.

- **Exercise Class Admissions**

Admissions have exceeded the target of 57,000 by 2,600 (4%) – with a total of 59,600 admissions in the period to February 2013. This reflects the improved services that are on offer to exercise class users following the refurbishment of the Manor and Hudson facilities.

- **Manor Leisure Centre Function Development**

The function business at the Manor Leisure Centre was a new enterprise in the past year – set up as a result of the investment in the kitchen and sports hall of the building during the recent renovation.

The service has exceeded the initial income target of £13,500 by £13,500 (100%). Customer feedback has been positive and development of this aspect of the service will continue throughout 2013. Linking up with a commercial catering partner is being investigated to ensure that the Council is generating the maximum possible benefit from the investment in the function facilities.

- **Sports hall and holiday activities**

The service has not hit targets for income with regard to hall income, achieving £188,000 income to February 2013, against the target of £205,000. Feedback from frontline staff and customers has identified that children's activities require better promotion to ensure uptake. This will be an area of focus in 2013/14, with summer holiday children's activity promotions.

### **Listening to Customers**

Ensuring that the service maintains a focus on customer service is the key to maintaining effective performance. The leisure team's core objective is to:

#### **Provide a quality, customer focused service, that maximises income.**

To ensure that the service receives quality feedback from customers, a new scheme that emails users who have been attending for at least three months has been put in place. The system asks for a score and some qualitative feedback.

Feedback is sent to the customer service Duty Centre Manager and the customer is contacted to directly address any issues that may be raised.

- More than 190 customers have fed back so far, with a satisfaction score of 84%. The 31 customers who have raised areas for development have been contacted.

### **Effective communication with customers – extending current membership length and attracting new members**

- **Email and Text communication system**

The Council has introduced a system that sends emails and texts to specific customers depending on the number of visits and last visit date, keeping them involved in the service and informing them of current activities. The messages are tailored to particular client groups.

In the past 4 months FDC has sent over 4,000 emails to leisure clients and more than 3,250 text messages. This work is part of the member retention strategy that is essential to ensuring income levels stay buoyant in the future.

### **The Year Ahead**

#### **2013 Draft Leisure Strategy**

The 2013 - 2018 draft Leisure Strategy is under consultation with key partners. This document will guide the service over the next 5 years with the four strategic aims of:

- **Continuing to provide an efficient service**
- **More people, more active, more often**
- **Supporting community sport**
- **Linking with partners to encourage tourism and economic activity**

Once the consultation period has ended, feedback will be considered and findings reported to Cabinet.

The strategy highlights a more commercial approach to the leisure service to ensure reduced running costs and a sustainable service for the future.

- **Engaging Young People in Leisure**

As part of the 2013 draft Leisure Strategy consultation process, the Youth District Council received a presentation in March 2013. The young Councillors were very interested in the strategy, and in the impact of leisure overall on young people.



Feedback was positive, with some excellent suggestions to further encourage young people to use the leisure facilities more and engage young people more effectively with the promotion and communication of leisure opportunities available in Fenland.

In the future, the leisure team is planning to attend YDC on a regular basis to advise on activities taking place and ask for advice on promotion and their input on connecting with the wider population of young people across Fenland in a more effective manner.

- **George Campbell Leisure Centre (GCLC) – 2013 Capital Improvements**  
The draft Leisure Strategy highlights the need to address the longer term future of the GCLC as the centre is at a stage that requires investment to ensure that it can continue to provide facilities that local people want.

In the short term, to ensure the centre continues to provide good facilities for the people of March, Cabinet has approved £300,000 of capital expenditure in 2013. It is anticipated that this funding will improve gym facilities and refurbish aspects of the current facility, ensuring that the income levels of the centre are maintained in the short term, prior to a longer term plan for the centre being developed.

### **Sports Development Team**

- **Wisbech Gets Physical**  
The 2013 Leisure Strategy highlights the sports development team moving into an enabler role, from a provider role (i.e. they will not directly provide sports coaching service, but work to fund or develop these). With the Government injecting additional resources into primary school sport, the team will no longer be providing coaching in Wisbech Primary schools. The scheme has proved successful in the past, with work taking place in 12 schools and 20,000 attendees in coaching sessions per annum. However the focus on Wisbech Primary Schools is too narrow to prove sustainable. Support will continue by way of a coaching toolkit that will be available to all Fenland primary schools, further developing teacher coaching skills and providing an avenue for inter-school competitive sports festivals.

This change will allow the team to focus on a wider role of support for local sports clubs, developing funding bids for the same and the support for key multi-sport hubs within each Fenland town.

- **Sportivate Workshops**  
The Council has worked with Living Sport to provide four Sportivate funding workshops across Fenland. This activity is aimed at educating local sports

clubs and community groups regarding external funding that is available to them.

The March town event attracted 12 clubs, with 8 already applying for funding as a direct result of the Sportivate event. The Council will continue to support clubs with their applications and work with Living Sport to run more events in the coming year.

- **British Heart Foundation Lifestyle (BHF) Coach Project**

FDC has been working together with the BHF who have funded a lifestyle coach to engage older people in healthy activities located in community settings.

Results from recent courses are positive, with attendees reducing their risk indicators (blood pressure and resting heart rate) over the period of an 8 week exercise class programme. In addition, the coach has been out and about in the community carrying out health assessments signposting clients with a high risk indicator to their local GP. The coach is running sessions for about 20 people every week.

This work has highlighted to those clients in the programme the necessity to exercise regularly and eat more healthily to reduce their risk of becoming ill, this in turn increasing the length of time that the client would expect to maintain their independence.

- **Exercise Referral Scheme**

Following an assessment of the exercise referral scheme in late 2012, the scheme is being redesigned. The assessment highlighted a high number of people joining the scheme (411), but a success rate of under 50%.

A revised scheme is being developed that constitutes a partnership between the client and the leisure service, where the client commits to a membership for a period of time. Additionally, specific group exercise classes will be identified to ensure that clients are able to exercise with a group of people instead of using the gym alone.

These changes are expected to increase the impact that the scheme has on client health and is to be launched during April 2013, following discussion with health professionals. FDC has links with over 25 different practitioner referring locations, with more than 50 referring professionals who have used the scheme for their clients in the past.

- **Fenland Health and Wellbeing Partnership**

The partnership has been established and is working together to share information and improve the effectiveness of all partners regarding community health in the district.

With the changes taking place to the public health team (becoming part of the County Council) in April 2013, the partnership will be an important forum to attract public health funding into Fenland to deal with some of the health challenges that the community faces.

## **L5 Engaging young people**

### **Youth District Council**

By year end, the Youth District Council (YDC) will have met 6 times. During 2012/13 they have developed their Employability Skills day (to be held 9<sup>th</sup> May) and supported a local Road Safety awareness campaign that promoted road safety to over 1,000 year 10 students.

The YDC held another successful Democracy Day. This annual event has proven to be an excellent way to engage with young people about local democracy and interact with local decision makers.

The YDC also saw an unprecedented level of interest in its grant scheme. In total, 18 applications have been received. The YDC awarded 100% of funding to 13 diverse groups working with young people across Fenland. Grants have helped to fund equipment for sports clubs, arts activities for young people and support and skills development for young carers. This £10,000 is provided by FDC and has been confirmed for next year.

Other activities arranged to support young people have included:

- A trip to London and engagement sessions with young people from Coates and Eastrea
- 3 cookery sessions at Young People March with Young People Not in Education Employment & Training - 9 young people attended
- Activity at Bath Road skate park - 30 young people attended
- Trip with young people to skate park in Cambridgeshire
- Olympic-themed festival of sports, held in July 2012, with over 100 young people from March and the surrounding villages participating in a number of different 'olympic' sports on offer
- 10 'Jammin' sessions (music development sessions) at the Queen Mary Centre for young people identified as Not in Employment Education Training in Wisbech

- 1 engagement event with young people in Wimblington (identified through reports from community members and working in partnership with the Youth Service Providers)

**Pride in Fenland Awards - Recognition for the work undertaken by volunteers in the third sector and Increased engagement with community members**

43 nominations for the 2013 Pride in Fenland Awards were received for the event, which took place on 22<sup>nd</sup> March. This was an increase of 23% from the previous year.

During the evening 96 people attended the event in total.

This year the awards included a Youth Category, which was won by Nuala Esfahani.

Nuala is a young person who has shown so much dedication to the Jammin Youth Project over the past couple of years. She regularly attends the weekly sessions where she has taken part in public performances, boosting her own confidence and overcoming personal barriers.

As well as being a young carer herself, she has also shown how caring, friendly and helpful she is by mentoring at the sessions and always being willing to fundraise for the project"

*"I really feel that this amazing young person deserves some recognition for the generosity and heartfelt thought she gives to everyone else."*

Nuala pictured below (3<sup>rd</sup> from the right) with her award)





## Performance

No.	Description	Baseline	Target 2012/13	Year To Date	Variance
<b>2 - Localism</b>					
LPI RACS10	Overall average time taken to process new claims and changes to benefits	12.6 days	12 days	14	-14%
LPI RACS 1	Time taken to process new claims for benefit	20.67 days	17 days	21	-24%
LPI RACS 2	Time taken to process changes to benefit	10.92 days	10 days	6	40%
LPI PC1	Number of Houses in Multiple Occupation in which positive action is taken to address cohesion issues	42	50	183	266%
LPI HCS3	% of attendees satisfied with Golden Age Events	100%	96%	97%	1%
LPI LS1 ***	Number of Paid customer visits to our leisure centres	New	553,172	621774	12%
LPI LS2	% of those asked who are satisfied with FDC leisure centres	New	82%	87%	6%
LPI HCS4	Annual satisfaction survey of young people involved in YDC activities	100%	80%	100%	25%

This PI has been modified to reflect the actual no. of paid customer visits rather than total visits. The figures have been rebased to account for this

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**Please note that the benefits PIs are only up to 23<sup>rd</sup> March. We will provide up to date, year end performance info for the meeting on 15<sup>th</sup> April**