

# **West Berkshire's Local Area Agreement April 2006 – March 2009**

**Between**

**West Berkshire Council  
on behalf of the West Berkshire Partnership**

**and**

**The Government Office of the South East  
on behalf of Government Departments**

**April 2006**

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## PREFACE

- 1.1 The West Berkshire Local Area Agreement (LAA) represents a new way of working and doing business. The West Berkshire Partnership is pleased to participate in the second round of Local Area Agreements on the basis that it very much regards this as the “vehicle” for delivering the District’s priorities set out in its Community Strategy entitled “A Better Future for all”. The Local Area Agreement will be used to improve the delivery of public services for people and communities within the District.
- 1.2 The submission is based on 30 outcomes and associated potential freedoms and flexibilities. Our support is on the basis that this is a process which will evolve and develop as a new partnership between central and local government.
- 1.3 The West Berkshire Partnership which is made up of Public, Private and Voluntary and Community Sectors has overall responsibility for this agreement.

## FOREWORD

- 2.1 The Government has confirmed that they want to improve and build upon the existing relationship with local government and the public sector generally and view Local Area Agreements and a way of achieving this with the ultimate aim of improving public sector service delivery for the benefit of the residents of the District as a whole.
- 2.2 West Berkshire is keen to take forward these new ideas and through better co-ordination, innovation and joint working between all partners, we are determined to radically improve public services and the quality of life for everyone in West Berkshire.
- 2.3 In 2001 the West Berkshire Partnership was formed as a result of the Local Government Act 2000. This gave local authorities a new power and responsibility for “economic, environmental and social well-being of communities”. The Partnership is made up of representatives from the public, private and voluntary and community sectors and was responsible for drawing up the Community Strategy (the Vision) entitled “A Better Future for all”. This strategy is reviewed by the Partnership on an annual basis to ensure that it is “fit for purpose” and to assess the impact that the Partnership and its Action Groups are making across the District.
- 2.4 The “Vision” for West Berkshire provides a sense of direction for all partners and is a long term strategy agreed by all concerned.
- 2.5 A Local Area Agreement represents a major step forward in helping to improve the lives, and support independence, of the people and communities in West Berkshire. As a vision for taking forward the priorities set out in the Community Strategy, the LAA contains 30 outcomes on which the local, regional and national partners involved in this have agreed to. The LAA also includes West Berkshire’s Local Public Service Agreement 2 (LPSA), which builds on West Berkshire’s LPSA1.
- 2.6 The outcomes chosen are wide ranging and challenging. It is hoped that they will make a real difference to the quality of people’s lives, including child development, health, employment and a safer West Berkshire. The outcomes will require local partners to be creative, to trust each other and change the way we work together.
- 2.7 Partners in West Berkshire are delighted to have been chosen to evolve and develop Local Area Agreements. We believe that the LAA will help forge a new relationship between all public services and partners in West Berkshire. A new partnership built on trust and continued devolution by central government to local government will help ensure the aspirations of our Community Strategy can be realised for the people and communities of West Berkshire.

## **WEST BERKSHIRE'S APPROACH TO THE LOCAL AREA AGREEMENT**

### **3.0 Introduction**

- 3.1 Central Government announced that West Berkshire had been selected in the second round of Local Area Agreements in June 2005. Partners in West Berkshire are delighted to respond to this exciting initiative to establish a new framework for local decision making which focuses on local priorities. **The West Berkshire Partnership will deliver improvements in and integration between public services linking these to both national and local priorities.**
- 3.2 Partnership working in West Berkshire is well advanced. For 4 years the West Berkshire Partnership has guided progress on the District-wide Community Strategy - the "Vision for West Berkshire". The West Berkshire Compact is also enabling public services to work more boldly and creatively with the voluntary and community sector in the District.
- 3.3 Partners in West Berkshire are convinced that they are best placed to resolve many of the complex issues in the District. Only they can bring the strong leadership and close collaboration required to release the often constrained innovation and energy of managers and staff who deliver or commission services. Partners in West Berkshire will strive to enhance the involvement of individuals and communities and enhance their accountability to local people. The LAA is the vehicle through which partners will realise their vision of accepting significantly greater autonomy to deliver improved and joined up services that address local priorities.
- 3.4 Developing the Local Area Agreement is a good example of the collaboration that exists between partners in West Berkshire. Partners have worked within the framework set by Government to identify outcomes and supporting indicators. The LAA brings a much stronger focus to local priorities and will result in improved service delivery. The LAA contains a limited number of "Pooled" budgets at this stage but the Partnership hope to rectify this matter as the agreement and Partnership matures.
- 3.5 In developing the LAA, the Partnership has been mindful that Wokingham District Council were also chosen for second round LAA status. A number of discussions have therefore taken place to ensure that where common outcomes are relevant, both this agreement and that of Wokingham's will complement one another so as to avoid competing demands being placed on constituent partners.
- 3.6 To amplify this point, it has been agreed that the costs of employing a joint Council Domestic Violence Co-co-ordinator and an Administrative Officer for the Police will be shared.

### **An overarching Agreement for Public Services in West Berkshire**

#### **Integrating West Berkshire Partnership's themes**

- 3.7 Consultation with key stakeholders throughout the District identified 9 overarching priorities for West Berkshire which are embedded into the "Vision for West Berkshire". They are long term and aspirational:

1. Building Safer Communities
2. Building Healthier Communities
3. Supporting our Children and Young People
4. Improving Local Transport
5. Action on Housing Issues
6. Learning for All
7. Rural Communities
8. A Strong and Sustainable Voluntary and Community Sector
9. Developing Partnerships and Resources

- 3.8 The District's Community Strategy is reviewed annually to ensure that it is still "fit for purpose" given the changing scenario of Local Government and public services generally.

### **Integrating LPSA2 Priorities for Improvement**

- 3.9 Prior to be notified that it had received LAA status, the Partnership was working on establishing a set of local priorities to be included within LPSA2. These priorities cover the following areas and are now built in as an integral part of this agreement.

1. Improved outcomes for vulnerable young people.
2. The attainment of children in literacy and numeracy by the age of 11 is as high as possible.
3. Increase the number of young people achieving level 2 qualifications by the age of 19.
4. Increased Access to Services – Improve health and wellbeing of the community by making services accessible to a greater number of people.
5. Increased Income - Improving health and wellbeing of the community by increasing income of targeted "at risk" individuals.
6. Community Health - To improve the health of 2 specific communities identified as high in deprivation, in order to reduce health inequalities in the area.
7. Reducing Domestic Violence.
8. Reducing the harm caused to young people by alcohol and tobacco.
9. To reduce and sustain the reduction of fire related anti social behaviour in West Berkshire.
10. Improve Respect in communities and reduce anti social behaviour and empower local communities to have a greater view in local decision making.
11. Protecting natural resources and enhancing the local environment for enjoyment of local communities.
12. To increase the number of people undertaking skills for life or employability skills and people in employment undertaking career training modules.

### **"Respect Agenda"**

- 3.9 The Partnership has taken the opportunity to incorporate elements of the recently announced "Respect" agenda within its agreement. Stable families and strong, cohesive communities are important for children, young people and adults. They are

the essential foundation within which individual potential is realised, the quality of life for our residents maximised and our social and economic well-being secured.

- 3.10 Anti social behaviour by both adults and young people creates issues for communities around them. Where that happens, tough action is needed so that the majority of law abiding citizens no longer have to tolerate the behaviour of the few individuals and families that think they do not have to show respect to others.
- 3.11 The Partnership is aware that a cross Government Task Group has been established and that a conceptual framework of three tiers of intervention – prevention, enforcement and restoration/integration is being used to take forward the “Respect” agenda. These areas include:
- (i) Family support/parenting
  - (ii) Anti social behaviour/Housing
  - (iii) Neighbourhoods/communities
- 3.12 The “Neighbourhood” agenda, including the introduction of Police Neighbourhood Action Groups are all aimed at providing safe and cohesive communities. The “Respect” agenda adds value to these initiatives. This agreement has therefore been developed based on a number of the outcomes which link directly to the “Respect” agenda.

### **Consultation on the LAA**

- 3.13 Given the tight timescales involved in drawing together the LAA, the Partnership has revisited the various consultation exercises that have taken place over the last year specifically in relation to the Children and Young People, Healthier Communities and Older people and Safer and Stronger Communities Blocks. Whilst an Economic Forum is in place, no specific consultation exercise across the private sector has taken place. The following decisions have therefore been taken in each of the cases listed below.

### **Children and Young People**

- 3.14 The 2004 Annual Report of the West Berkshire Children and Young People’s Partnership was produced by using demographic information for the District, trends emerging over a three year period and feedback from youngsters themselves.
- 3.15 The view taken by the Children and Young People Working Group on this Block was that a significant amount of consultation had already been undertaken in producing the Annual Report and that no further specific consultation on this Block was necessary particularly as the proposed Outcomes mirrored those priorities reflected in the Annual Report and linked to “Every Child Matters”.

### **Safer and Stronger Communities**

- 3.16 In preparing these targets the West Berkshire Safer Communities Partnership (the crime and disorder reduction partnership for the area which includes the YOT the

DAAT and Community Safety) drew upon the following audits, consultations and strategies :

- West Berkshire Crime, Disorder and Drugs Audit 2001-2004 (January 2005)
- The West Berkshire Safer Communities Strategy 2005-2008 (April 2005)
- The West Berkshire Anti-Social Behaviour Strategy (April 2005).
- Results of West Berkshire Council elected Members' Scrutiny Review of anti-social behaviour (March 2005)

### **Healthier Communities and Older People**

- 3.17 The proposals put forward are as a result of extensive consultation, particularly around the "Independence, Well-Being and Choice" Green Paper on the future of Adult Social Care, which was published by the Department of Health in March 2005.
- 3.18 As a part of our work to respond to this Government initiative, we brought together health and social care service users to describe their priorities, and they produced, editorial and contributed to a video presentation, which went to the Department of Health as the main part of our submission in response to the Green Paper.
- 3.19 We have also consulted through the voluntary sector contacts within the Healthier Communities group, and received feedback on priorities amongst groups supporting people with Long Term Health Conditions. Our annual survey of users of Home Care services has also helped inform the preparation of these proposals.

### **Generic Survey**

- 3.20 As has been stated earlier in this section, the timescale to develop the Local Area Agreement and consult on it was very challenging. In order to comply with the Local Area Agreement Framework, the Partnership utilised its own networks in order to gain a more generic response to its plans and priorities.
- 3.21 The consultation document was placed on the Council's website and employees (West Berkshire residents) of partners on the West Berkshire Partnership were encouraged to say whether they broadly supported the proposed outcomes. Parish Councils were also asked for their views.
- 3.22 As a result of this consultation exercise 330 responses were received. The following analysis was derived from the exercise.

Over 93% of those responding either strongly supported or supported the proposed outcomes.

Less than 4% either disagreed or strongly disagreed although comments associated with these returns tended to concentrate on a lack of time and detail in the Consultation exercise.

### **Voluntary and Community Sector Involvement**

- 3.23 A separate statement articulating the involvement of the Voluntary and Community



Sector in developing the Local Area Agreement is incorporated within this document. The Council and other partners entered into a Compact with the local voluntary and community sector in 2005, and Compact principles underpin the relationship between public sector bodies and the Voluntary and Community sector in the District. The Partnership will also explore the opportunity through the Local Area Agreement of establishing a West Berkshire Community Foundation Fund in order to support small voluntary and community organisations in delivering key services across the District.

### **Private Sector Involvement**

- 3.24 A separate statement articulating the involvement of the Private Sector in developing the Local Area Agreement is incorporated within this document.

### **Success criteria for the Local Area Agreement**

- 3.25 The Local Area Agreement is part of a journey towards greater local autonomy for public services. It must evolve over the next few years and we must build in some key tests for gauging its success. The key test will be progress towards the outcomes. However, the LAA is also about changing the ways of working. In three years time we would wish to see public services not only performing better but which have the scope for variety and innovation, and which are empowered to do things differently and to take well-managed risks.
- 3.26 It is hoped that LAA's **will lead to a shared understanding between Central Government and Local Government of the importance of both national and local priorities and provide the framework to deliver better outcomes for the residents of West Berkshire.** The Outcomes listed within this agreement should not **therefore** be treated as an additional layer of performance management, rather they are designed to enhance the work being done to deliver some targets that are already in place and deliver enhanced results through "stretch" whether that is by virtue of wider engagement, new ways of working or Government sponsored freedoms and flexibilities.

## **4.0 STATEMENTS OF VOLUNTARY AND COMMUNITY AND PRIVATE SECTOR INVOLVEMENT**

### **Voluntary and Community Sector**

- 4.1 The development of West Berkshire's Local Area Agreement has been overseen by the Management Board of the West Berkshire Partnership (the local Strategic Partnership for the district). The West Berkshire Partnership supported the voluntary and community sector to set up a new voluntary sector infrastructure development organisation for West Berkshire and Community Action West Berkshire (CAWB) was launched in April 2004. The Director of CAWB has one of the 3 voluntary and community sector seats on the Management Board of the West Berkshire Partnership. The Director of the Community Council for Berkshire is also on the Board. Both organisations are key to the success of the Local Area Agreement in terms of providing strategic leadership for the voluntary and community sector and co-ordinating voluntary sector involvement in the projects delivering on the targets.
- 4.2 The voluntary and community sector has representation on three of the four Working Groups - Children and Young People, Healthier Communities and Older People and Safer and Stronger Communities. They were also represented at the various workshops held by the Government Office for the South East in the lead up to this process. The voluntary sector will also be co-signatories to the final LAA.
- 4.3 The Local Area Agreement contains an LAA Outcome under the Safer and Stronger Communities block to Strengthen and increase the capacity of the voluntary and community sector (VCS) service providers to deliver services in West Berkshire . This outcome is important to the work we are doing with CAWB and the CCB to develop the service delivery capacity of voluntary and community sector service providers locally (through the Investment Plan for Change-Up Programme) and in our work to ensure that our recently adopted Compact between the public and private sectors is understood and is working well.

### **Private Sector**

- 4.4 The development of this LAA and, in particular the Economic and Enterprise Block, has been overseen by the Economic Forum of the Local Strategic Partnership. Although the "traditional" Economic Block focuses on Neighbourhood Renewal or Economic Development, the Economic Forum was keen to ensure that the Private Sector involvement in and contribution to making West Berkshire a better place was adequately reflected within the LAA.
- 4.5 This approach reflects the fact that the Local Strategic Partnership is constituted with equal representation from the Public Sector, Private Sector and Voluntary and Community Sector. The private sector will also be co-signatories to the final LAA.

## 5.0 PERFORMANCE MANAGEMENT FRAMEWORK

- 5.1 This section aims to set out a high level set of strategic shared performance indicators, together with mandatory performance indicators linked to the inclusion of specific funding streams, by which we aim to performance manage our LAA. It also aims to set local priorities and performance in the context of national PSA targets.
- 5.2 As the LAA process matures we will aim to revise and develop a broader model of performance management that encompasses our Community Strategy ambitions more generally.

### Responsibilities and Accountabilities

- 5.3 Responsibility for overseeing the performance management of the LAA overall will rest with the West Berkshire Partnership Board. Accountability in terms of the lead organisation(s) for the delivery/achievement of each performance indicator/target and collection and provision of relevant performance information is explicit in each of the Outcome templates.
- 5.4 West Berkshire Council will be responsible for:
- ⊗ Co-ordinating the collection of performance information from partners and producing performance monitoring reports for the relevant partner organisations, the LSP [Performance](#) Group and the West Berkshire Partnership Board.
  - ⊗ Submission of performance management reports to the Government Office.

### Local Delivery Plans

- 5.5 As part of taking forward work on the LAA, it is proposed to hold a series of partnership days (from [February](#) to March) where appropriate “front line” staff will be required to articulate how each outcome will actually be delivered and the part they will play within the delivery process. The local delivery plans will support the high level Local Area Agreement and will help to clarify the respective roles of each organisation given the complex nature of partnerships involved in the delivery of each Outcome.

### Performance Monitoring Framework

- 5.6 Performance will be monitored on a quarterly basis by the LSP [Performance](#) Group and the West Berkshire Partnership Board. The reports will include a full quarter’s data which will mean that meetings associated with the governance of the LAA will be arranged three weeks after this to allow time for the preparation of the reports.
- 5.7 A performance report will be submitted to GOSE:
- ⊗ reporting on half yearly performance.
  - ⊗ reporting on full year performance.

- 5.8 In the case of each of the above reports to GOSE we would wish to include data which represented a full half year and full year. In these cases we would look to report to GOSE within three/four weeks after the end of the period so that GOSE had accurate performance reports and the governance arrangements established to manage this process are adhered to.
- 5.9 The Council has been looking to introduce a new performance monitoring software system to ensure that performance is effectively managed for some time and the LAA has provide an opportunity to expedite this work. Funding has been identified to take this forward and a visit has been made to North Lincolnshire Council to view their web based performance system which has been developed, in partnership, with Blue Triangle . We have also looked at the performance system used by the Royal Berkshire Fire and Rescue Service although this was not web based. As a result of this work, an order has now been placed with Blue Triangle and work on customising the product for LAA purposes will commence early in 2006. The Partnership is also looking to establish a partner Data and Reporting Group so that this work can proceed smoothly. It is hoped that the first quarter's report which will be due in July 2006 will be produced by the new performance system.

### **Future Development of the Performance Management Framework**

- 5.10 The Partnership is aware that some of the LAA Pilot Local Authorities are working on a project to rationalise existing performance monitoring arrangements and requirements required by Government Departments. The idea of this project appears to be to develop a new national performance framework across Local Government. The Partnership is very much in favour of a more streamlined performance monitoring framework for Local Government and would encourage Central Government to widenen this brief to other public sector bodies so that they too can benefit from the potential of a more streamlined and rationalised framework.

### **What are the Performance requirements of a LAA?**

- 5.11 Although a great deal of focus has been spent on drafting the Outcomes for inclusion in the LAA, [detailed discussions](#) have also been held in relation to the requirements of a performance system to support the agreement. Paragraph 5.9 articulates progress to date. Some of the components of the new performance tool will include:
- The ability to identify, at frequent and regular intervals, whether performance is on or off track. Typically, using a 'trajectory' to assess this. A trajectory plots an expected performance curve, between a baseline and a target that expires sometime in the future. Actual performance is then measured against this curve.
  - Where performance is 'off-track' for a sustained period, what counts as 'sustained' will differ from outcome to outcome and the ability to diagnose the drivers of under-performance
  - Who in the partnerships, and their constituent organisations, is going to be responsible for setting targets and constructing performance trajectories?
  - How will these trajectories be made transparent to local partnerships, Government Offices and, through them, to central government?

- Is there sufficient information to understand the drivers of underperformance?
- 5.12 In order to be able to deliver a new effective and efficient performance tool the following requirements will have to be met:
- The tool would need to be accessible by all partners.
  - The tool would need to be able to track progress.
  - The tool would need to articulate who has responsibility for different outcomes i.e. who has responsibility for overall outcomes but also for the indicators supporting them.
  - The tool would need to permit the partners to build a structure based on the LAA i.e. 4 blocks, each with high level outcomes each in turn with supporting indicators and targets.
  - The tool would clearly need to be capable of providing real time reporting.
- 5.13 The performance system operated by North Lincolnshire Council will meet all of the requirements listed above.

## 6. UNDERPINNING PRINCIPLES

6.1 In developing our Local Area Agreement we have agreed the following principles that underpin the commitments, intentions and plans outlined in the document.

### Governance

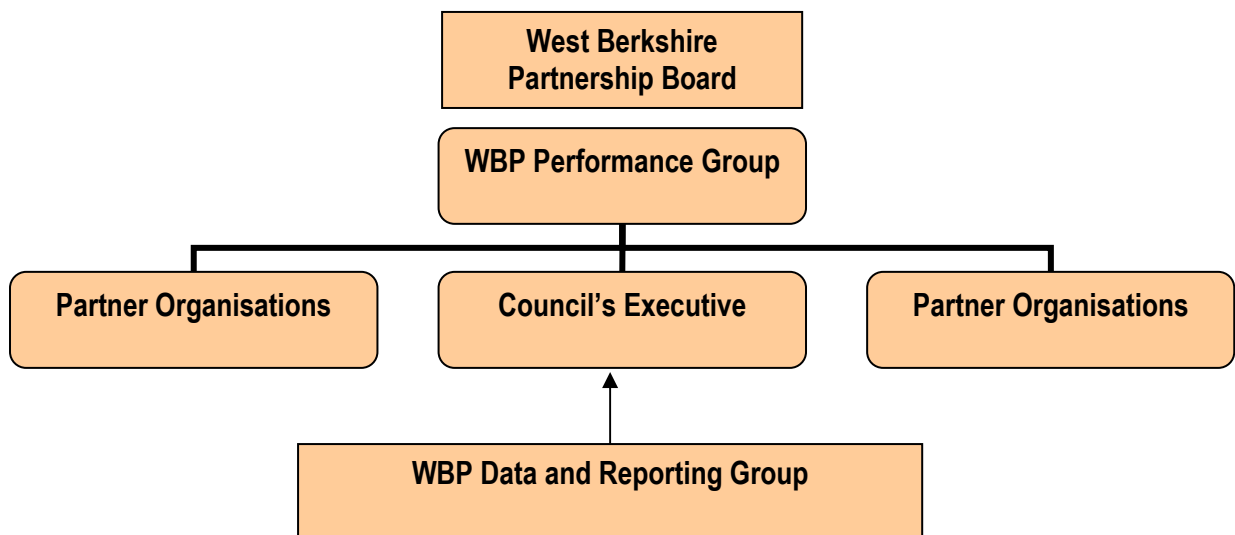
- ◆ The Partnership is committed to the principles of the Local Area Agreement and acknowledges that each partner owes a duty of good faith to each other and to the Council specifically, as the “Accountable Body” in fulfilling their roles. The partners agree that they will ensure that all of their internal procedures and safeguards are followed in relation to any funding received from whatever source and that they will submit relevant performance information to the Council to facilitate the monitoring of the Agreement.
- ◆ This Agreement sets out the key actions that both the West Berkshire Partnership and the Government Office for the South East will undertake to progress the LAA. These actions are a key element of the performance monitoring framework of the LAA and demonstrate an equitable, accountable, open and transparent relationship between the Partnership and the Government Office.
- ◆ There will be an annual review of the LAA to take stock of progress against the Performance Management Framework, resource availability, policy development and priorities identified through the Community Strategy and other plans and strategies.
- ◆ Aligned funding streams, as distinct from pooling, signifies common aims and targets shared by other funds that are otherwise outside the scope of the pooling arrangements. The assumption is that all new area based funding streams will automatically be folded into the LAA.
- ◆ The governance of the LAA will rest with the Board of the West Berkshire Partnership. The [Performance](#) Group of the WBP will be given new terms of reference making it responsible for the detail of each outcome and for providing the Board with proposals for corrective action should an outcome be not performing as expected. The Board will then have the remit of sanctioning the proposed course of action or for proposing a new course of action and for ensuring that the outcome is managed effectively back on track. The membership of the [Performance](#) Group will be reviewed to ensure that it has the key “players” to perform this important role. The chart set out overleaf helps to explain the governance arrangements more easily.

### Performance

- ◆ There will be an agreed mechanism to review previously agreed targets if the level of funding within the LAA is reduced or other changed circumstances make it necessary. In the light of the rapid timescale within which the LAA has been produced, there will be a comprehensive review and revision, if appropriate, of the LAA at the end of the first year.

- ◆ Work will support the Council in procuring and establishing a robust performance tool the aim of which will be to performance manage the LAA effectively but also to assist in streamlining administrative systems and processes across the partnership.
- ◆ We aim to establish the delivery of public service outcomes as an endeavour shared locally, regionally and nationally. The approach to monitoring and responding to performance information is key to this. We wish to work towards a new and unified set of performance management arrangements, to cover LAAs and ultimately the full range of activity of the Local Strategic Partnership and its constituent bodies. The aim of the new performance tool will be to effectively manage performance across the LAA and have the capability to provide timely monitoring information, accessible to both Government Office and all local partners.

### Governance Chart



6.2 In support of the Governance chart set out above, details of the terms of reference for each of these Groups is set out below and helps to demonstrate how the Partnership will manage the Local Area Agreement.

### WBP Data and Reporting Group

This Group will comprise Performance Officers from each of the relevant partner organisations and will be responsible for the inputting of performance data, on a quarterly basis, into the new Performance System in relation to indicators supporting the LAA Outcomes.

## **WBP Performance Group**

The WBP Performance Group will comprise each of the LAA Block lead officers together with appropriate partner officer representation (Police, Fire, Health, Voluntary and Community Sector and Business Sector). The **Performance** Group would also welcome a GOSE representative at its meetings to provide an independent view of progress on the LAA outcomes.

The **Performance** Group will be responsible for:

- (i) Monitoring performance of each LAA Outcome.
- (ii) Proposing remedial action to the Board when an outcome is underperforming.
- (iii) Ensuring that the pump priming funding attached to LPSA outcomes is used effectively and efficiently in order to drive improvements in performance and result in the Partnership receiving as much Performance Reward Grant at the end of the three year agreement as is possible.
- (iv) Ensuring that funding attached to LAA outcomes is used effectively and efficiently in pursuit of service improvements.
- (v) Providing an overview for the Board on the process for reviewing, on an annual basis, the LAA outcomes to ensure that they are still fit for purpose.

## **WBP Board**

The WBP Board is made up of nine members (this is currently being reviewed), three from the Public sector, three from the Business Sector and three from the Voluntary and Community sector. The Board's role in relation to the governance of the Local Area Agreement will be as follows:

- (i) To be responsible for the overall governance of the Local Area Agreement.
- (ii) To receive quarterly performance reports on the progress of each Outcome included within West Berkshire's Local Area Agreement.
- (iii) To consider and agree proposed remedial action in relation to LAA outcomes which are deemed to be underperforming.
- (iv) To sign off the annual refresh of the Local Area Agreement to ensure that the LAA Outcomes remain fit for purpose.
- (v) To provide comments to the **Performance** Group on any variations in the proposed remedial action to be taken in relation to LAA outcomes which are deemed to be underperforming.



## 7.0 INTRODUCTION TO THE AIMS OF THE CHILDREN AND YOUNG PEOPLE'S BLOCK

7.1 The Outcomes proposed for this Block are set out below but do not represent the whole of West Berkshire's approach to children's services. The priorities have been carefully selected where value can be added through mature partnership working. The Outcomes in this Block (set out below) need to be seen in the context of the general development of services for children and young people in West Berkshire.

1. Young people, especially those who are identified as likely to achieve low, or no, academic qualifications, are able to demonstrate their abilities and employability through increased participation and engagement in a range of cultural activities.
2. Improved outcomes for vulnerable young people.
3. Improved attainment of boys in literacy and girls in numeracy by the ages of 7 and 11.
4. Increase the number of young people achieving level 2 qualifications by the age of 19.

7.2 The above outcomes are very high level and are accompanied by a range of "supporting outcomes".

### Vision

7.3 The West Berkshire Children and Young People's Partnership was formed in 2002 to bring together all the agencies working with children and young people. Its aim is to improve the lives of all through a shared strategy, jointly commissioned services and direct involvement of children and young people, parents and carers.

7.5 The Children and Young People's Partnership is working towards ensuring that all children and young people in West Berkshire are able to grow up **healthy, safe, achieving, employable** and **involved**. These goals are extremely important as they reflect those outcomes that the Government has set for children as part of its document entitled "Every Child Matters" and subsequent Government legislation, the Children's Act 2004. Over the next year the Children and Young People's Partnership will continue to develop its plans for the commissioning and delivery of services and moves towards Trust status in 2006.

7.6 In 2004, the Children and Young People's Partnership published the first Annual Report for Children and Young People. The Annual Report provides the foundation for the Strategic Plan, providing information as to how young people in the District are doing against the five outcomes highlighted in bold in paragraph 7.5 above.

7.7 The Partnership has also recently produced a Strategic Plan entitled "Making it Happen for Children and Young People" which is the first West Berkshire multi agency strategic plan for children and young people. The Plan demonstrates to local service users how agencies working together will deliver services which have a positive impact on children and young people. The Strategic Plan sets out the priorities for the Partnership for the next three years and many of these priorities have been incorporated into the Local Area Agreement. The challenge facing the partnership is

making sure that these priorities, aims and aspirations are translated into activity that is going to make a real difference.

- 7.8 The contents of this Block therefore draws on Government policy, particularly the “Respect” agenda, current statutory plans, the Council’s Corporate Plan and the Partnership’s Community Plan the Annual Report 2004 and Strategic Plan 2005-08 for Children and Young People. The proposed Outcomes for this Block are set out below with supporting text.

**Young people, especially those who are identified as likely to achieve low or no academic qualifications are able to demonstrate their abilities and employability through increased participation and engagement in a range of cultural activities**

- 7.9 Many young people in West Berkshire achieve good academic outcomes, both socially and educationally. The Children & Young People Strategic Partnership recognises the vital importance of academic achievement and has agreed a number of priorities and targets for raising achievement further. These are detailed in the Single Plan for Children & Young People. The Partnership also recognises the importance of recognising that the wider non-academic achievement of young people and the essential role that this plays in ensuring that they are engaged in pathways post 16 that lead to employability and future economic well being. The Partnership wishes, through the LAA, to ensure that wider achievement is recognised and, where appropriate, improved for all young people.

- 7.10 **Services overall for children, young people and families in West Berkshire are high-performing and delivering improving outcomes across education, Social Care, and Children’s Services (as judged by CSCI, OfSTED). The Strategic Partnership seeks to sustain this high performance, and to continue to develop its focus on those areas where improvement is most needed, and to have greatest impact, on outcomes for the most at risk groups, whether they are at risk through low attainment, school non-attendance or exclusion, involvement in offending, or at risk of family breakdown. Progress has been made in all of these areas, and the LAA now seeks to target young people most at risk, in order to prevent harmful outcomes by:**

- **Increasing opportunity for young people to engage in high-quality sport, cultural, leisure and volunteering activity, reducing the risk of disaffection and disengagement from mainstream services;**
- **reducing the number not in Education, Employment or Training, through targeted engagement in learning and training opportunities**
- **reducing the number excluded from school, through earlier identification and quicker support**
- **reducing the number of young offenders going on to commit more serious and higher-tariff offences**
- **improving attainment at key stages, for younger children and older young people, thereby increasing their options and opportunities**

- 7.11 There are significant groups of young people who are at risk of under achievement and reduced life chances as a result. These vulnerable groups include Children in Public Care, students with Special Educational Needs, Travellers, young people who may be isolated in a rural community, and those excluded or otherwise disengaged from

school post 14. There is a need to ensure that as many young people as possible in these categories are engaged in programmes that enable them to achieve success and improve their sense of self-worth as well as prospects for future employment. A significant number of young people do not progress directly into further education, employment or training post 16. The strategic partnership has identified the need to reduce the numbers of students in this group, especially those who are NEET for more than 3 months.

- 7.12 There are already a number of initiatives that encourage schools to make provision for their pupils to participate in a range of physical activities, sports and arts programmes. A number of schools have achieved Arts Mark, Sports Mark and Active Mark accreditation. Park House Sports College host a School Sport Co-ordinator project that covers 5 secondary and 24 primary schools. This will expand to cover all of the schools in West Berkshire in September 2006.
- 7.13 Despite the achievements of these projects, the link into community based recreational activity is not uniformly well established. The expansion of the SSCO programme has the potential to increase demand for access into out of school opportunities as does the promotional activity that will lead up to the 2012 Olympics. By focussing on increasing the capacity of the voluntary and community sector to meet this increased demand, this outcome will become self sustaining in the long term.
- 7.14 This outcome goes right to the heart of the “Respect” agenda and seeks to provide opportunities for all children and young people to enable them to make a positive contribution in their communities and help divert them from anti social behaviour.

#### **Links with other Blocks**

- 7.15 The diversionary activity programmes, as part of this outcome, will help to address some of the other outcomes within the Healthier Communities and Older People’s Block (Diet), Safer and Stronger Communities Block (Crime and Anti Social Behaviour) and Economic and Enterprise Block (Employability skills)). The Extended Schools initiative, as this comes to fruition, will also help to achieve a number of the outcomes included within the LAA. This outcome also addresses many of the issues set out in the RESPECT agenda and action plan.

#### **Improved outcomes for Vulnerable Young People**

##### ***Not in Education, Employment or Training (NEET) (Supporting Outcome)***

- 7.16 The group of young people who do not enter any form of education, employment or training post 16 are identified as the NEET group. These young people may be at risk and certainly may have significantly reduced life chances unless their needs are identified and met. Local needs analysis work undertaken by Berkshire Connexions working with the Children and Young People’s Partnership has identified that the most prevalent groups amongst the NEET are 17 year olds and that boys are over represented in this group.
- 7.17 There is also national recognition that academic teaching does not suit all young people and that there is a need to transform secondary education to offer a wide range

of vocational opportunities for young people to encourage more of them to stay on in education or training.

### ***Exclusions (Supporting Outcome)***

- 7.18 Local needs analysis has shown that exclusions, particularly fixed term exclusions, have increased significantly over the past three years in West Berkshire. The Partnership recognises that a child who is excluded or at risk of being excluded is particularly vulnerable to having reduced life chances. The Every Child Matters publication highlights that young people should be able to attend and enjoy school as part of the Every Child Matters outcome framework. This model is used by Children's Services Inspectorates as part of the Joint Area Review Framework.

### ***Youth Offending (Supporting Outcome)***

- 7.19 The Every Child Matters paper cites young people being and feeling safe from crime and anti social behaviour as one of the elements of the outcomes framework. Young offenders or young people at risk of offending are some of the most vulnerable young people and offending behaviour can impact on aspects of a young persons health, well-being and overall development.
- 7.20 Local needs analysis work conducted by the Youth Offending Team has shown that West Berkshire has relatively small numbers of offenders, but in common with the national picture, young people are particularly vulnerable to difficulties with their mental health, accommodation and staying engaged with education, employment and training. The relationship between offending and drug misuse is also recognised.

### ***Specialist Services (Supporting Outcome)***

- 7.21 The Children and Young People's Partnership has identified children at risk of poor outcomes as a collective priority. It follows that prevention of such poor outcomes will be our priority in planning and commissioning services including an emphasis on earlier intervention in the development of a problem.
- 7.22 Over time, this range of preventative work is expected to have an impact on the level and nature of demands on the specialist services intended for children and young people with more intense and persisting needs. As more children and young people are positively engaged with the processes outlined here, then referral pressures on specialist services should reduce. This will enable some refocusing of specialist skills to support universal and preventative work whilst still providing high quality direct specialist work with a smaller and more clearly identified group of children and young people who will continue to need this.
- 7.23 The basket of measures in this outcome seek to address many of those issues articulated within the "Respect" agenda. It is recognised that the values and behaviour which support respect form the basis of good teaching and children's experiences in School. This outcome therefore seeks to reduce the number of exclusions whilst also focusing on the NEET Group and Youth Offending.

- 7.24 This outcome will also be impacted upon by proposed new legislation to tackle poor behaviour. As part of the “Respect” drive stronger guidance on exclusions (informal or unofficial) is also expected in the summer of 2006. Furthermore the Partnership is also mindful that the Government propose to legislate to make parents/carers responsible for ensuring that a pupil is supervised for the first five days of their exclusion. It is also proposed to make Local Authorities responsible, from 2007, for providing excluded pupils with a full time education from the sixth day of their exclusion rather than the sixteenth.

### **Links with other Outcomes and Blocks**

- 7.25 This outcome has significant links across all four blocks. It will have an impact on the outcomes entitled Mental Health, Health of the Population, Diet, Second Hand Smoke included within the Healthier Communities and Older People’s Block, on the anti social behaviour outcome included within the safer and Stronger Communities Block and on the outcomes entitled Employment Opportunities and Skills included within the Economic and Enterprise Block.

### **Improved attainment of boys in literacy and girls in Numeracy by the ages of 7 and 11**

- 7.26 Standards of literacy and numeracy achieved by pupils at the end of primary education are not as high as they should be. Currently 80% of children achieve the national expectation of level 4 in literacy and 75% in numeracy. This places the authority about mid-table in the ranking of all 150 local authorities. West Berkshire Council has already set challenging targets to raise performance by 2008 to 88% and 87% respectively. Whilst standards have risen year on year since 1998 there is a continuing need to drive up performance. LAA Outcome 3 is designed to focus on key aspects of performance that will support the overall targets. The need to raise performance has been highlighted by the Children & Young People’s Strategic Partnership and features prominently in West Berkshire’s Single Plan for Children and Young People and in the Annual Performance Assessment.
- 7.27 The specific areas of focus include:
- Improving the reading of boys by age 7 and 11 so that is much closer to the current achievement of girls;
  - Improving the writing of boys by age 7 and 11 so that is much closer to the current achievement of girls;
  - Improving the mathematics of able girls by age 7 and 11 so that it is much closer to the current achievement of boys;
  - Improving the mathematics of all girls by age 11 so that it is much closer to the current achievement of boys; and
  - Increasing participation in study support and family learning activities outside the normal school day which are directly linked to raising achievement in literacy and numeracy.
- 7.28 Securing high achievement in literacy and numeracy by the age of 11 is central to ensuring that the future life chances of children are as good as possible. The targets and outcomes identified are designed to ensure that West Berkshire Council and its partners are able to secure the highest possible achievement of children in primary

schools. This will give young people the best possible start to future learning pathways and improve their prospects for economic security and prosperity.

- 7.29 The outcomes for attainment in literacy and numeracy are included as LPSA2 targets. Pump priming money will be deployed to help fund intervention and support programmes for specific groups of children in targeted schools where current performance is too low.

**Increasing the number of young people achieving level 2 qualifications by the age of 19.**

- 7.30 This outcome is designed to contribute directly to West Berkshire's strategy for raising achievement and improving education for young people in the 14-19 phase. This includes the local implementation of the national strategy for 14-19 education. The overall target includes increasing the number of young people who achieve level 2 qualifications by the age of 16 (5+ GCSE Grades A\*-C or equivalent) and also increasing the additional number of students who achieve this level by the age of 19.
- 7.31 Current average performance in the Berkshire Learning and Skills Council area is 74%. West Berkshire's figure is 72% although this is slightly misleading in comparative terms due the number of students that cross local authority boundaries in order to access relevant courses post 16. West Berkshire's 14-19 Strategic Forum is implementing plans designed to increase the number of young people resident in West Berkshire so that they are at least equivalent to the Berkshire average (ie a 2% increase). This LAA (LPSA 3) outcome is designed to stretch that increase by a further 2%. Pump-priming grant will be used to provide additional support for students in the 16-19 age group who have the potential to achieve level 2 but who are identified as at risk of not doing so. Achieving level 2 qualifications is critical to enabling progress into higher education and training and thus directly influences the future life chances and economic prospects for young people.

## 8.0 INTRODUCTION TO THE AIMS OF THE HEALTHIER COMMUNITIES AND OLDER PEOPLE'S BLOCK

8.1 The Outcomes proposed for this Block are set out below and focus on the Government's Independence, Well-being and Choice Consultation paper which sets out proposals for the future direction of social care for all adults of all age groups in England. This Block has also been developed having regard to the White paper "Choosing Health".

8.2 The two Papers create the environment for this Block and enable partners to share ideas in a clear context:

"Healthy choices are often difficult for anyone to make, but where people do not feel in control of their environment or their personal circumstances, the task can be more challenging. People who are disabled or suffer from mental ill-health, struggle for money, out of work, poorly qualified, or who live in inadequate or temporary accommodation or in an area of high crime, are likely to experience less control over their lives than others and are often pressed to cope with immediate priorities....People are more likely to take more control over their own health if they have more control over their lives.  
Choosing Health (November 2004)."

8.3 In addition to the Independence, Well-Being and Choice and Choosing Health papers, there are other policy drivers relevant to this Block including Every Child Matters, West Berkshire's Supporting Independence Programme and the West Berkshire Community Safety Strategy.

8.4 The aim of this Block is to build healthier communities in a sustainable way, supporting the independence of all our population, with specific attention to the needs and aspirations of older people and people from vulnerable groups, access to community facilities and services. The LAA outcomes can be grouped into two themes, Preventative Services, and Community Health. This will be achieved through convergent outcomes that deliver a series of benefits.

### 8.5 Part 1 - Preventative Services:

- (i) Increased Access to Services - To improve the health and well-being of the community by making services accessible to a greater number of people
- (ii) Increased Income - To improve the health and well-being of the community by increasing the income of targeted "at-risk" individuals.

8.6 These two key outcomes will be achieved through a range of initiatives, including

- (a) Outreach Services, taking services, information and advice out to communities and individuals designated as "hard to reach" or targeted due to demographic information about deprivation, access difficulties, or health inequalities. This will include access to benefits checks, and advice about maximising income through applying for relevant grants and pensions. It will also increase the coverage of the existing Activity for Health sessions.

- (b) Introducing Self-Assessment, to respond to needs identified by the individuals themselves, rather than exclusively those assessed by care managers through the formal community care assessment process.
- (c) Introducing new technology, as part of a development of "Telecare", which supports more older people to remain living independently in their own homes.
- (d) Continued support to the work of the Long Term Conditions Collaborative, working with GP's to help identify and support individual living in the community with specific diagnosed medical conditions.
- (e) Improving the flexibility of local authority day services, to offer a greater range of opportunities for people, and to support more people by extending evening and weekend sessions.

#### 8.7 **Part 2 - Community Health:**

- (i) To improve the health of two specific communities identified as high in deprivation by reducing obesity and by increasing the number of people who successfully stop smoking.
- (ii) To improve the health of targeted at-risk groups through increasing the attendance at Activity for Health sessions.

#### 8.8 Additionally, the following actions will also improve other aspects of Community Health:

- (a) Improving the health of children and young people through improving diet, working with schools.
- (b) Improving the health of the population through decreasing smoking prevalence, and reducing exposure to second hand smoke.
- (c) Improving the sexual health of young people by maintaining a downward trend in conception rate amongst the under 18 age group, and supporting teenage parents into education, training and employment.
- (d) To support the development of mental well-being by offering places at Council-run Stress in the Workplace training sessions to local employers.

#### **Vision**

#### 8.9 Our vision for adult social care is that everyone in West Berkshire has a positive contribution to make to society and that they should have the right to control their own lives. The vision for Social Care is one where:

- ⊗ Services help maintain the independence of the individual by giving them greater choice and control over the way in which their needs are met.
- ⊗ The Council and its partners will give high priority to the inclusion of all sections of the community and recognise their contribution to this vision.
- ⊗ Services are of a high quality and sustainable and delivered by a well trained workforce or by informal family carers who themselves are supported.
- ⊗ Better use of technology to support people will be promoted as will a wide range of supported housing options.



- ⊗ Services will be provided with an emphasis on preventing problems and ensure that Social Care and its partners work on this shared agenda to help maintain the independence of individuals.
  - ⊗ People with the highest needs receive the support and protection needed to ensure their own well-being and the safety of society.
- 8.10 The Choosing Health White paper mirrors the principles outlined in the Independence, Well-Being and Choice consultation paper in that it very much promotes individuals making their own choices with agencies making available support to inform these choices.
- 8.11 The Choosing Health White paper sets out key principles for that support. The starting point is informed choice. It is recognised that health improvement depends upon people's motivation and their willingness to act on it. This Block and its outcomes very much looks to provide information and practical support to get people motivated and improve emotional well-being and access to services so that healthy choices are easier to make.
- 8.12 The vision for this Block will provide an opportunity to create a framework for social care and health which meets the 21st century. Changes in population and communities mean that we are living longer but are less likely to be part of a close knit family providing support. Communities are more diverse and existing services may need to be reshaped to reflect these changes. The Partnership recognises that the residents of West Berkshire have higher expectations and will want greater control over their own lives.
- 8.13 The proposed outcomes for this Block have been broken down into two key areas, namely Preventative Services and Community Health. These are set out below with further supporting detail:

### **Part 1 – Preventative Services**

#### **Increased Access to Services**

- 8.14 Key to the successful development of preventative services is the expansion of the numbers of people supported to live independently in their own homes. The strategy within older people's services has been to commission services in or as near as possible to people's own homes, and to support them to maintain their own home, rather than be admitted into residential or nursing homes, wherever possible. Building on our success in this, we now see the expansion of preventative services as a way of reaching out to older people who may be in need of some support, but have not previously come to the attention of social care services. If we can direct these older people to the services and support which assists them to retain their independence, they will be less likely to require intensive support, hospitalisation, or residential care. We plan to identify and target those older people who, traditionally, have only come to the attention of social care services at the point of crisis. Our proposals are geared to offer support, services, and information, which prevents or delays the onset of such crises, and allows for planning ahead.

- 8.15 The major strategy to achieve this is the development of a new **Outreach Service**. This proposal is to provide an infrastructure to take a full range of health and care services and information out to targeted rural and isolated communities. This service will combine a mobile approach using a community information vehicle, with the use of existing community facilities. We will be including sessions on falls prevention, expanding the four existing Activity for Health programmes, linking with lifelong learning and adult education opportunities, and providing presentations on support with heating and fuel efficiency, and IT skills through the community education programme.
- 8.16 The Outreach Service will also link with existing developments such as the creation of local older people's forums, the inclusion of social care issues in Parish Plans, and further work to strengthen links with local voluntary sector services and support networks.
- 8.17 The development of a local **Self Assessment Fund** will support the move towards being more responsive to individual's needs, and offering a wider range of low-level support services to prevent "at risk" people from sliding into greater dependence on health and care services. People will have the option of describing their needs through the self assessment process, which will give a very different starting point for care management staff to discuss appropriate care. The creation of a ring-fenced fund to support flexible, low-level services as prescribed by the individual themselves will be a major addition to the options for providing preventative services.
- 8.18 Another key development within preventative services is the growth of **Telecare**. There is an increasing range of assistive technology available to ensure that people can remain living independently in their own homes, and this technological breakthrough needs to be matched by local systems for responding to and managing the support. As part of this development, we will be creating a demonstration unit, where people can familiarise themselves with the technology, before it is installed in their own homes. We will also develop the services required to respond to the prompts and monitoring of the technology. This requires both an agreed rapid response in times of crisis, and also a longer term monitoring to tailor the use of technology to the specific needs of each individual.
- 8.19 In "Building Telecare in England", the Minister for Health in issuing guidance on developing Telecare issues in July 2005, stated:
- "The number of people requiring community based health and social care support, and the levels and complexity of those needs, is expected to increase considerably over the next decade, as our health service delivers better outcomes. And people will have higher expectations and want a future where they have greater control over their own lives including being able to manage their own risks. They want independence, and after a life-time's work, they want and are entitled to, dignity for life. Telecare is vital to unlocking this future."*
- 8.20 The increased targeting of "at risk" older people also fits well with the work of the local **"Long Term Conditions"** collaborative, led by Newbury and Community PCT, which seeks to reduce the repeated admissions into acute hospitals of people living with long term medical conditions such as diabetes and chronic obstructive pulmonary disease.

We will continue to develop close links between social care staff and local GP surgeries, to assist in the identifying and supporting those people with long term medical conditions most “at risk” of hospital admission.

### **Increased Income**

- 8.21 We will build on the work of our successful team of Welfare Benefits advisors, as part of the Outreach Service project, to target “at risk” and hard to reach people, whom we believe may not be claiming their full entitlement. We have negotiated a joint working arrangement with local colleagues in the Department of Work and Pensions, which will allow specific individuals from our Welfare Benefits advisors to authorise for payment claims made by individuals we have worked with. This will reduce the time and cost of the processing of claims, and gives an added freedom to the local work. In addition, we will have a reciprocal arrangement to train advisors from DWP in the work we undertake with clients to assess the level of their financial contribution towards services.
- 8.22 We have also negotiated local input to our Outreach Service from the Thames Valley Energy Centre, who assist people to access grants to alleviate fuel poverty, and improve the fuel efficiency of their homes. Although levels of fuel poverty in West Berkshire are lower than in comparator authorities, it is still an issue for some of the “at risk” groups we will be targeting, particularly in older housing stock and rural areas. Having a link to expertise in this field will enhance the range of support the Outreach Service can offer.

### **Flexibility of Services**

- 8.23 As a local authority, West Berkshire Council is a major provider of day services for both adults with disabilities, and older people. We have been developing increased flexibility within these services to more appropriately meet the needs and aspirations of the users of the service. We will use this LAA to further this development, by enhancing both the volume and range of services available to users of our day services, and in particular, by developing evening and weekend services, as this will fill a known need which has previously not been met. We will continue to develop links with other agencies, in order to deliver day opportunities for people which reflect their individual needs, talents and potential. This will include opportunities to develop work skills, and learning skills, including in particular IT skills, where we will support IT training for older people, based on our day service facilities.

## **Part 2 – Community Health**

### **Activity for Health**

- 8.24 Aligning with the Outreach Service’s use of the CLIVE community information vehicle, and delivery of a range of services and information to specific communities, the delivery of “Activity for Health” projects is to be enhanced. This will build on four existing programmes, each targeted at specific “at risk” groups within the community. These are:

- *Steady Steps* – physical activity for people who are at increased risk of falling, which can be supported by further advice and information sessions on falls prevention.
  - *Exercise on Referral* scheme, which is open to GP's to refer identified "at risk" patients.
  - *Moving Forward* – a newly developed exercise on referral scheme specifically for people with mental health problems.
  - *Cardiac Rehabilitation* – a programme of activities specifically for people with known cardiac conditions.
- 8.25 By taking services out to individuals and communities, we are able to target areas with access problems, and we will present information and support on issues such as "fuel poverty", assisting people to maximise benefits and apply for grants, in partnership with local housing and energy agencies, who will take our referrals. Further expansion of the "Activity for Health" sessions will be possible through the recruitment and training of qualified volunteer course leaders.

### **Focused Community Health work in two deprived communities**

- 8.26 This outcome is to improve the health of the population in two areas of high health need through promoting healthy lifestyles, including improving diet, decreasing obesity, increasing physical activity and decreasing smoking levels. By focusing on two areas known to have high health needs, we will be reducing health inequalities across West Berkshire.
- 8.27 This outcome will be achieved by employing a Community Health Facilitator, working in 2 specific areas of West Berkshire that have been identified as having relatively high levels of deprivation (using IOMD scores and ranking), using funding identified through Choosing Health priorities. The two areas are Fords Farm, in Calcot, to the East of the area, and Greenham.
- 8.28 The cross cutting spending review on tackling health inequalities (DH & HM Treasury, 2002) called for better preventative healthcare services for disadvantaged communities to include stop smoking support and advice, services to help families in these communities to improve their children's nutrition and establish healthy eating patterns and more initiatives to increase levels of physical activity, also with a focus on children. This project will work to address these points.
- 8.29 The Community Health Facilitator will begin by working with the communities to assess community needs and assets and establish baselines of healthy eating, physical activity and smoking. They will then develop initiatives to tackle these behaviours together with local people.
- 8.30 Using examples of good practice from Local Exercise Action Pilots, and obesity pilots, the Community Health Facilitator will be able to set up and evaluate evidence based community approaches to tackling overweight and obesity through healthy eating and physical activity. Smoking cessation services will also be targeted into these two areas of high health need.

### **Healthy Eating (Schools)**

- 8.31 We will build on and extend the existing Schools Nutrition Action Group scheme, and support the employment of a larger team to promote school's participation in the scheme, maintaining their on-going commitment to healthy food in schools.
- 8.32 The SNAG scheme supports a variety of healthy eating initiatives including healthy tuck shops, healthy break-time policies, healthy lunch boxes, growing and cooking clubs, water in schools and breakfast clubs. The team also works with caterers to help improve the standard of school meals in line with the latest government standards, providing invaluable support and advice.
- 8.33 This bid links into the Children and Young People outcome on increased participation in physical activity and sport.
- 8.34 The percentage of children aged 2 to 10 who were overweight (including obese) rose from 17.7% in 1995 to 22.7% in 2003. The most significant rise in obesity prevalence was in children aged 8-10, rising from 11.2% in 1995 to 16.6% in 2003. The aim of this Outcome is therefore to improve the health of children and young people generally through improving their diet.
- 8.35 Children living in the lowest income households had higher rates of obesity than higher level income households. Also children in more deprived areas had higher levels of obesity than the more affluent areas. If a child has both parents either overweight or obese they are more likely to be overweight or obese themselves.

### **Reducing Second Hand Smoke**

- 8.36 Smoking is the single greatest cause of illness and premature death in England today. It accounts for one fifth of all deaths, one third of all cancer and one seventh of all cardiovascular disease. Over 80% of lung cancer is directly attributable to smoking. 26% of adults smoke, with greater prevalence in lower socio-economic groups. The aim of this Outcome is therefore to reduce the exposure of people to second hand smoke.
- 8.37 Second Hand Smoke (SHS) can affect both children and adults. It is estimated that up to 50% of children are exposed to SHS in the home (Hovell et al., 2000) and it is been causally linked with lower-respiratory tract infections such as bronchitis and pneumonia, increased risk of sudden infant death syndrome, asthma, respiratory symptoms, and acute and chronic middle-ear disease (Scientific Committee on Tobacco Health, 1998).
- 8.38 Overall, the Scientific Committee on Tobacco Health (1998) suggests that exposure to SHS increases the risk of lung cancer and ischaemic heart disease by up to 30%. Based on these figures, ASH (2003) estimated that about 600 lung cancer deaths and up to 12,000 deaths from heart disease in non-smokers in the UK may be attributed to SHS.
- 8.39 We will improve the health of the population through decreasing smoking prevalence, especially in manual groups and pregnant women. This will be achieved through a

multi-pronged approach including reducing the exposure of people to second hand smoke through enabling smoke free environments and increasing the provision of smoking cessation services to target groups.

- 8.40 West Berkshire Council and Newbury and Community PCT will work together to ensure that Council and PCT buildings and grounds will be completely smoke-free in line with government legislation. The Head of Health Improvement will liaise with appropriate HR and corporate individuals, setting up steering groups and developing smoke free policies and implementation plans.
- 8.41 All partners, including the business sector will support workplaces, restaurants and bars across West Berkshire in going smoke free, through providing resources, information, advice and access to smoking cessation services.
- 8.42 Work will continue with Smokefree Berkshire Alliance and Stop Smoking Service Co-ordinator to achieve an increase in smoke free workplaces and more targeted work with pregnant women and manual groups.
- 8.43 This proposal again links to the Outreach Services proposal, as information and awareness raising on second hand smoke, and smoking cessation services, will be part of the resources carried out to people via the Outreach programme.

### **Sexual Health**

- 8.44 We will improve the sexual health of young people, by maintaining a downward trend in conception rate amongst the under 18 age group, and supporting teenage parents into education, training and employment.
- 8.45 Under 18's conceptions will continue to be reduced through the provision of free EHC and the improved information and advice given to children and young people in schools through PSHE and SRE. In addition a network of drop-in type facilities will be more widely established across schools and community settings (including youth and community service, Connexions, Libraries and voluntary sector venues). A specific publication will be developed targeting young people, under the auspices of the West Berkshire LSP, giving information about available services and advice on lifestyle issues.
- 8.46 Extended schools will also be utilised to provide young people with information and advice on sexual health issues.
- 8.47 For every £1 invested in contraceptive services there is a saving of at least £11 on associated NHS costs. The most recent available data shows that there were 72 conceptions to under 18s in West Berkshire in 2003, a rate of 23.4 per 1000. This shows a significant reduction in conception rates for West Berkshire from the 1998 baseline figure which was 31.0 per 1000.
- 8.48 Looked after children, care leavers, young offenders, asylum seeking young people and young people excluded from school are vulnerable groups of young people most at risk of teenage pregnancy.

## **Mental Health and Well-being**

- 8.49 We will enhance our current training programme, and improve our partnership working with local businesses and private and voluntary sector agencies through offering a number of places on training courses focused on “stress in the workplace” and “work/life balance” issues, promoting the maintenance of good mental well-being.
- 8.50 The Mental Health Foundation published a booklet by Dr Penny Guy, called “Mental Health in the Workplace”, which includes the following introduction:

*“Mental ill-health or distress is a major cause of sickness absence from work, reduced productivity and staff turnover. Stress is the root cause of a lot mental ill-health, especially anxiety and depression.*

- *Work-related stress is estimated to be the biggest occupational health problem in the UK, after musculoskeletal disorders such as back problems.*
- *Nearly 3 in every 10 employees will have a mental health problem in any one-year – the great majority of which will be anxiety and depressive disorders.*
- *Mental health problems account for the loss of over 91 million working days each year.*
- *Half of all days lost through mental ill-health are due to anxiety and stress conditions.”*

- 8.51 This extensive programme of inter-related developments, bringing together partners across health and social care, focusing on enhancing support to at risk groups, together with promotion of wider universal services and themes of community health, forms a clear action plan to improve the health and well-being of the people of West Berkshire.
- 8.52 Through the Health and Well-being partnership within the structure of the Local Strategic Partnership we are in an excellent position to monitor and develop these outcomes over the life of the LAA and beyond.

## **9.0 INTRODUCTION TO THE AIMS OF THE SAFER AND STRONGER COMMUNITIES BLOCK**

- 9.1 The Outcomes in this Block need to be seen in the context of the national and local priorities to deliver safer and stronger communities. In the national context “Building Safer Communities together” published by the Home Office recognises that community safety is not just a matter for the Police Service but for all statutory, voluntary and private organisations as well as the community as a whole, through encouraging individual participation. It goes beyond crime and touches wider issues affecting the quality of life of individuals and communities that enhances a society with a sense of purpose and belonging.
- 9.2 The Outcomes in this Block provide an opportunity to work with partners to create a safe, strong and cohesive environment for everyone in West Berkshire. A place where residents feel protected by a visible and accessible Police Service and where the people of West Berkshire, can achieve economic prosperity and enjoy the highest possible quality of life in the best possible environment making West Berkshire a great place to live, work and visit.
- 9.3 In addition to the “Safer” outcomes, this Block also has two outcomes which focus on the rural nature of West Berkshire. Securing the future viability of local services such as pubs, post offices, schools and libraries are vital issues for local people. This may be influenced by, for example, town and country planning, development of the rural economy, retention of young people, affordable housing and by supporting community engagement and development. To support this work, arrangements were made for a “Rural Proofing” seminar to be held in West Berkshire in November 2005.
- 9.4 The North Wessex Downs Area of Outstanding Natural Beauty (AONB) covers 1730 square metres and is the largest in the South of England and the third largest nationally. A significant part of the AONB covers West Berkshire and some of the outcomes linked to this Block either derive directly from the AONB Action Plan or are in conformity with the Plan.
- 9.3 The Crime and Disorder and Drugs Audits 2001-04, including the consultations carried out on the audit findings have helped to identify the main issues in the local area, forming the framework for the deployment of resources and informing the development of the Community Safety Strategy 2005-8. National and regional priorities, where appropriate, which have an impact on the local community have also been integrated in with the identified local priorities to provide a robust set of actions.
- 9.4 The West Berkshire Safer Communities Partnership, which comprises the Crime & Disorder Reduction Partnership, the Drug & Alcohol Action Team and the Youth Offending Team, will have a key role to play in achieving the outcomes included within this block.

### **Vision**

- 9.5 The vision of the Safer Communities Partnership is to ensure that “community safety is not just the absence of crime and disorder, but a process by which communities can develop capacity to resist crime and disorder and thereby reduce their fear of it”. The



Block will also seek to promote vibrant rural communities with a sustainable rural economy, offering local employment to local people, in harmony with the environment, and with a well developed rural workforce with the skills and flexibility to manage the natural and cultural resources of the area.

9.6 The Outcomes to be included in the Local Area Agreement have been taken from the Community Safety Strategy 2005-08. Although there is no specific reference in this block to equality issues, this is a key priority for the Safer Communities Partnership and as such is included as a priority area within the Community Safety Strategy 2005-8. As a result it will be crosscutting theme throughout this block. The Outcomes in this Block are:

1. To reduce the harm caused by illegal drugs.
2. To reduce crime and to reassure the public by reducing the fear of crime and anti-social behaviour.
3. Reduce Domestic Violence
4. Reduce the harm caused to children and young people by alcohol and tobacco.
5. To reduce and sustain the reduction of fire related anti social behaviour in West Berkshire.
6. Strengthen and increase the capacity of service providers in the voluntary and community sector (VCS) to deliver services in West Berkshire.
7. To increase awareness throughout West Berkshire, but particularly amongst those living in rented accommodation, the elderly, lone parents and ethnic minorities, of Home Safety with specific reference to fire safety.
8. Reducing the proportion of journeys to school made by car.
9. Improve Respect in communities and reduce anti social behaviour and empower local communities to have a greater say in local decision making.
10. Protecting Natural Resources and Enhancing the Local Environment for the Enjoyment of Local Communities.

9.7 The outcomes within this Block have a direct impact on the "Respect" agenda, particularly in relation to the proposed initiatives set out below:

- (i) Expand the use of parenting Skills.
- (ii) Inclusion of Parenting in Youth Court pre-sentence reports for all offenders.
- (iii) Establishment of a national network of intensive family support schemes.
- (iv) Sanctions for households evicted for anti social behaviour who refuse help.
- (v) Development of Neighbourhood Policing.
- (vi) Introduction of Neighbourhood Charters.
- (vii) Promotion if Neighbour Warden Schemes.

- (viii) Introduction of a nationwide non emergency number for reporting anti social behaviour.

#### **To reduce the harm caused by illegal drugs**

- 9.8 This Outcome reflects the local and national drug targets set out within the Drug and Alcohol Action Team Treatment Plan 2005/06 and those that will be incorporated into Treatment Plans developed for 2006/07 and 2007/08.
- 9.9 The annual Treatment Plan is generated following consultation with local stakeholders and in partnership with local service providers and service user representatives.
- 9.10 Within West Berkshire there has been an increase in the numbers in treatment and improved retention figures over the last 2 years and the targets within this Outcome demonstrate a commitment to continue this improvement.
- 9.11 There are no targets proposed for 2008/09 as the current Drugs Strategy ends in March 2008.

#### **Links to other Outcomes and Blocks**

- 9.12 This Outcomes links to the Children and Young People's Block in respect of improving outcomes for vulnerable young people.

#### **To reduce crime and to reassure the public by reducing the fear of crime and anti-social behaviour**

- 9.13 The aim of this Outcome is to reduce crime generally whilst at the same time reducing the fear of crime. We have incorporated within our Local Area Agreement our contribution to the national crime reduction public service agreement target (PSA1). Our three year PSA1 crime reduction target has been set at 12.5% from a 2002/03 baseline and runs from 2005-8.
- 9.14 Our LAA target is based on a 2002/03 baseline and the stretch for 2008/9 is to be negotiated at the first LAA review. This target is measured on a "basket of ten comparator crimes" identified within the British Crime Survey. Our local priority targets for the Local Area Agreement have been developed through the Crime and Disorder Reduction Partnership and these include domestic violence, anti social behaviour, drugs and alcohol and home safety. They also address the needs of victims and vulnerable people.
- 9.15 As it has long been known that a large proportion of crime is committed by a small number of offenders, a Link Worker has been funded by the Safer Communities Partnership to work with the most prolific offenders in West Berkshire, as identified through the Local Priority Offender Scheme. The scheme aims to stop their offending behaviour by assisting them into drug rehabilitation, suitable accommodation, training and employment.

#### **Links to other Outcomes and Blocks**

- 9.16 This outcome will clearly have a significant impact on a number of the outcomes included within this Block but will also have an impact on the first two outcomes (Physical Activity and Vulnerable Young People) in the Children and Young People's Block, the Mental Health and Health of the Population in the Healthier Communities and Older People's Block and in relation to the outcomes entitled Disadvantaged People and Skills for Life within the Economic and Enterprise Block.

### **Reduce Domestic Violence**

- 9.17 The aim of this Outcome is to encourage the reporting of incidents of domestic violence and to supplement this with increasing the number of incidents that result in sanction detections and reducing the number of repeat incidents. Domestic violence was identified as a problem area within the Audit of Crime, Disorder and Drug Misuse 2001-2004. Domestic violence is regarded as a hidden crime and it is known that that it often takes approximately 35 incidents before a victim will report the offence to the Police.
- 9.18 A great deal of emphasis is currently being placed on improving sanction detections and within its most similar family, Thames Valley is above the upper bound with sanction detections for sexual offences with a rate of 34.28% for the period 1 December 2004 - 30 November 2005. Sanction detections are crimes for which someone is charged, summonsed, receives a caution or other formal sanction. Similarly, the Berkshire West BCU is also well above the upper bound for sanction detections for sexual offences, when compared to its most similar BCUs, with a rate of 37.35% for the same period. However there is always room for improvement, which is the reason that the target around improving the number of domestic violence incidents resulting in sanction detections has been included within this outcome.
- 9.19 This Outcome will focus on:
- ⊗ Organising training of champions in key agencies.
  - ⊗ Raising awareness of the issues and consequences around domestic violence.
  - ⊗ Co-ordinating the work that is on-going in West Berkshire in order to improve services for victims to provide them with the confidence to report incidents at an early stage.
  - ⊗ Monitoring and evaluating the various initiatives in place.
  - ⊗ Setting up a robust system for collecting data from the various partner agencies.
  - ⊗ Ensuring that West Berkshire Council meets the requirements set out in BVPI 225.
  - ⊗ The effective operation of the domestic violence multi agency Risk Assessment Model.

### **Links to other Outcomes and Blocks**

- 9.20 This target not only has links to outcomes within this Block but also has an impact with the Children & Young People's Block as the adverse affects of domestic violence on children are well known as is the fact that if a female partner is being abused, there is a strong likelihood that any children will also be suffering some form of abuse. This target would also have an impact on the Mental Health outcome within the Healthier Communities and Older People's Block.

## **Reduce the harm caused to young people by alcohol and tobacco**

- 9.21 The aim of this Outcome is to reduce the consumption of alcohol and tobacco of children and young people whilst increasing the information, advice and guidance about the harm caused by these products. In 2001 research conducted by the National Centre for Social Research showed that 49% of Year 10 pupils surveyed had consumed alcohol outside the home in the previous 7 days.
- 9.23 The health risks associated with early take up of alcohol and tobacco are well known as are the longer-term costs to the NHS and families. Equally well known and well documented are the social effects that derive from young people illegally accessing and consuming alcohol. In respect of alcohol these can manifest themselves into anti social behaviour and crime and create a climate of fear and feeling of decay in a community.
- 9.24 A further cause for concern is the level of risk faced to the well being of young women as a result of intoxication through alcohol. The 'Rachel Campaign' has been successfully run in the Gloucester area to raise awareness among you women of the risks they can face. It is proposed to run this campaign in West Berkshire Public Houses as a part of the responsible retailer scheme.
- 9.25 This Outcome will focus on:
- ⊗ Developing and operating a responsible alcohol retailer scheme.
  - ⊗ Organising test purchasing and spot checks.
  - ⊗ Compiling reports on progress.
  - ⊗ Organising and analysing the Health related Behaviour Questionnaire.

### **Links with other Outcomes and Blocks**

- 9.26 This outcome will not only have implications for a number of the outcomes in this Block but will also impact on the three outcomes within the Children and Young People's Block and on outcomes relating to Mental Health, Healthy Schools and Sexual Health included within the Healthier Communities and Older People's Block.

### **To reduce and sustain the reduction of fire related anti-social behaviour in West Berkshire**

- 9.27 The aim of this Outcome is to reduce the level of anti social behaviour which includes hoax calls to the Fire Service. Anti social behaviour was identified as an issue of concern to residents in West Berkshire in the Audit of Crime, Disorder and Drug Misuse 2001-2004 and more importantly during consultation with residents on the audit findings. This issue was also identified within the Annual Satisfaction Survey 2004. The Council also established an Anti Social Behaviour Scrutiny Task Group which conducted a six month review of this topic and made various informed recommendations which were subsequently incorporated into the Anti Social Behaviour Strategy 2005-2008.

- 9.28 As part of this outcome the Royal Berkshire Fire and Rescue Service has indicated that one of their priorities is reducing the number of hoax calls to them. This outcome has therefore been widened to take account of this requirement and will focus on reducing the number of hoax calls to the Fire Service by educational programmes targeted at children and young people.
- 9.29 The work of the Fire Service in the community has strong links with the Neighbourhood Warden Schemes currently in operation in West Berkshire and we will therefore be looking to increase the capacity of this scheme to help meet this target and the targets set out within the Community Safety Strategy. A number of Parish Councils have expressed an interest in providing match funding to enable further Neighbourhood Warden Schemes to be introduced across the District. There are also links with the mediation scheme and therefore we will also be improving the effectiveness of using mediation to resolve neighbour disputes associated with anti social behaviour.

#### **Links with other Outcomes and Blocks**

- 9.30 This outcome not only links with other outcomes included within this Block but will also have an impact on all three outcomes included within the Children and Young People's Block.

#### **Strengthen and increase the capacity of service providers in the voluntary and community sector (VCS) to deliver services in West Berkshire**

- 9.31 This outcome is one of the two mandatory outcomes within the Local Area Agreement required by the Government. The Partnership very much sees this outcome as one of a number of important "cross cutting" outcomes and reflects the constituent partners desire and commitment to see the Voluntary and Community Sector grow and develop in a sustainable way so as to be better positioned to deliver services locally.
- 9.32 This outcome clearly links to West Berkshire's Compact entitled "A two way street" and the Change up Consortium Infrastructure Development Plan.

#### **Links with other Outcomes and Blocks**

- 9.33 This outcome will have a significant impact on all outcomes included within all five Blocks. This is reflected by the fact that the Voluntary and Community Sector were part of the Working Groups which formulated the draft outcomes in the three main Blocks.

#### **To increase awareness throughout West Berkshire, but particularly amongst those living in rented accommodation, the elderly, lone parents and ethnic minorities, of Home Safety with specific reference to fire safety**

- 9.34 The aim of this Outcome is to continue the good work undertaken on this initiative as part of the West Berkshire's first Local Public Service Agreement. The Berkshire Fire and Rescue Service has confirmed that although good progress has been made home safety is still a key priority for them. The "service" is available free of charge to the elderly, lone parents and Black and Ethnic Minorities groups.

### **Links with other Outcomes and Blocks**

- 9.35 This outcome will have links with a number of the outcomes included within the Healthier Communities and Older People's Block.

### **Reducing the proportion of journeys to school made by car**

- 9.36 The aim of this Outcome is to reduce the number of journeys made to school by car. Although this Outcome focuses mainly in the areas around urban schools a component part does seek to encourage greater take of Travel Plans by those schools located in the rural areas of the District.
- 9.37 In seeking to reduce the number of car movements in these urban areas and particularly in the vicinity of schools, it is planned to reduce the number of collisions and casualties especially where children are involved. In addition this Outcome will also support the management of traffic growth in our urban areas, which, in turn, supports environmental and economic well-being objectives.

### **Links with other Outcomes and Blocks**

- 9.38 This outcome will clearly have links to those included within the Children and Young People's Block and outcomes relating to Mental Health, Health of the Population and Healthy Schools within the Healthier Communities and Older People's Block.

### **Improve Respect in communities and reduce anti social behaviour and empower local communities to have a greater say in local decision making**

- 9.39 This outcome focuses on two aspects of the "Respect" agenda, namely the perception of anti social behaviour and on noise and on one aspect of the emerging "Neighbourhood" agenda, namely Parish Planning.
- 9.40 As part of delivering this Outcome the Partnership will use the numerous consultations undertaken across the partnership to inform decision making and have a positive impact of service delivery. The Partnership will also encourage greater numbers of volunteers and will use the BCS and a local survey to gauge the community's perception of fear of crime and the impact of drugs in the community.
- 9.41 The third indicator within this outcome seeks to encourage further Parish Councils and local community groups to establish local community plans in order to provide a long term "vision" for there area. This Outcome also seeks to encourage Parish Councils and local people to actively take part in Police Neighbourhood Action Groups as a way of resolving local issues.
- 9.42 The Countryside Agency and Government Office for the South East regard West Berkshire as a national model of good practice in Parish Planning and the partnership wish to sustain the momentum it has by including an outcome within the Local Area Agreement. West Berkshire Council is also planning to build on their good reputation for Parish Planning and was shortlisted for Beacon Status. An integral part of this target is engaging communities to take part in Neighbourhood Action Groups.

- 9.43 The Partnership believe that encouraging communities to develop a vision for their locality and then for individuals to play a day to day role in ensuring that issues which need to be addressed which might otherwise have a detrimental effect or impact on that vision are complementary and vital roles.
- 9.44 The Partnership has funded a Parish Plan Grant Scheme which allows Parish Councils to bid for funds to enable them to develop a Parish Plan. Furthermore, the Council and Vodafone also jointly fund a Parish Planning Officer post whose responsibility it is to provide advice and guidance to those communities wishing to develop a Parish Plan. The Council also support the Parish Plan process by a Capital budget of £50,000 which enables Parish Councils to implement some of the actions identified in their Plans. In order to ensure that the Parish Plan process is supported by all relevant partners, the LSP Programme Group will be responsible for ensuring that actions derived from Parish Plans are implemented once they have been adopted by partners.
- 9.45 This outcome also accords with Action Plan Number A52 of the AONB.

#### **Links with Other Blocks**

This outcome will have an impact on the whole of the Children and Young People's Block, on the Mental Health outcome within the Healthier Communities and Older People's Block and on the Skills outcome included within the Economic and Enterprise Block.

#### **Protecting natural resources and enhancing the local environment for the enjoyment of local communities**

- 9.46 In West Berkshire 80% of the population live in urban areas. The aim of this Outcome is therefore to encourage greater use and enjoyment of the Countryside. Stress and mental ill-health are on the increase and the associated public health costs are growing. There is also growing concern about the lack of physical activity amongst young people.
- 9.47 Evidence indicates that nature can make positive contributions to the health of residents, help people recover from pre-existing stresses or problems, have an "immunising" effect by protecting residents from future stresses and helps people think and concentrate better.
- 9.48 This Outcome clearly has synergies with other Outcomes included within the Children and Young People, Healthier Communities and Older People and Safer and Stronger Communities Blocks.
- 9.49 This outcome directly accords with Action Plan numbers A42, A44 and A45 of the AONB.

#### **Links with other Outcomes and Blocks**

- 9.50 This outcome will have an impact on the three outcomes listed within the Children and Young People's Block but will also impact on the Health of the Population, and

Healthy Schools outcomes included within the Healthier Communities and Older People's Block.



## 10. INTRODUCTION TO THE AIMS OF THE ECONOMIC AND ENTERPRISE BLOCK

- 10.1 In the pilot process, this Block was linked to Neighbourhood Renewal Funding, Local Enterprise Growth Initiative Funding and Urban Regeneration Funding streams and was very much focused on those areas which were deemed to have significant areas of deprivation which, in turn impacted, on health, children and young people and safer and stronger communities.
- 10.2 However, in the context of West Berkshire the key drivers of the Government's policy on economic growth and productivity, namely employment, enterprise, skills, innovation, investment and competition are still relevant despite the District having few areas of deprivation.
- 10.3 The Partnership believes that the Private Sector, which is well represented on the West Berkshire Partnership Board, is uniquely placed to play crucial role in helping to meet a number of the outcomes included in the Local Area Agreement.
- 10.4 West Berkshire shares in the overall affluence of the South East. In 2002 the South East had an economy of £140 billion, making it the most successful regional economy of the fourth largest national economy in the world. West Berkshire is part of the Thames Valley, recognised as the most dynamic and competitive sub regional economy in the UK outside of Central London due to its clustering of world class knowledge based companies.
- 10.5 The Thames Valley sub region accounts for 15% of the UK computer services employment. Over the next 10 years, according to the Thames Valley Economic Partnership, this area will grow at a faster rate than the South East in the UK as a whole, and is expected to generate 105,000 new jobs between 2000 and 2015.
- 10.6 The outcomes included in this Block are as follows:
1. Disadvantaged People - Employment Opportunities
  2. [Increase skills levels of the local population with clear reference to business need.](#)
  4. Increase the level of Corporate Social Responsibility across the District.
  5. Professional development of senior teachers.
  6. To support economic growth and sustainability of enterprise, particularly in the SME Sector.

### 10.7 Vision

Our vision in relation to this Block is to sustain the economic vitality of West Berkshire by ensuring that appropriate advice and guidance is available to current and new businesses, that skills for life and employability skills required by local businesses are addressed by working with providers of work based training and that Corporate Social Responsibility generated by the private sector across the District is matched to local needs, particularly having regard to the rural areas.

### **Disadvantaged People – Employment Opportunities**

- 10.8 Throughout the past decade the area has been in full employment, at times with more job vacancies than people unemployed locally. As a consequence, the Partnership believes that the LAA provides an opportunity to support disadvantaged people in the area to get into meaningful employment and less reliant on benefits.

#### **Increase the number of skills levels of the local population with clear reference to business need**

- 10.9 In terms of sustaining the local economy, various SWOT analysis over the years together with the recent study undertaken by the Berkshire Learning and Skills Council have indicated that the area has high numbers of people in employment with skills deficiencies and qualifications that are significantly lower than our regional competitors in Europe. Our vision is to work with employers and partners to redress this strategic weakness in our economy, with particular emphasis on training to reduce business failures and investment by employers in career as well as job training.

#### **Increase the level of Corporate Social Responsibility across the District**

- 10.10 The Partnership is aware that Companies in West Berkshire engage significantly in corporate responsibility and particularly within their local communities. However, by introducing this Outcome within the LAA, it is proposed to undertake a mapping exercise to quantify the extent of CSR practised, to introduce a formal Register in order to capture this in one place and to share good practice and reduce inefficient duplication of effort.
- 10.11 It is also proposed to identify the needs of the voluntary and community sector in relation to CSR to ensure that this is developed in the future to match local needs particularly in relation to the rural areas.

#### **Professional Development of Senior Teachers**

- 10.12 The aim of this Outcome is to bridge the gap between employer needs from young people entering the work place and the perceptions of people entering the workplace for the first time by developing a mentoring programme, particular for those delivering vocational courses, which enables the person delivering education or training to spend a meaningful period in the workplace.

#### **To support economic growth and sustainability of enterprise, particularly in the SME Sector**

- 10.13 The aim of this Outcome will be to explore more effective working practices with partner agencies to support sustainable economic growth and entrepreneurialship, and to reduce business failures, particularly in the SME sector.

**Local Area Agreement  
Appendix A**

**List of Proposed Freedoms and Flexibilities**

No	Area	Freedom/Flexibility Requested	LAA Outcome No
1.	Children's Fund	To reduce bureaucracy around the Children's Fund in relation to the need to produce mid year reviews and quarterly and end of year budget statements with the flexibility to move funds/allocations between years.	LAA 1,2 and 3
2.	NEET Training Courses	To remove the number restriction on NEET persons attending formalised training with funding following students commissioned by the Local Authority.	LAA 2
3.	Children's and Youth Services Funding Streams	Greater flexibility in the deployment and use of LSC funding for Flexibility at Key Stage 4 and the funding of programmes post 16 for students from vulnerable groups.	LAA 1, 2 and 3
4.	DWP Accredited Office	<p data-bbox="624 1223 1110 1447"><b><i>LAA6 Agreement to West Berkshire Council's Welfare Benefits section being given "Alternative Office" status for the processing of benefit claims on behalf of the Department of Work and Pensions.</i></b></p> <p data-bbox="624 1480 1110 2027">As part of our proposal to develop an Outreach service, targeting those at risk in the community, either through social exclusion, deprivation or due to age or disability, we are offering individual casework support for people to maximise their benefit entitlement. We have a team of trained Welfare Benefits advisors, who currently work exclusively with those individuals who have been deemed eligible for social care services following a community care assessment. We will extend this, by offering this service to individuals, particularly older people, who contact our outreach service.</p>	LAA 7

		<p>In order to process these claims effectively, it would be a great advantage to be recognised as an “alternative office” by the Department of Work and Pensions. This status would allow our Welfare Benefits officers to receive and verify social security claims made by older people, on behalf of DWP.</p> <p>This status can be granted either to offices of local voluntary agencies, or to local authorities, but in the case of local authorities, it is normally done so in the context of a wider agreement to create Joint teams with DWP. We are not yet in a position to agree to merge into a joint team, but want to progress this specific element.</p> <p>Further details on “Alternative Office” status appear on the DWP website at: <a href="http://www.dwp.gov.uk/publications/dwp/2004/inkage/alt_offices/alternative.asp">http://www.dwp.gov.uk/publications/dwp/2004/inkage/alt_offices/alternative.asp</a></p> <p>We believe that it would be more cost effective for our Welfare Benefits officers to have this authority to verify claims, rather than have to send the claims on to DWP for verification, and that this will allow us to assist more individuals within the resources we have available.</p> <p><b>Request Approved.</b></p>	
5.	PAF Indicator E 41	<p><b><i>LAA4 Request to be able to count those individuals financially supported following self-assessment as part of the PAF indicators of “people helped to live at home”.</i></b></p> <p>We are proposing to create a fund to purchase services for the self-assessed needs of individuals who do not necessarily undertake a full community care assessment. This will enable the delivery of low-level preventative services outside the framework of eligibility for statutory provision.</p> <p>Unfortunately, this is also outside the scope of what can legitimately be counted</p>	LAA 8

		<p>towards the PAF performance indicators – specifically C29, C30, C31 and C32, which count the number of people “helped to live at home” – but only those who receive services following a community care assessment.</p> <p>We believe that the current PAF guidance is a dis-incentive to offering services through a self-assessment route, and therefore request the flexibility to be able to add the people given services through this proposal to the numbers we can legitimately count in the PAF PI’s as “helped to live at home”.</p> <p>The PAF indicator C32 – measuring the number of older people financially supported by the local authority to live in their own home is clearly a key indicator of the success of our strategy to extend this provision. We need to ensure that this indicator captures the targeted work on preventative services, which, in responding to needs identified by individuals themselves, has the flexibility to help beyond the strict eligibility criteria focusing on crisis work.</p> <p>Failure to have this flexibility within the current PAF indicators would mean that the only measures of our success would have to be locally created specific targets for the numbers of people coming through this scheme.</p> <p><b>Request Refused</b></p>	
6.	Flexibility in use of DfES/DfT funding.	<p>For schools to be able to use their grants from DfES / DfT (through the national travel to school initiative) on capital or revenue spend.</p> <p><b>Request Refused.</b></p>	LAA23
7.	Flexibility in the use of the funding associated with National Employer Training Programme.	<p>For Newbury College to be able to use a % of the National Employer Training Programme Funding to provide training to those economically active persons not in employment and in need of basic skills</p>	LAA27

		<p>training.</p> <p>LSC has confirmed that they support the principle behind this outcome but that funding is currently restricted to those in employment. The essence of this outcome is that although West Berkshire has very low unemployment levels those not employed do need greater assistance and more flexible use of this funding would help in meeting a local need. The only “blockage” is the rules relating to use of funding.</p> <p><b>Request Refused</b></p>	

**LOCAL AREA AGREEMENT  
PROPOSED OUTCOMES  
APPENDIX B**

No.	Block	Proposed Outcome	LPSA & Funding Requests
LAA1	CYP	<p><b>Participation and Engagement</b>  <i>Young People, especially those who are identified as likely to achieve low, or no academic qualifications, are able to demonstrate their abilities and employability through increased participation and engagement in a range of cultural activities.</i></p> <ul style="list-style-type: none"> <li>- Anti social behaviour by young people is reduced as a result of greater participation in diversionary activity programmes.</li> <li>- The physical and mental health of young people is improved by increased participation in sporting, artistic and creative activity.</li> <li>- Vulnerable young people are supported in accessing universal leisure opportunities.</li> <li>- Specific programmes are delivered for hard to reach groups who are unable to access universal opportunities.</li> <li>- The number of young people gaining accredited achievement outcomes post 14 is increased.</li> <li>- The numbers of young people at risk of low academic achievement who are engaged in programmes leading to positive achievement post 14 is increased.</li> <li>- The number of young people not in education, employment or training (NEET) post 16 is reduced.</li> <li>- Young people themselves are encouraged to undertake training as organisers, instructors and coaches and to work as volunteers within their own community.</li> <li>- Voluntary and community organisations are supported to expand their capacity to offer positive activity programmes for young people.</li> </ul>	<p>Yes. £220,000 for the CYP Block (Includes £22,500 in relation to the cost of the Community Development Officer for CCB).</p>

LAA 2 (LPSA1)	CYP	<b>Improved Outcomes for Vulnerable Children</b> Supporting Outcomes 1) To reduce the number of young people Not in Education, Employment or Training (NEET) at the age of 16 3) Reduction in the number of days schooling, per annum, lost through exclusion, with a focus on vulnerable groups, e.g. CIPC and those with SEN ( The three outcomes set out above together form LPSA Target 2) 54 To improve outcomes for children with SEN 5) To increase the number of children, parents and families engaged in “Tier 1 / 2” support services	Yes as above
LAA 3 (LPSA 2)	CYP	Improved attainment of boys in literacy and girls in numeracy by the ages of 7 and 11.	Yes as above
LAA 4 (LPSA 3)	CYP	To increase the proportion of West Berkshire's resident young people population achieving level 2 by age 19.	Yes as above
LAA 5 (LPSA 4)	HCOP	Increased Access to Services – Improving health and wellbeing of the community by making services accessible to a greater number of people.	Yes £90,000
LAA 6 (LPSA 5)	HCOP	Increased Income – Improving health and wellbeing of the community by increasing the income of targeted “at risk” individuals.	£30,000
LAA 7	HCOP	Outreach Services - To increase the quality of life and wellbeing of older people, disabled people and their carers and ensure the Council promotes diversity and equality through reaching marginalised individuals.	N/A
LAA 8	HCOP	Increasing older people to live at home.	N/A
LAA 9	HCOP	Long Term Conditions – To work in partnership with colleagues in health and other agencies to improve independence amongst older people with a disability.	N/A
LAA 10 (LPSA 6)	HCOP	To improve the health of two specific communities identified as high in deprivation, in order to reduce health inequalities in the area.	Yes £146,000



LAA 11	HCOP	To improve the health of children and young people through improving diet (Healthy Schools)	N/A
LAA 12	HCOP	To increase the amount of choice available to older people and disabled adults who are in contact with Community Care through offering an increased flexibility and range of services.	N/A
LAA 13	HCOP	To improve the health of the population through reducing smoking prevalence especially in manual groups and pregnant women.	N/A
LAA 14	HCOP	To improve the sexual health of young people by maintaining a downward trend in conception rate amongst the under 18 age group, and supporting teenage parents into education, training and employment.	N/A
LAA 15	HCOP	To support the promotion of Mental Health and Well being in the workplace, through offering related Training and Development opportunities to staff from local business and private sector employers, as part of a Training Programme run by West Berkshire Council.	N/A
LAA 16	SSC	To reduce the harm caused by illegal drugs.	N/A
LAA 17	SSC	To reduce crime, the reassure the public, reducing the fear of crime and anti social behaviour.	N/A
LAA 18 <b>(LPSA7)</b>	SSC	Reduce Domestic Violence	Yes £83,000 Total Funding required being split with Wokingham.
LAA 19 <b>(LPSA 8)</b>	SSC	Reduce the harm caused to young people by alcohol and tobacco	Yes £75,000
LAA 20 <b>(LPSA 9)</b>	SSC	To reduce and sustain the reduction of fire related anti social behaviour in West Berkshire	Yes £30,000 PT

			(Fire Service) £50,000 Sovereign £15,000 Mediation Services Total = £95,000
LAA 21	SSC	Strengthen and increase the capacity of service providers in the voluntary and community sector (VCS) to deliver services in West Berkshire.	N/A
LAA 22	SSC	To increase awareness throughout West Berkshire, but particularly amongst those living in rented accommodation, the elderly, lone parents and ethnic minorities, of Home Safety with specific reference to fire safety.	N/A
LAA 23	SSC	Reducing the proportion of journeys to school made by car.	N/A
LAA 24 (LPSA 10)	SSC	Improve Respect in communities and reduce anti social behaviour and empower local communities to have a greater say in local decision making.	£95,000
LAA 25 (LPSA 11)	ENWB	Protecting Natural Resources and Enhancing the Local Environment for the enjoyment of Local Communities.	Yes £88,000
LAA 26	ECWB	Disadvantaged People – Employment Opportunities.	N/A
LAA 27 (LPSA12)	ECWB	Increase the skills levels of the local population with clear reference to business need.	£70,000
LAA 28	ECWB	To increase the level of Corporate Social Responsibility across the District.	N/A
LAA 29	ECWB	Professional development of “Senior Teachers”.	N/A £3,000
LAA 30	ECWB	To support economic growth and sustainability of enterprise, particularly in the SME sector.	N/A

**LOCAL AREA AGREEMENT  
LOCAL PUBLIC SERVICE AGREEMENT OUTCOMES  
APPENDIX C**

<b>LAA NUMBER</b>	<b>LAA OUTCOME</b>	<b>Pump Priming Funding</b>
LAA 1 (LPSA 1)	Improved Outcomes for Vulnerable Young People <ul style="list-style-type: none"> <li>- To reduce the number of young people Not in Education], Employment or Training at the age of 16 (NEET) (LPSA).</li> <li>- A reduction in the number of days schooling lost through exclusion, with a focus on vulnerable groups eg CIPC and those with SEN (LPSA).</li> </ul>	£220,000 for the whole of the CYP Block
LAA 3 (LPSA 2)	Improved attainment of boys in literacy and girls in numeracy by the ages of 7 and 11.	As above
LAA 4 (LPSA 3)	To increase the proportion of West Berkshire's resident young people population achieving level 2 by age 19.	As above
LAA 5 (LPSA4)	Increased Access to Services – Improving the health and wellbeing of the community by making services accessible to a greater number of people.	£90,000
LAA 6 (LPSA5)	Increased Income – Improving the health and wellbeing of the community by increasing the income of targeted “at risk” individuals.	£146,000
LAA 9 (LPSA 6)	To improve the health of two specific communities identified as high in deprivation, in order to reduce health inequalities in the area.	£30,000
LAA 17 (LPSA7)	Reduce Domestic Violence.	£83,000
LAA 18 (LPSA8)	Reduce the harm caused to young people by alcohol and tobacco`	£75,000
LAA 19 (LPSA9)	To reduce and sustain the reduction of fire related anti-social behaviour in West Berkshire.	£30,000 PT (Fire Service)

LAA 23 (LPSA 10)	Improve Respect in communities and reduce anti social behaviour and empower local communities to have a greater say in local decision making	£50,000 Sovereign £15,000 Mediation Services Total = £95,000
LAA 24 (LPSA11)	Protecting Natural Resources and Enhancing the Local Environment for the enjoyment of Local Communities	£88,000
LAA 26 (LPSA12)	To increase the skills levels of the local population with clear reference to business need.	£70,000

## **BLOCK: Children and Young People**

### **LAA 1 - Strategic Outcome**

**Young people, especially those who are identified as likely to achieve low, or no, academic qualifications, are able to demonstrate their abilities and employability through increased participation and engagement in a range of cultural activities.**

### **Supporting Outcomes:**

#### **Children & Young People : Stay Safe**

- 1) Anti-social behaviour by young people is reduced as a result of greater participation in diversionary activity programmes

#### **Children & Young People : Be Healthy**

- 2) The physical and mental health of young people is improved by increased participation in sporting, artistic and creative activity.

#### **Children & Young People : Enjoy and Achieve**

- 3) Vulnerable young people are supported in accessing universal leisure opportunities.
- 4) Specific programmes are delivered for hard to reach groups who are unable to access universal opportunities.

#### **Children & Young People : Achieve Economic Well Being [CYP LPSA 1]**

- 5) The number of young people gaining accredited achievement outcomes post 14 is increased
- 6) The numbers of young people at risk of low academic achievement who are engaged in programmes leading to positive achievement post 14 is increased.
- 7) The number of young people not in education, employment or training (NEET) post 16 is reduced.

#### **Children & Young People : Make a Positive Contribution**

- 8) Young people themselves are encouraged to undertake training as organisers, instructors, and coaches and to work as volunteers within their own community.

#### **Cross Cutting : Increased Community Capacity / Empowerment / Enrichment**

- 9) Voluntary and community organisations are supported to expand their capacity to offer positive activity programmes for young people.

**Indicators supporting Outcome:**

**CYP : Safe**

1. The number of reported incidents of youth nuisance.

**CYP : Healthy**

2. The percentage of 5 – 16 year olds participating in a minimum of 2 hours per week of high quality PE and School Sports.

**CYP : Enjoy and Achieve**

3. Take up of cultural and sporting opportunities among over 16 year olds.

**CYP : Achieve Economic Well Being**

4. Increase numbers of young people gaining accredited outcomes.
5. Reduce the numbers of young people in the NEET group post 16

**CYP : Make a Positive Contribution**

6. Number of young people volunteering in culture and sport.

**Cross Cutting : Increased Community Capacity / Empowerment / Enrichment**

7. Increase in the number of voluntary and community groups that make specific provision for participation by children and young people.

Target	2003/04 Baseline	2006/07	2007/08	2008/09
1. Decrease the number of reported incidents (ie: formal complaints made to the police) of youth nuisance.	T.B.E.			
2. Increase the percentage of 5 – 16 year olds participating in a minimum of 2 hours per week of high quality PE and School Sports.	62%	70%	78%	85%
3. Take up of cultural and sporting opportunities among over 16 year olds.	T.B.E.			
4. Increase the number of vulnerable young people who access universal leisure opportunities.	T.B.E.			

Target	2003/04 Baseline	Without LPSA	With LPSA	Improvement in Performance
<b>CYP LPSA 1.</b>				
5. Increase numbers of young people gaining accredited outcomes.				
a) numbers achieving recorded outcomes through Youth Service activities.	450	500	600	100
b) numbers taking up music tuition and completing a course	1929	2000	2200	400
c) percentage of 14-16 year olds completing a programme of Work related Learning	TBA	TBA	TBA	TBA
d) numbers achieving a DoE Award or equivalent	150	165	200	35
e) numbers achieving a BYMT music award or scholarship	67	75	90	15
f) Increase in the numbers of children and young people aged 14-16 years old achieving a vocational unit at entry level and above.	TBA	TBA	TBA	TBA
g) increase in numbers of young people achieving recognised accredited certificates for skills based activities eg Sports Leader Awards, First Aid Certificates, Food Hygiene,	240	280	360	80
h) Number of post 14 vulnerable young people achieving at least 1 accredited outcome by age 16	TBA	TBA	TBA	TBA
6. Reduce the numbers of young people in the NEET group post 16 for more than 3 months.	124	114	104	94

Target	2003/04 Baseline	2006/07	2007/08	2008/09
7. Increase the number of young people undertaking training to act as volunteers in the organisation of leisure time activities within their own communities.	MV data for 2004			
8. Increase the number of voluntary and community organisations (i.e. sports clubs, music societies, drama groups etc) who make specific provision for participation by young people.	T.B.E.			

<p><b>Responsibility for target:</b> West Berkshire Children &amp; Young People Strategic Partnership</p> <p><b>Key Officer Contacts:</b> David Appleton and Andy Tubbs</p> <p><b>Organisations involved in delivering outcomes:</b></p>	
<p>West Berkshire Council  Connexions Berkshire  Berkshire Sports Partnership  West Berkshire Youth Offending Team  Town and Parish Councils  Voluntary and Community Organisations  Non Departmental Public Bodies (ACE, Sport England, SEMLAC etc)  Berkshire Association of Clubs for Young People</p>	<p>West Berkshire Millennium Volunteers  West Berkshire Schools,  Newbury &amp; Reading Colleges of FE;  WB Youth Service;  WB Education Business Partnership;  Berkshire Young Musicians Trust;  Youth Sport Trust</p>



**Links to key Plans and Policies:**

**National Strategies and Plans.**

GAME PLAN - a strategy for delivering Government's Sport & Physical Activity Objectives. DCMS

UNDERSTANDING THE FUTURE – Consultation paper on the role of museums in the 21 Century

CREATIVE SPARKS – Government plan to ensure that every young person gets the chance to take part in arts and culture. DCMS

YOUTH MATTERS – Green Paper consulting on a new strategy for providing opportunities, challenge and support to young people. DfES

CHOOSING HEALTH - White paper on public health. DoH

LIVING LIFE TO THE FULL – DCMS five year plan.

**Local Strategies and Plans.**

WB Council Corporate Plan

WB CYP Service Plan and Team Plans,

Connexions Service Plan;

LLSC Strategic Plan

MAKING IT HAPPEN FOR CHILDREN & YOUNG PEOPLE – The strategic plan for the Children and Young People's Partnership.

**Evidence for Outcome:**

Many young people in West Berkshire achieve good academic outcomes. The Children & Young People Strategic Partnership recognises the vital importance of academic achievement and has agreed a number of priorities and targets for raising achievement further. These are detailed in the Single Plan for Children & Young People. The partnership also recognises the importance of recognising that the wider non-academic achievement of young people and the essential role that this plays in ensuring that they are engaged in pathways post 16 that lead to employability and future economic well being. The Partnership wishes, through the LAA, to ensure that wider achievement is recognised and, where appropriate, improved for all young people.

There are significant groups of young people who are at risk of underachievement and reduced life chances as a result. These vulnerable groups include Children in Public Care, students with Special Educational Needs, Travellers, young people who may be isolated in a rural community, and those excluded or otherwise disengaged from schools post 14. There is a need to ensure that as many young people as possible in these categories are engaged in programmes that enable them to achieve success and improve their sense of self-worth as well as prospects for future employment. A significant number of young people do not progress directly into further education, employment or training post 16. The strategic partnership has identified the need to reduce the numbers of students in this group, especially those who are NEET for more than 3 months.

There are already a number of initiatives that encourage schools to make provision for their pupils to participate in a range of physical activities, sports and arts programmes. A number of schools have achieved Arts Mark, Sports mark and Active Mark accreditation. Park House Sports College host a School Sport Co-ordinator project that covers 5 secondary and 24 primary schools. This will expand to cover all of the schools in West Berkshire in September 2006.

Despite the achievements of these projects, the link into community based recreational activity is not uniformly well established. The expansion of the SSCO programme has the potential to increase demand for access into out of school opportunities as does the promotional activity that will lead up to the 2012 Olympics. By focussing on increasing the capacity of the voluntary and community sector to meet this increased demand, this outcome will become self sustaining in the long term.

Experience from "The Buzz" pilot project in the Calcot area of West Berkshire has shown that the supporting outcomes are achievable and has highlighted the importance of involving young people themselves, and established community organisations, in the design and delivery of programmes.

<b>BLOCK: Children and Young People</b>
<b>Overarching Outcome 2 : Improved Outcomes for Vulnerable Young People</b>
<p><b>Supporting Outcomes</b></p> <p>1) To reduce the number of young people Not in Education, Employment or Training (NEET) at the age of 16  2) Reduction in the number of days schooling, per annum, lost through exclusion, with a focus on vulnerable groups, e.g. CIPC and those with SEN  <b>( These two outcomes together to be LPSA Target 2)</b></p> <p>3) Reduction year on year, in the number of West Berkshire young people aged 10-17 inclusive, offending  4) To improve outcomes for children with SEN  5) To increase the number of children, parents and families engaged in “Tier 1 / 2” support services</p> <p><b>Indicators supporting Outcomes:</b></p> <p>1) To reduce the number of young people in NEET group at the age 16-19.</p> <ul style="list-style-type: none"> <li>i. Increase the number of 16-19 year-olds in Education, Employment, Training (BVPI 161)</li> <li>ii. Increase the number of those Leaving Care who are engaged in Education, Employment, Training (PAF A4)</li> <li>iii. Increase the % young people with SEN / disabilities engaged in appropriate further education, training, employment at 19 (sub-set of BVPI 161)</li> </ul> <p>2) Reduction in the number of days schooling, per annum, lost through exclusion, with a focus on vulnerable groups</p> <ul style="list-style-type: none"> <li>i. Number of children receiving more than one fixed term exclusion of more than 3 days for a) CIPC, b) SEN and c) all others</li> <li>ii. Number of permanent exclusions for a) CIPC, b) SEN and c) all others</li> </ul> <p>3) Reduction year on year of young people in West Berk 10-17 who are offending</p> <ul style="list-style-type: none"> <li>i. Reduction in no. of YOT community disposals ordered by the court, as a % of all Youth Justice disposals (includes: Action Plan Orders, Supervision Orders, Community Rehabilitation Orders, Community Punishment Orders).</li> </ul> <p>4) To improve outcomes for children with SEN</p> <ul style="list-style-type: none"> <li>i. Increase the % of children and young people with disabilities and complex health needs who have an identified key worker</li> <li>ii. Increase the % young people with SEN / disabilities with appropriate transition plans in place at 15</li> </ul> <p>5) To increase the number of children, parents and families engaged in support services at “tier 1 / 2”:  group work; parenting support groups; Community Conferences;</p> <ul style="list-style-type: none"> <li>i. Increase number of children / young people engaged in group work provided by the Strategic Partnership / Trust (Health; social care; VCS providers; education; YOT; Youth Service; Family Resource Service; Connexions)</li> <li>ii. Increase number of parents engaged in parenting support group work provided by the Strategic Partnership / Trust (Health; social care; VCS providers; education; YOT; Youth Service; Family Resource Service; Connexions)</li> </ul>

iii. Increase number of children, young people and parents who participate in Community Conferences to resolve local community problems				
<b>LPSA Reward Targets</b>	<b>Baseline</b>	<b>06/07 With PSA (Without)</b>	<b>07/08 With PSA (Without)</b>	<b>08/09 With PSA (Without)</b>
1				
i. The number of young people 16-19 not in Education, Employment, Training Cohort size: 3705: No: YP	6.1% 226	5.5 (5.7)	5.0 (5.3)	4.3 (5.0) 159 (185)
ii. The number of Care Leavers not in Education, Employment, Training	5 (50%)	35%	20%	10%
iii. The number of young people 16-19 with SEN / disabilities who are not in Education, Employment, Training	40 (18%)	12%	8%	4%
iv. "Not know / stated / recorded <b>LPSA (Agreed Baseline: as at 12/05: 3 month average figure)</b>	16	15	13	10
<b>Improvement in Performance with PSA:</b>				0.7% (26 yp)
2.				
i. No. children receiving more than one fixed term exclusion of 3+days for				
a) CIPC: in care at time of exclusion	4	3 (4)	2 (3)	1 (3)
b) Children with Statement of SEN	19	14 (13)	9 (11)	7 (10)
c) All other (total minus a) & b))	73 (68)	65 (62)	50 (55)	45 (50)
iii. No. of permanent exclusions for				
a) CIPC: in care at time of exclusion	1	0 (1)	0 (1)	0 (1)
b) Children with Statement of SEN	5	4 (5)	2 (4)	1 (3)
c) All other (total minus a) & b))	35	30 (32)	23 (26)	20 (24)
<b>LPSA</b>				
<b>Non LPSA Reward Targets</b>				
3				
i. Reduction in no. of YOT community disposals ordered by the court, as a % of all Youth Justice disposals (includes: Action Plan Orders, Supervision Orders,	7.4%	8%	6%	1.4%

Community Rehabilitation Orders, Community Punishment Orders).				
4. i. % young people with SEN / disabilities with appropriate transition plans in place at 15	tbc	+10%	+5%	+5%
ii The % of young people with SEN / disabilities (who meet the criteria for service provision under the Disabled Persons Act) whose Annual Reviews in Year 11 are attended by a representative from Adult Services	tbc	+10%	+5%	+5%
5. i. Number of children / young people engaged in group work	Tbc	+7%	+5%	+5%
ii. Number of parents engaged in parenting support group work		+7%	+5%	+5%
iii. number of children, young people and parents who participate in Community Conferences		+7%	+5%	+5%
<b>Responsibility for target:</b> West Berkshire Children & Young People Strategic Partnership				
<b>Key Officer Contact:</b> Ian Pearson				
Organisations involved in delivering outcomes: West Berks Council; Newbury & Community PCT; Berkshire Connexions; Thames Valley Police; Community Action West Berkshire; West Berkshire Youth Offending Team; West Berkshire Children's Fund Partnership				
<b>Links to key Plans and Policies:</b>				
This outcome has been identified as a priority by the Children and Young People's Partnership, and is contained in the single Children & Young People Plan. National Strategies and Plans: National Service Framework for Children, Young People and Maternity Services.				
<b>Evidence for Outcome:</b>				
1) Reducing the number of young people leaving school and drifting out of education, employment or training is a key target for the Partnership. While numbers are small, the Partnership recognises that for these young people this represents a serious impact on their life-chances. Within the overall cohort, particularly vulnerable groups have been identified and targeted				
2) Reducing the exclusion rate of West Berkshire schools has been identified as a priority by the Children and Young People Strategic Partnership. In the last academic year (2003/04) there were 1,000 fixed term exclusions and 35 permanent exclusions. Again, while "raw" numbers are relatively small, it means we will be able to target individual young people, in individual settings and contexts. It is recognised that non-				

attachment to school is one of the greatest risk indicators in terms of a range of harmful outcomes.

3) This outcome has been identified as a priority by the Children and Young People's Partnership who are working towards ensuring that all children in West Berkshire are able to grow up **Healthy, Safe, Achieving, Employable and Involved**. These are extremely important and reflect those that the Government has set for children as part of the "Every Child Matters" Change for Children programme, and the Children's Act 2004

4) In order to maximise the child/young person's ability to reach their full potential, they need to have access to high quality coordinated assessments and interventions. The quality of the care they receive depends on good multi-disciplinary care planning and treatment. Disabled children, and children with SEN, are at risk of social exclusion as they enter adulthood. Effective Transitions, from Children's Services to Adult Services, from Education to training and employment form key protective factors enabling access to appropriate opportunities and life-chances as adults.

5) A feature of the strategy is to increase the number of children and parents receiving support locally, through provision of an integrated range of group and parenting support services delivered by local practitioners from the Partnership agencies.

**Requests for Freedoms and Flexibilities:**

N/A

<b>BLOCK: Children and Young People</b>				
<b>LAA Outcome 3 (LPSA 3)</b>				
<b>Improved attainment of boys in literacy and girls in numeracy by the ages of 7 and 11.</b>				
<b>Supporting Outcomes:</b>				
1) Increase numbers of boys attaining national expectations in reading and writing by the ages of 7 and 11. (LPSA2 target)				
2) Increase the numbers of girls, especially the able, who achieve level 3+ at age 7 and both level 4+ and 5+ at age 11. (LPSA 2 target)				
3) Increase the numbers of children and families accessing learning outside of normal school hours which contributes directly to raising standards in literacy or numeracy.				
<p>These outcomes are designed to contribute directly to the Local Authority's overall challenging targets for literacy and numeracy by the end of Key Stage 2 (age 11), agreed with the DfES. The supporting outcomes above focus on identified aspects of underachievement including where there are considerable gaps currently between the attainment of boys and girls. Attaining level 4+ in reading, writing and mathematics is a key factor in securing the best possible future life chances for children and is a vital start to successful learning pathways and future economic prosperity. Supporting outcomes 1 and 2 are LPSA2 targets. Supporting outcome 3 has also been include to focus on increasing the contribution made by study support and family learning activities, that take place outside the normal school day, to improving standards in literacy and numeracy.</p>				
<b>Indicators:</b>				
1) Increase the proportion of boys attaining level 2B+ in reading by the age of 7 (Key Stage 1).				
2) Increase the proportion of boys attaining level 4+ in reading by the age of 11 (Key Stage 2)				
3) Increase the proportion of boys attaining level 2B+ in writing by the age of 7 (Key Stage 1)				
4) Increase the proportion of boys attaining level 4+ in writing by the age of 11 (Key Stage 2)				
5) Increase the proportion of able girls attaining level 3+ in mathematics by the age of 7 (Key Stage 1)				
6) Increase the proportion of girls attaining level 4+ in mathematics by the age of 11 (Key Stage 2).				
7) Increase the proportion of able girls attaining level 5+ in mathematics by the age of 11 (Key Stage 2)				
8) Increase the number of schools providing targeted study support / out of hours learning activities				
9) Increase the number of schools providing family learning activities in literacy or numeracy.				
<b>Targets</b>	<b>2004/05</b>	<b>2009</b>	<b>2009</b>	<b>Performance</b>
<b>See attached Appendix for Conditions attached to the Performance Reward Grant</b>	<b>Baseline</b>	<b>Performance</b>	<b>Performance with LPSSA</b>	<b>Improvement</b>
1. Increase the proportion of boys attaining level 2B+ in reading by the age of 7 (Key Stage 1)	69% <b>(No: 608 )</b>	71% <b>(No:626)</b>	74% <b>(No:652)</b>	3% <b>(No:26)</b>
2. Increase the proportion of boys attaining level 4+ in reading by the age of 11 (Key Stage 2)	85% <b>(No: 730)</b>	87% <b>(No: 747)</b>	89% <b>(No: 764)</b>	2% <b>(No: 17)</b>
3. Increase the proportion of boys attaining level 2B+ in writing by the age of 7 (Key Stage 1)	54% <b>(No: 476)</b>	57% <b>(No: 502)</b>	60% <b>(No: 529)</b>	3% <b>(No:27)</b>
4. Increase the proportion of boys attaining level 4+ in writing by the age of 11 (Key Stage 2)	61% <b>(No: 524)</b>	63% <b>(No: 541)</b>	66% <b>(No: 567)</b>	3% <b>(No: 26)</b>
5. Increase the proportion of able girls attaining level 3+ in mathematics by the age of 7 (Key Stage 1)	23% <b>(No:203 )</b>	25% <b>(No: 220 )</b>	28% <b>(No: 247)</b>	3% <b>(No: 27)</b>
6. Increase the proportion of girls attaining level 4+ in mathematics by the age of 11 (Key Stage 2).	73% <b>(No: 627)</b>	76% <b>(No: 657 )</b>	79% <b>(No: 679)</b>	3% <b>(No: 22)</b>

7. Increase the proportion of able girls attaining level 5+ in mathematics by the age of 11 (Key Stage 2)	28% (No: 241)	31% (No: 266)	34% (No: 292)	3% (No: 26)
<b>Non LPSA Reward Targets</b>				
8. Increase the number of schools providing targeted study support / out of hours learning activities	4	12	28	16
9. Increase the number of schools providing family learning activities in literacy or numeracy	6	8	12	4
<b>Responsibility for target:</b> Andy Tubbs				
<b>Key Officer Contact:</b> Andy Tubbs, Chief Adviser for School Improvement				
<b>Organisations involved in delivering outcomes:</b> West Berkshire Schools, West Berkshire Extended Schools Clusters; West Berkshire School Improvement Service; WB Family Support Services; WB Youth Service; WB Adult and Community Services, WB Education Business Partnership;				
<b>Links to key Plans and Policies:</b> WB Council Corporate Plan; WB Strategic Plan for Children & Young People; WB CYP Service Plan and Team Plans, WB 3 year development plan for Adult and Community Learning.				
<b>Evidence for Outcome:</b> Quarterly and / or annual out-turn reports from: School Improvement Service; WB Adult & Community Learning Service; School PANDA Reports and Ofsted Reports				
<b>Requests for Freedoms and Flexibilities:</b> N/A				
<b>Conditions attached to this Outcome:</b>				
<b>Target</b>	<b>Condition</b>			
Increase the proportion of boys attaining level 2B+ in reading by the age of 7 (Key Stage 1)	Performance Reward Grant will be withheld for this target if the percentage of girls attaining level 2B+ in reading at Key Stage 1 falls below <b>81%</b> in the summer of 2008.			
Increase the proportion of boys attaining level 4+ in reading by the age of 11 (Key Stage 2)	Performance Reward Grant will be withheld for this target if the percentage of girls attaining level 4+ in reading at Key Stage 2 falls below <b>89%</b> in the summer of 2008.			
Increase the proportion of boys attaining level 2B+ in writing by the age of 7 (Key Stage 1)	Performance Reward Grant will be withheld for this target if the percentage of girls attaining level 2B+ in writing at Key Stage 1 falls below <b>70%</b> in the summer of 2008.			
Increase the proportion of boys attaining level 4+ in writing by the age of 11 (Key Stage 2)	Performance Reward Grant will be withheld for this target if the percentage of girls attaining level 4+ in writing at Key Stage 2 falls below <b>74%</b> in the summer of 2008.			
Increase the proportion of able girls attaining level 3+ in mathematics by the age of 7 (Key Stage 1)	Performance Reward Grant will be withheld for this target if the percentage of boys attaining level 3+ in mathematics			



	at Key Stage 1 falls below <b>29%</b> in the summer of 2008.
Increase the proportion of girls attaining level 4+ in mathematics by the age of 11 (Key Stage 2).	Performance Reward Grant will be withheld for this target if the percentage of boys attaining level 4+ in mathematics at Key Stage 2 falls below <b>79%</b> in the summer of 2008.
Increase the proportion of able girls attaining level 5+ in mathematics by the age of 11 (Key Stage 2)	Performance Reward Grant will be withheld for this target if the percentage of boys attaining level 5+ in mathematics at Key Stage 2 falls below <b>39%</b> in the summer of 2008.



<b>BLOCK: Children and Young People</b>				
<b>LAA Outcome 4 (LPSA 4)</b> <b>Increase the number of young people achieving level 2 qualifications by the age of 19.</b>				
<b>Supporting Outcomes:</b> 1) Increase the number of 19 year olds that achieve qualifications at Level 2. (LPSA2 target)				
This outcome is designed to contribute directly to West Berkshire's strategy for raising achievement and improving education for young people in the 14-19 phase. This includes the local implementation of the national strategy for 14-19 education. The overall target includes increasing the number of young people who achieve level 2 qualifications by the age of 16 (5+ GCSE Grades A*-C or equivalent) and also increasing the additional number of students who achieve this level by the age of 19. Pump-priming grant will be used to provide additional support for students in the 16-19 age group who have the potential to achieve level 2 but who are identified as at risk of not doing so. This outcome also links to outcome 1, increasing participation and achievement.				
<b>Indicators:</b> Increase the number of young people, resident in West Berkshire, who achieve qualifications at level 2 by the age of 19				
<b>Targets</b> <b>See attached Appendix for Conditions attached to the Performance Reward Grant</b>	<b>2004/05 Baseline</b>	<b>2009 Performance</b>	<b>2009 Performance with LPSSA</b>	<b>Performance Improvement</b>
1. Increase the proportion of boys attaining level 2B+ in reading by the age of 7 (Key Stage 1)	72% <b>(No: 1152)</b> to be confirmed	74% <b>(No 1184:)</b> to be confirmed	76% <b>(No:1216)</b> to be confirmed	2% <b>(No:32)</b> to be confirmed
<b>Non LPSA Reward Targets</b>				
<b>Responsibility for target:</b> Andy Tubbs				
<b>Key Officer Contact:</b> Andy Tubbs, Chief Adviser for School Improvement				
<b>Organisations involved in delivering outcomes:</b> West Berkshire Schools, West Berkshire 14-19 Consortia including Newbury College of FE and West Berkshire Training Partnership; West Berkshire School Improvement Service; WB Youth Service; WB Education Business Partnership;				
<b>Links to key Plans and Policies:</b> WB Council Corporate Plan; WB Strategic Plan for Children & Young People and 14-19 Strategy; WB CYP Service Plan and Team Plans.				
<b>Evidence for Outcome:</b> Annual out-turn reports from: School and College performance tables and LLSC / Connexions Service data. The final outcome will be measured in the Autumn of 2009 once school and college performance tables are published.				
<b>Requests for Freedoms and Flexibilities:</b> To be determined subject to further consultation with stakeholders				

## Children and People Block – Details of Supporting Funding Streams

Funding Streams			Allocation			Rationale
	P	A	2006/07	2007/08	2008/09	
Choice Protects Grant (portion)		A	£89k	tbc	tbc	Supporting improved Health, Safety, Achievement, Involvement, Employability outcomes for Looked After Children
Teenage Pregnancy Grant (portion)		A	£100k	tbc	tbc	Supporting improved Health outcomes for vulnerable young people
Care Leaver budget (portion)		A	£200k	tbc	tbc	Supporting Care Leavers access Health, Education, Training, Employment
Children's Fund (portion)		A	£180k	£180k	tbc	Supporting targeted prevention for children at risk of range of harmful outcomes
Social Care core budget (portion)		A	£6M	£6M	£6M	Social work staff supporting LAA outcomes; element of placement costs: success re LAA outcomes enables recycling of placement costs into further preventative activity across the Partnership
Education (Council) core budget (portion)		A	£1M	£1M	£1M	Education staff (EP, EWO) supporting achievement and inclusion, and through this the LAA targets
Positive Activities for Young People		A	£18k	tbc	tbc	
YOT Prevention Monies (new funding stream)		A	£10k	£40k	£50k	
West Berkshire Council Revenue budgets		A	£37,000	£38,000	£39,000	This is funding allocated to the cost of provision of four leisure development officers who will be involved in work towards this LAA. The level of funding represents 30% of their costs.
DfES funding via Connexions		A	£8,000	£8,000	£8,000	This funding is for the Positive Activities for Young People scheme, which will be a key element of this LAA.
		A				
<b>Connexions</b> Resource allocation for PAYP work in West Berkshire		A	£8,609			
Resource allocation for U Project in West Berkshire		A	£12,350			
<b>PCT</b> Health Visitor and School Nurse budget		A	£1,067,930			

## Healthier Communities and Older People's block

### Overall objective:

To improve the health and well-being of the people of West Berkshire, particularly targeting:

- People living in areas of deprivation
- People with difficulties accessing support and services, including those in rural areas
- People who are vulnerable, through age, disability or isolation
- People who are at risk of needing intensive support to overcome crises.

We have built a series of inter-linking proposals focusing on preventative and health improvement services allowing people to live independently in their own homes, offering support and practical help to choose healthy lifestyle options, maximise the opportunities for activity and participation, and access holistic support which can be tailored to individual needs. In targeting specific groups and areas, we will reduce inequalities in Health.

This integrated approach, managed through the Health and Well-Being Partnership, will require initial LPSA pump-priming funding totalling £266,000 over 3 years.

### Part one – Preventative Services targeted at “at risk” people in local communities

We have grouped together three specific initiatives, all of which are targeted at improving the health and well-being of individuals or groups which are “at risk” in the community, and providing support to prevent their health deteriorating, or their care needs escalating to the point where crisis intervention is required.

We have carried out extensive analysis of the “at risk” population in West Berkshire, which totals around 15,000 individuals, and also identified our target geographic clusters of deprivation and greatest need. These have highlighted some of the central Newbury wards, plus rural areas where access is a major issue, and other specific wards around Greenham, Fords Farm (Calcot), and Chieveley.

Included in this approach is a focus on reducing “fuel poverty”. Despite the relatively low level of fuel poverty in West Berkshire (15% [=8,600 households], against a national average of 23%), areas of Newbury, and the rural ward of Compton have a greater problem, and will be the focus of our targeting.

Although the elements of this proposal are inter-connected, for the purpose of evaluating and measuring these, we have divided this into two LAA Outcomes, plus given background on the specific developments which feed into this, together with an indication of the specific internal measures by which elements of the proposals will be monitored – this shows the size and scope of the different strands of work.

### LPSA/LAA OUTCOME 5 (LPSA 4): Increased access to services

		2003/04	2006/07	2007/08	2008/09
Improving health and well-being of the community by making services accessible		Baseline			

<p>to a greater number of people [See Reward Targets 1 &amp; 2]</p> <p>*Intensive Home Care defined as more than 10 hours support per week, either commissioned by WBC, or arranged by clients in receipt of Direct Payments or Individualised budgets agreed by WBC. Measured by annual survey, as required by DH.</p> <p>Home Care user survey sent out to all users (575 in 2004, and increasing with growth of service). See separate paper giving methodology for the PSA enhancement. This calculation requires a 50% response rate to the 2009 survey to be valid.</p>	<p>Reward Target 1 Number of older people supported by WBC to live in their own home, receiving services (including those identified by self assessment [Internal target 3] &amp; those with telecare systems[Internal target 4]) As a sub-set of the above we will maintain at least 200 people receiving intensive home care*</p>	<p>1,697</p> <p>170</p>	<p><i>With PSA:</i> 2,000 <i>without:</i> 1,900</p> <p>200</p>	<p><i>With PSA:</i> 2,200 <i>without:</i> 2,000</p> <p>200</p>	<p><i>With PSA:</i> 2,400 <i>without:</i> 2,100</p> <p>200</p>
	<p>Reward Target 2 Number of people responding to the DH Home Care survey who were very or extremely satisfied with their service.</p>	<p>56.5%</p>			<p><i>With PSA</i> 65.2% <i>Without PSA</i> 58.675%</p>
<b>LPSA/LAA OUTCOME 6 (LPSA 5): Increased income</b>					
<p>INCREASE INCOME: Improving health and well-being of the community by increasing the income of targeted “at risk” individuals. [See Reward Target 3]</p>		<p>2003/ 04 Basel ine</p>	<p>2006/ 07</p>	<p>2007/ 08</p>	<p>2008/ 09</p>

<p><i>This cash target will include at least 50 individuals each year who are assisted to receive their full entitlement. This will cover both attendance allowance and pension credit benefits.</i></p>	<p>Reward Target 3 Extra income generated for people either through the processing of pension credit and attendance allowance claims, or by accessing grants to alleviate fuel poverty</p>	<p>£633,000</p>	<p>With PSA: £1.2 million without: £600,000</p>	<p>With PSA: £1.2 million without: £600,000</p>	<p>With PSA: £1.2 million without: £600,000</p>
<p><b>Elements of the Preventative Services proposals, with internal targets</b></p>					
<p><b>LAA 7: OUTREACH SERVICES:</b> To increase the quality of life and wellbeing of older people, disabled people and their carers and ensure the Council promotes diversity and equality through reaching marginalised individuals. Achieved through targeted outreach services. To provide an infrastructure to outreach to targeted rural and isolated communities, bringing a full range of health and care services and information, and improving health through physical activity and exercise, falls prevention work, maximising benefits, and information on services, aimed at</p>	<p>Internal Target 1 Total number of people in contact with this new outreach service</p>	<p><b>2003/04</b> Baseline 0</p>	<p><b>2006/07</b> 500</p>	<p><b>2007/08</b> 500 additional individuals</p>	<p><b>2008/09</b> 500 additional individuals</p>

<p>potential service users, and particularly carers. PSA bid = £146,000.</p> <p>Aligns with use of CLIVE vehicle, “Activity for Health” projects (Steady Steps – physical activity for people who are at increased risk of falling; Exercise on Referral scheme; Moving Forward – an exercise on referral scheme for people with mental health problems; Cardiac Rehabilitation), Active Living programme, Community Education Fund grant, Community Information Centres, and Neighbourhood Learning Centre status. By taking services out to individuals and communities, we are able to target areas with access problems, and we will present information and support on issues such as “fuel poverty”, assisting people to maximise benefits and apply for grants, in partnership with local housing and energy agencies, who will take our referrals.</p> <p>This project also includes the infrastructure to deliver outreach services, with extra resources for a worker to run the additional “Activity for Health” exercise-based sessions, targeting individuals at risk, either at risk of falling; referred because of identified medical issues, or who have Mental Health problems. Further expansion of the “Activity for Health” sessions will be possible through the recruitment and training of qualified volunteer course leaders. This forms part of the Community Health LAA outcome, with a separate target, detailed below.</p>	<p>Internal Target 2 No of people taking up adult learning opportunities by attending outreach learning events through this service, per year (this is a sub-set of the total in Internal Target 1)</p>	<p>0</p>	<p>100</p>	<p>100 additional individuals</p>	<p>100 additional individuals</p>
	<p>Internal Target 3 No of households assisted to improve their fuel efficiency by taking up existing grants</p>	<p>0</p>	<p>10</p>	<p>10 additional households</p>	<p>10 additional households</p>
<p><b>LAA 8: INCREASING OLDER PEOPLE SUPPORTED TO LIVE AT HOME</b>, thus improving the well being and quality of life of older people. Two specific actions targeted at</p>		<p><b>2003/04 Baseline</b></p>	<p><b>2006/07</b></p>	<p><b>2007/08</b></p>	<p><b>2008/09</b></p>



<p>providing low-level prevention services to support older people before they have a crisis in their care needs.</p> <p>a) SELF-ASSESSMENT FUND: This targeted fund is to assist with the costs of providing preventative support to people who would not be eligible for statutory services. This will increase the amount of choice available to older people and disabled adults who are in contact with Community Care, through meeting the needs people identify themselves as most important to their continued independence.</p> <p>Delivering the services identified through Self Assessment: Introduction of a self-assessment process, together with a ring-fenced “incentive fund” to provide services arising from the needs identified in self assessment. PSA bid = £60,000. This money will be match-funded by £60,000 funding from WBC Community Care (3 years @ £20,000 per year), to form a single pooled budget to meet needs coming from the self-assessment process. This will be directly targeted at providing low-level preventative services to people who would not meet the “critical” level of need required to be eligible for services, following a community care assessment.</p> <p>The self assessment process will compliment and enhance the existing Community Care Assessment, giving individuals the ability to define their own care needs. Those who meet the existing eligibility criteria will receive a service in the usual way, but the self-assessment process will also give the opportunity to identify areas of low-level</p>	<p>Internal Target 4 Number of older people who have received preventative services identified through self-assessment.</p>	<p>0</p>	<p>10</p>	<p>20</p>	<p>60</p>
		<p><b>2003/04</b> Baseline</p>	<p><b>2006/07</b></p>	<p><b>2007/08</b></p>	<p><b>2008/09</b></p>

<p>preventative support to an additional cohort of older people, who are not at crisis point.</p> <p>This links with the Choosing Health outcome of improving Mental Health and Well-Being, through allowing older people to take a greater role in the management of their care needs.</p> <p>The focus will be on a range of localised, preventative services, outside the scope currently offered by Community Care, which will potentially create development opportunities in the voluntary sector.</p> <p>b) NEW TECHNOLOGY (Telecare): We will use technology (such as sensors and alarm systems) to help people remain safe in their own homes for longer, thus improving their quality of life. In order to do this we need to establish a demonstration site where people can learn about the systems, and become willing to install them in their own homes.</p> <p>PSA bid = £30,000. We intend to pool this funding with the Preventative Technology Grant, from the Dept of Health, which will be received by WBC in two instalments, 2006/07 and 2007/08 [funding allocation yet to be announced}. Funding to be used to support the creation of a demonstration site for people to try the new technology, to extend the call centre and out of hours response capabilities.</p>	<p>Internal Target 5 To install new technology (such as sensors and alarm systems) in people's houses, in order to allow people to stay in their own homes</p>	<p>0</p>	<p>10 people helped to stay at home by Telecare</p>	<p>Further 40 people helped to stay at home by Telecare = 50 as total</p> <p><i>Without : 25</i></p>	<p>Further 50 people helped to stay at home by Telecare = 100 as total</p> <p><i>Without : 50</i></p>
<p><b>LAA 9</b> LONG TERM CONDITIONS: To work in partnership with colleagues in Health and other agencies to improve independence amongst older people and people with a</p>		<p><b>2003/04 baseline</b></p>	<p><b>2006/07</b></p>	<p><b>2007/08</b></p>	<p><b>2008/09</b></p>

<p>disability.</p> <p>Partnership working with West of Berkshire Long Term Conditions collaborative, to provide support for people identified as “at risk” living in the community with specific diagnosed medical conditions. Not a PSA bid.</p> <p>This is a proposal to link the Community Care Officers based at GP surgeries, and other social care staff, with the work of the PCT led Long Term Conditions collaborative, in order to better support the individuals identified as at risk in the community by practices. It will also link with the development of Community Matrons, and the specialist MS and Neurological conditions nurses.</p> <p>There is an explicit link with the work to reduce fuel poverty, as patients with Chronic Obstructive Pulmonary Disease (COPD) are known to be at risk in cold houses.</p>	<p>Internal Target 6 Decrease in the number of older people who have 2 or more unplanne d admissio ns to hospital in the last 12 months.</p>	<p>591 <i>unplan ned admissi ons July 04 to June 05</i></p>	<p>Decrease of 3%</p>	<p>Decrease of 5%</p>	<p>Decrease of 5%</p>
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**Part Two – Community Health**

We will improve community health through two specific initiatives. One is a focused piece of work on two areas where health inequalities and deprivation require a locally specific approach; the other forms part of the overall strategy to deliver a range of Preventative Outreach Services (as described above), by extending the delivery of the successful Activity for Health programme.

Focused work in two areas of high health need will promote healthy lifestyles, including improving diet, decreasing obesity, increasing physical activity and decreasing smoking levels.

PSA bid = £30,000 (three years @ £10,000/year) in addition to funding identified by the PCT through Choosing Health priorities.

This outcome would be achieved by employing a Community Health Facilitator, working in 2 specific areas of West Berkshire that have been identified as having relatively high levels of deprivation (using IOMD scores and ranking).

The cross cutting spending review on tackling health inequalities (DH & HM Treasury, 2002) called for better preventative healthcare services for disadvantaged communities to include stop smoking support and advice, services to help families in these communities to improve their children’s nutrition and establish healthy eating patterns and more initiatives to increase levels of physical activity, also with a focus on children. This project will work to address these points. The Community Health Facilitator will begin by working with the communities to assess community needs and assets and establish baselines of healthy eating, physical activity and smoking. They will then develop initiatives to tackle these behaviours together with local people.

Using examples of good practice from Local Exercise Action Pilots, and the DH funded 5 a day

pilots, the CHF will be able to set up and evaluate evidence based community approaches to improving access to fruit and vegetables and levels of physical activity.

**LPSA/LAA OUTCOME 10 (LPSA 6): Community Health**

		Baseline	2006/07	2007/08	2008/09
To improve the health of two specific communities identified as high in deprivation, in order to reduce health inequalities in the area.	Reward target 4 To reduce Obesity in the two target areas	546 obese people; of whom 13 receive treatment	<i>With PSA:</i> 30 less people obese = 521 <i>Without PSA:</i> 13 less	<i>With PSA:</i> 30 less people obese = 496 <i>Without PSA:</i> 13 less	<i>With PSA:</i> 30 less people obese = 471 <i>Without PSA:</i> 13 less
	Reward target 5 Number of people in target areas who quit smoking at 4 weeks	10 smokers quit at 4 weeks	Additional 15 smokers quit at 4 weeks = 25 in total	Additional 15 smokers quit at 4 weeks = 25 in total	Additional 15 smokers quit at 4 weeks = 25 in total
To improve the health of targeted “at risk” groups through increasing the attendance at “Activity for Health” sessions, as part of the overall project on Preventative Services (see Part One, above)		Baseline	2006/07	2007/08	2008/09
	Reward target 6 No of people participating in “Activity for Health” sessions	100	<i>With PSA:</i> 250 <i>without:</i> 200	<i>With PSA:</i> 300 <i>without:</i> 200	<i>With PSA:</i> 350 <i>without:</i> 200
<b>Further proposals covering other local priorities, with internal targets</b>					
<b>LAA OUTCOME 11: Healthy Eating (Schools)</b>					
HEALTHY EATING (Schools): To improve		2003/04	2006/07	2007/08	2008/09
		4	7	8	

<p>the health of children and young people through improving diet. The intention is to build on and extend the existing Schools Nutrition Action Group scheme, and support the employment of a larger team to promote school's participation in the scheme, maintaining their on-going commitment to healthy food in schools.</p> <p>SNAGS supports a variety of healthy eating initiatives including healthy tuck shops, healthy break-time policies, healthy lunch boxes, growing and cooking clubs, water in schools and breakfast clubs. The team also works with caterers to help improve the standard of school meals in line with the latest government standards, providing invaluable support and advice.</p> <p>This bid links into the Children and Young People outcome on increased participation in physical activity and sport. Not a PSA bid. Target depend on funding being identified. Funding being sought through Schools funding forum and/or LEA.</p>	Internal Target 7 Increase in the number of schools who have achieved Healthy Schools status	33%	45%	55%	65%
	Internal Target 8 Increase in the number of schools actively working on food in schools projects from the 2003.04 baseline	15 primary schools 0 secondary schools	30 primary and secondary	45 primary and secondary	60 primary and secondary
<b>LAA OUTCOME 12: Flexibility of Services</b>					
FLEXIBILITY OF SERVICES: To increase the amount of choice available to older people		<b>Baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>

<p>and disabled adults who are in contact with Community Care, through offering an increased flexibility and range of services. Partnership with voluntary and business sectors to increase the day opportunities for people with disabilities. Not a PSA bid. Within day services for adults with learning disabilities, expanding opportunities through links between the Day Opportunities service and external partners to provide a greater range of services tailored to the individual needs of service users.</p> <p>Working with day centres for older people to build on Learning Centre status to offer services at evenings and weekends, including learning programmes.</p>	<p>Internal Target 9 Volume and range of local authority services for adults with physical disabilities; learning disabilities or mental health problems on offer and increased flexibility over venue and timing of services</p>		<p>Baseline position to be defined and audited.</p>	<p>5% increase in services</p>	<p>10% increase in services</p>
	<p>Internal Target 10 No of older people supported by local authority day services at weekends and evenings</p>	<p>24 <i>individuals supported</i></p>			
<p><b>LAA OUTCOME 13: Second Hand Smoke</b></p>					
<p>SECOND HAND SMOKE: To improve the health of the population through decreasing smoking prevalence, especially in manual groups and pregnant women. This will be</p>		<p>2003/04 <b>baseline</b></p>	<p>2006/07</p>	<p>2007/08</p>	<p>2008/09</p>

<p>achieved through a multi-pronged approach including reducing the exposure of people to second hand smoke through enabling smoke free environments and increasing the provision of smoking cessation services to target groups.</p> <p>West Berkshire Council and Newbury and Community PCT will work together to ensure that council and PCT buildings and grounds will be completely smokefree in line with government legislation. Head of Health Improvement will liaise with appropriate HR and corporate individuals, setting up steering groups and developing smoke free policies and implementation plans.</p> <p>All partners, including the business sector will support workplaces, restaurants and bars across West Berkshire in going smoke free, through providing resources, information, advice and access to smoking cessation services.</p> <p>Work will continue with Smokefree Berkshire Alliance and Stop Smoking Service Co-ordinator to achieve an increase in smoke free workplaces and more targeted work with pregnant women and manual groups.</p> <p>Not a PSA bid.</p> <p>This proposal links to the Outreach Services proposal, as information and awareness raising on second hand smoke, and smoking cessation services, will be part of the resources carried out to people via the Outreach programme.</p>	Internal Target 11 All NHS and LA sites to be completely smokefree, including buildings and grounds by the end of 2006		100%		
	Internal Target 12 Increase the number of smoke-free workplaces with >20 workforce			100%	
	Internal Target 13 Decreased proportion of pregnant women who smoke	18%	Decrease of 1% to 17%	Decrease of 1% to 16%	Decrease of 1% to 15%
<b>LAA OUTCOME 14: Sexual Health</b>					
SEXUAL HEALTH: To improve the sexual health of young people, by maintaining a downward trend in conception rate amongst the under 18 age group, and supporting		<b>2003/04 baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>

<p>teenage parents into education, training and employment.</p> <p>Under 18's conceptions will continue to be reduced through the provision of free EHC and the improved information and advice given to children and young people in schools through PSHE and SRE. In addition a network of drop-in type facilities will be more widely established across schools and community settings (including youth and community service, Connexions, Libraries and voluntary sector venues). A specific publication will be developed targeting young people, under the auspices of the West Berkshire LSP, giving information about available services and advice on lifestyle issues.</p> <p>Extended schools will also be utilised to provide young people with information and advice on sexual health issues. Not a PSA target.</p> <p>The national target to get teenage parents who are ready into education, training or employment is to 60% in EET by 2010. This will require an increase of approximately 11% per annum.</p>	Internal Target 14 Decrease in the under 18 conception rate for West Berkshire	23%	20.7 (rate per 1000 girls)	20.0 (rate per 1000 girls)	19.3 (rate per 1000 girls)
	Internal Target 15 Increased number of certified SRE teachers across West Berkshire	0	10 teachers 2 CSN	10 teachers 2 CSN	10 teachers 2 CSN
	Internal Target 16 Improved access to contraceptive services for young people, reducing unintended pregnancy rates	1	2 x school based services. 2 x youth and community centre based service	2 x school based services. Connexions based service, 2 x youth and community based services	2 x school based services, 2 x youth and community based services



	Internal Target 17 Increase in percentage of teenage parents who are ready in education, employment and training	10%	25%	33%	44%
<b>LAA OUTCOME 15: Mental Health</b>					
<p><b>MENTAL HEALTH:</b> To support the promotion of Mental Health and Well-Being in the workplace, through offering related Training and Development opportunities to staff from local businesses and private sector employers, as part of a Training Programme run by West Berkshire Council.</p> <p>Training is currently provided to external providers of social care services, at a fixed price which covers our marginal costs. We will extend this to offer the same rates for places on Council run courses specifically on “Stress in the Workplace”, and “Work-Life Balance”. Costs to the private sector will be in the region of £50 to £60 per place for a full day’s training.</p> <p>We hope to build on the contacts made through the offering of places, and negotiate reciprocal arrangements with key private sector employers to offer a wide range of Training and Development Opportunities, which assist in building greater community understanding between the public and private sectors, as well as supporting good mental health.</p>		<b>2003/04 baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
	Internal Target 18 % of places offered to external employers in the community (not social care providers)	0	25%	25%	25%
			A minimum of 12 places to be offered per year	A minimum of 12 places to be offered per year	A minimum of 12 places to be offered per year

**Responsibility for target:** Health and Well-Being Partnership

**Key Officer Contact:** Teresa Bell, WBC

**Organisations involved in delivering outcomes:**

**WBC Community Care & Housing**

**WBC Information Services** (*use of CLIVE community vehicle, information services*)

**WBC Recreation Services** (*co-ordination of existing Activity for Health services*)

**WBC Adult and Community Learning** (*?possible targeted learning sessions*)

**WBC Social Care Training and Development Section**

**Department of Work and Pensions** (*pension and benefit advisors*)

**Newbury & Community PCT**

**Reading PCT**

**Sovereign Housing** (*link to Community Alarm systems for Telecare*)

**Independent providers of Home Care services**

**Independent providers of new Technology**

**Voluntary Sector** (*potential service providers – links to LAA outcome about building capacity in the voluntary sector*)

**West of Berkshire Long Term Conditions Collaborative**

**GP Surgeries**

**Schools**

**Older People's Forum**

**Local businesses** (*links to Pathways 2 Employment project*)

**Links to key Plans and Policies:**

These proposals are designed to link to both the Government's Independence, Well-Being and Choice Green Paper on the future of social care for adults, reflecting the requirement to extend health and social care opportunities out to targeted groups in the community, and the Choosing Health white paper priorities. They also reflect the key priorities in the District's Community Plan and the Council's Corporate Plan, delivering targeted services aimed at reducing social exclusion.

The proposals increase the local partnership work on three areas identified by the Department of Health as amongst the "Ten high-impact changes" to transform patient services in the NHS, namely, preventing admissions to hospital, facilitating support following hospital discharge, and providing support to people with long-term health conditions.

**Evidence for Outcomes:**

We are being asked to provide a range of preventative services, and targeted early interventions, which help people to remain independent, and offer support before they reach crisis point – the point at which they traditionally come to the attention of Health and Social Care services. The Green Paper also stresses the need to harness the capacity of the whole community, and develop innovative and exciting new models of service delivery.

In putting forward proposals around community health improvements, we are following the guidance from the Choosing Health white paper on those areas of highest priority, and the local actions we believe to be most effective, targeting specific communities known to have a higher deprivation or risk of poor health.

**Requests for Freedoms and Flexibilities:**

The following freedoms or flexibilities would assist in delivering these proposals:

- 1 Flexible agreements with local office of Department of Work and Pensions to give accreditation to Welfare Benefits claims checked by WBC Welfare Benefits advisors, to speed their processing through the DWP payment process. [This has since been confirmed, following agreement with the Department of Work and Pensions to joint working arrangements which will give "Alternative Office" status to the workers from WBC's Welfare Benefits team.

## Healthier Communities and Older People– Details of Supporting Funding Streams

Funding Streams			Allocation			Rationale
	P	A	2006/07	2007/08	2008/09	
<b>LPSA 1: Outreach Services</b>						
WBC Community Care		A	£10,000	£10,000	£10,000	Staff time – for attending events, presenting supporting info. WBC total funding for CLiVe ( <i>aligned with, not exclusive to, this bid</i> ) Support to Activity for Health programme ( <i>aligned with, not exclusive to, this bid</i> ) Core funding for Activity for Health programme ( <i>aligned with, not exclusive to, this bid</i> ).
WBC Information Services		A	£29,300	£29,300	£29,300	
WBC Recreation Services		A	£5,000	£5,000	£5,000	
WBC Recreation Services (figures to be confirmed)		A	£46,787	£46,787	£46,787	
Newbury & Comm PCT						
<b>LPSA2: Self-Assessment</b>						
WBC Community Care		A	£20,000	£20,000	£20,000	Purchasing budget for care Staff time – for developing and rolling out self assessment toolkit Staff time – for introducing and linking with Single Assessment Process
WBC Community Care		A	£15,000	£10,000	£10,000	
Newbury & Comm PCT		A	£5,000	£5,000	£5,000	
Reading PCT		A	£3,000	£3,000	£3,000	
<b>LPSA3: Telecare</b>						
WBC Community Care		A	£30,000	£50,000		Estimate of DH Telecare Support Grant (yet to be announced) Funding for Telecare equipment within existing Equipment pooled budget. Capital grant for development of Telecare for LD clients
WBC Community Care/Newbury PCT/Reading PCT		A	£20,000	£20,000	£20,000	
WBC Community Care LD		A	£30,000			
<b>LAA4: Healthy Eating</b>						
Newbury PCT		A	£5,000	£5,000		Estimate of Choosing Health funding available to support this proposal
Reading PCT		A	£3,000	£3,000		
<b>LAA4(a): Healthy Eating (Schools)</b>						
Newbury PCT			£	£		Estimate of Schools Nutrition Action Groups (SNAGS) funding available to support this proposal ( <i>figures yet to be confirmed</i> )
Reading PCT			£	£		
<b>LAA5: Long Term Conditions</b>						
WBC Community Care		A	£30,000	£30,000	£30,000	Staff time – identification and support to patients with LTC Staff time - Long Term Collaborative work ( <i>figures to be confirmed</i> )
Newbury PCT/Reading PCT		A	£30,000	£30,000	£30,000	

<b>LAA6: Flexibility of Services</b>						
WBC Community Care		A	£20,000	£20,000	£20,000	Development of in-house day services <i>(figures to be confirmed)</i>
<b>LAA7: Second Hand Smoke</b>						
Newbury PCT		A	£10,000	£10,000	£10,000	Staff time – smoking cessation team <i>(figures to be confirmed)</i>
Reading PCT		A	£5,000	£5,000	£5,000	
<b>LAA8: Sexual Health</b>						
Newbury PCT		A	£10,000			Estimate of Choosing Health funding available to support this proposal <i>(figures to be confirmed)</i>
Reading PCT		A	£5,000			

**BLOCK: Safer & Stronger Communities****LAA Outcome 16**

To reduce the harm caused by illegal drugs by :

- increasing the numbers of adults and young people accessing treatment
- increasing the number of drug misusing offenders entering treatment
- increasing the percentage of adults retained in treatment for a minimum of 12 weeks, including PPOs who are assessed as having a drug problem

Indicators supporting Outcome:

Drugs indicators

- ❑ Amount of Class A drugs, number of seizures and number of Class A drug supply offences brought to justice by Thames Valley Police p/r 10000 of the population
- ❑ Number of vulnerable young people receiving drug education, including harm reduction, and early intervention
- ❑ Number of schools working towards and achieving National Healthy Schools Standard
- ❑ BCS Recorded Crime Comparator and Acquisitive crime
- ❑ Drug Harm Index
- ❑ National Drug Strategy Reducing Supply Outcome

<b>Targets</b>	<b>2003/04 Baseline</b>	<b>2005/06</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/9</b>
<b>LPSA4</b>					
1. Reduce the harm caused by illegal drugs including substantially increasing the number of drug misusing offenders entering treatment through the criminal justice system.	174	220 Individuals in treatment	255 Individuals in treatment	281 Individuals in treatment	Current drugs strategy to March 2008 only
2. Increase the participation of problem drug users in drug treatment programmes by 100% by 2008 and increase year on year the proportion of users successfully sustaining or completing treatment programmes.	Not Available	32% PDUs in treatment  78% retention	37% PDUs in treatment  82% retention	40% PDUs in treatment  85% retention	Current drugs strategy to March 2008 only
3. Reduce the use of Class A drugs and the frequent use of any illicit drug among all young people under age of 18, especially by the most	Not Available	45 Young People in	50 Young People in	55 Young People in	Current drugs strategy to March 2008 only

vulnerable young people by increasing the numbers entering treatment and/or receiving support interventions.		treatment	treatment	treatment	
<p><b>Responsibility for target: West Berkshire Safer Communities Partnership.</b></p> <p>Key Officer Contacts:  Susan Powell  Drug and Alcohol Action Team Manager, West Berkshire Council  01635 519849, <a href="mailto:spowell@westberks.gov.uk">spowell@westberks.gov.uk</a>  Vip Mair  Community &amp; Partnership Manager, Thames Valley Police (West of Berkshire)  0118 953 6222, <a href="mailto:vip.mair.@thamesvalley.pnn.police.uk">vip.mair.@thamesvalley.pnn.police.uk</a>  Superintendent Paul Kirkland  Thames Valley Police (West Berkshire Local Police Area)  01635 264610, <a href="mailto:paul.kirkland@thamesvalley.pnn.police.uk">paul.kirkland@thamesvalley.pnn.police.uk</a>  Rachel Craggs  Community Safety Manager. West Berkshire Council  01635 59235, <a href="mailto:rcraggs@westberks.gov.uk">rcraggs@westberks.gov.uk</a></p> <p>Organisations involved in delivering outcomes :  West Berkshire Council, Thames Valley Police. National Probation Service, Youth Offending Team, Probation Service, Service Providers, Education, Connexions, Youth Service, Community Wardens, Parish and Town Councils, CAMHS, Primary Care Trust</p>					
<p>Links to key Plans and Policies:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> West Berkshire DAAT Drug Treatment Plan, Communities and Enforcement Plan and Young People’s Substance Misuse Plan</li> <li><input type="checkbox"/> West Berkshire Local Police Area Plan.</li> <li><input type="checkbox"/> Youth Justice Plan for West Berkshire.</li> <li><input type="checkbox"/> Newbury &amp; Community Primary Care Trust Local Delivery Plan</li> </ul>					
<p><b>Evidence for Outcome:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Thames Valley Police crime data.</li> <li><input type="checkbox"/> NDTMU data on numbers entering treatment and % retention rates including Prolific and Other Priority Offenders and young people – quarterly monitoring</li> <li><input type="checkbox"/> Community perception on the influence they believe they have over the way drugs are tackled by the Partnership – public perception survey</li> <li><input type="checkbox"/> Community perception of the impact of drugs in the community – BCS and local Survey – Community Safety Survey</li> <li><input type="checkbox"/> Increase in the numbers of people who participate in helping tackle drug problems through volunteering – volunteering assessment</li> <li><input type="checkbox"/> Class A drug use by 16-25 year olds – BCS, Crime and Justice Survey, Schools Survey</li> <li><input type="checkbox"/> Decrease in drug related deaths and HIV cases due to intravenous drug use – national/local stats</li> </ul>					

**Requests for Freedoms and Flexibilities:**

N/A



<b>Block: Safer and Stronger Communities</b>					
<b>LAA Outcome 17</b>					
<b>To reduce crime, to reassure the public, reducing the fear of crime and anti-social behaviour.</b>					
<b>Indicators supporting Outcome:</b>					
<b>1. Indicators / Information from Police CEDAR</b>					
<input type="checkbox"/> Number of incidents of criminal damage <input type="checkbox"/> Number of thefts from vehicles. <input type="checkbox"/> Number of woundings (inc racially aggravated, ABH/GBH) <input type="checkbox"/> Number of burglary dwellings <input type="checkbox"/> Number of thefts of vehicles <input type="checkbox"/> Number of vehicle interferences. <input type="checkbox"/> Number of theft from person <input type="checkbox"/> Number of theft of pedal cycle. <input type="checkbox"/> Number of common assaults <input type="checkbox"/> Number of robberies of personal property.					
<b>2. Indicators / Reassure the public, reducing fear of crime and anti social behaviour</b>					
<input type="checkbox"/> Completion, launch and usage of the single ASB database. <input type="checkbox"/> Number of under-reported incidents of anti social behaviour <input type="checkbox"/> Number of incidents of anti social behaviour where there is an accurate baseline <input type="checkbox"/> Percentage of households receiving a What to do about Anti-social Behaviour directory for residents. <input type="checkbox"/> Increase the capacity of the ASB Co-ordinator post. <input type="checkbox"/> Increase the number of Neighbourhood Wardens.					
<input type="checkbox"/>					
<b>Targets</b>	<b>2002/03 Baseline</b>	<b>2005/06</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/9</b>
<b>LPSA 1 Reduce crime by 12.5% between 2003/4 &amp; 2008/9</b>					
4. To reduce theft or unauthorised taking of vehicles by 10% between 2002/3 & 2007/8	514	3%	3%	4%	To be negotiated at first review
5. To reduce theft from vehicle by 23% between 2002/3 & 2007/8=	1627	7.5%	7.5%	8%	To be negotiated at first review
6. To reduce vehicle interference by 8% between 2002/3 & 2007/8.	242	2.5%	2.5%	3%	To be negotiated at first review
7. To reduce domestic burglary by 16% between 2002/3 & 2007/8.	493	5%	5%	6%	To be negotiated at first review
5. To reduce theft or unauthorised taking of a pedal cycle by 7% between 2002/3 & 2007/8.	168	2%	2%	3%	To be negotiated at first review

6. To reduce theft from person by 10% between 2002/3 & 2007/8.	93	3%	3%	4%	To be negotiated at first review
7. To reduce criminal damage by 7% between 2002/3 & 2007/8.	2002	2%	2%	3%	To be negotiated at first review
8. To reduce common assault by 7% between 2002/3 & 2007/8.	283	2%	2%	3%	To be negotiated at first review
9. To reduce woundings by 15% between 2002/3 & 2007/8.	608	5%	5%	5%	To be negotiated at first review
10. To reduce robbery of personal property by 0% between 2002/3 & 2007/8.	57	0%	0%	0%	To be negotiated at first review
<b>Reassure the public reducing the fear of crime and anti-social behaviour</b>					
1. To establish a baseline of incidents of anti social behaviour by March 2006		Baseline established by March 2006			
2. To increase the level of reporting of incidents of anti social behaviour that are currently under-reported by March 2007 & increase accuracy			Level of under reported incidents of anti social behaviour increased in years 1,2 & 3	Level of under reported incidents of anti social behaviour increased in years 1,2 & 3	Level of under reported incidents of anti social behaviour increased in years 1,2 & 3
3. To reduce the number of anti social behaviour incidents, where there is an accurate baseline, by 7% by March 2008 based on the 2003/4 baseline			Number of incidents of anti social behaviour where there is an accurate baseline reduced by 2%	Number of incidents of anti social behaviour where there is an accurate baseline reduced by 2%	Number of incidents of anti social behaviour where there is an accurate baseline reduced by 3%
4. Increase the number of Neighbourhood Wardens to reduce fear of crime, and increase community engagement between neighbourhoods and the Safer Community Partnership.	4 Wardens	7 Wardens in post	8 Wardens in post	10 Wardens in post	12 Wardens in post
<b>Responsibility for target: West Berkshire Safer Communities Partnership.</b>					

**Key Officer Contact:**

Crime :

Supt Paul Kirkland, Thames Valley Police (West Berkshire Local Police Area). 01635 264611.

Paul.kirkland@thamesvalley.pnn.police.uk

Rachel Craggs. Community Safety Manager. West Berkshire Council. 01635 59235.

Rcraggs@westberks.gov.uk

[Andrew.Cooch@sovereign.org.uk](mailto:Andrew.Cooch@sovereign.org.uk)

Margaret Keyes, Resolve (West Berkshire Mediation Service) 01635 524065 [margaret@resolvemediation.com](mailto:margaret@resolvemediation.com)

Organisations involved in delivering outcomes :

**Crime :** West Berkshire Council, Thames Valley Police, Youth Offending Team, National Probation Service, Newbury & Community Primary Care Trust, Royal Berkshire Fire & Rescue Service, Sovereign Housing Association, Neighbourhood Wardens, Parish and Town Councils

**Links to key Plans and Policies:**

**Crime :**

- West Berkshire Community Plan.
- West Berkshire Community Safety Strategy.
- West Berkshire Local Police Area Plan.
- West Berkshire Neighbourhood Warden Scheme (policy)
- Youth Justice Plan for West Berkshire.
- West Berkshire DAAT Drug Treatment Plan
- West Berkshire DAAT Communities and Enforcement Plan
- West Berkshire DAAT Young People's Substance Misuse Plan
- Newbury & Community Primary Care Trust Local Delivery Plan

**Evidence for Outcome:**

- Thames Valley Police crime data.
- Community perception of fear of crime & the impact of drugs in the community – BCS and local Survey – Community Safety

**Requests for Freedoms and Flexibilities:**

N/A

**Block: Safer and Stronger Communities**

**LAA Outcome 18 (LPSA 7)**

Reduce Domestic Violence.

- 80% reward grant weighting awarded to target one
- 20% reward grant weighting awarded to target two

**Indicators supporting Outcome:**

- Number of domestic violence incidents recorded from Police Cedar System
- % of repeat victims of recorded domestic violence reported annually directly to the police as a proportion of the total number of incidents reported in the same period

Targets	2003/04 Baseline	2004/5	2005/06 (estimate)	With PSA	Without PSA	Improvement in Performance
To increase the number of recorded incidents of domestic violence reported annually directly to the police in West Berkshire by March 2009	407 incidents	451 incidents (18%)	451 incidents (18%)	581 incidents (20.8%)	481 incidents (18.2%)	100 incidents  Total incidents reported = 581  (20.8%)
*To reduce repeat incidents of domestic violence reported annually directly to the police as a proportion of the total number of incidents reported in the same period	94 incidents	54 repeat incidents from previous 12 months (13.2%)	Year on Year target	Year on Year Target, further 2% (stretch) reduction on final year performance from previous year	Year on Year Target, 0% reduction on final year performance from previous year	To reduce repeat victimisation on the previous 12 months by 2% incidents in total

\* This target is equivalent to BVPI 154 'To reduce % of victims of reported domestic violence incidents who were a victim of reported domestic violence in the previous 12 months'

**Responsibility for target:** West Berkshire Domestic Violence Forum

**Key Officer Contact:** Rachel Craggs, Community Safety Manager. West Berkshire Council. 01635 519235  
Rcraggs@westberks.gov.uk

Vip Mair. Community & Partnership Manager, Thames Valley Police (West of Berkshire). 0118 953 6222.  
Vip.mair@thamesvalley.pnn.police.uk

**Organisations involved in delivering outcomes :**

Thames Valley Police, West Berkshire Council, Newbury & Community Primary Care Trust (includes Health Visitors, School Nurses, Community Nurses & Midwives), Reading Primary Care Trust, National Probation Service, Crown Prosecution Service, Sovereign Housing Association, Gardner Leader Solicitors, Berkshire Women's Aid, Sahara Asian Women's Project, Newbury Samaritans, Berkshire Relate, Victim Support, Accident & Emergency

**Links to key Plans and Policies:**

- West Berkshire Community Safety Strategy
- West Berkshire Local Police Area Plan
- Thames Valley Policing Plan
- Children & Young People's Strategy
- Newbury & Community Primary Care Trust Local Delivery Plan

**Evidence for Outcome:**

- Power of Arrest usage rate West Berkshire Community Safety Strategy
- West Berkshire Local Police Area Plan
- Thames Valley Policing Plan
- Children & Young People's Strategy
- Newbury & Community PCT Plan

**Reward Element Target**

Based on service level agreement for joint DV target for Wokingham and West Berks; estimated costs of £85K to TV Police for staffing costs (DV administrator TVP), £75K for a DV coordinator (4 days per week) to be shared with West Berks.  
Subject to SLA

**Requests for Freedoms and Flexibilities:**

N/A

**BLOCK: Safer and Stronger Communities**

**LAA Outcome 19 (LPSA 9)**

Reduce the harm caused to young people by alcohol and tobacco

**Indicators supporting Outcome:**

**PSA Reward Indicators**

- A 2% decrease in the percentage of young people having an alcoholic drink
- A 2% decrease in the percentage of young people drinking alcohol in the last 7 days
- A 2% decrease in the percentage of children and young people regularly smoking
- A 2% decrease in the percentage of children and young people having smoked in the last seven days.

**Non Reward Indicators**

- Reduction in the number retailers illegally selling alcohol and tobacco
- Increased compliance by licensed premises with the Licensing Act to reduce sales of alcohol to children and young people either directly or via adults purchasing on their behalf
- An increase in the information, advice and guidance about alcohol and tobacco harm that is available to children and young people.
- Successful completion of tobacco cessation programme by 2% of established base.
- Better targeting of enforcement through inter-agency working on intelligence led enforcement
- Raising awareness of the risk of misuse at the point of sale.

<b>Targets</b>	<b>2006/07 Baseline</b>	<b>2008/09 Without LPSA</b>	<b>2008/09 With LPSA</b>
<b>PSA Reward Targets</b> <ul style="list-style-type: none"> <li>❑ Percentage of young people having an alcoholic drink (30%)</li> <li>❑ Percentage of young people drinking alcohol in the last 7 days (30%)</li> <li>❑ Percentage of children and young people regularly smoking (20%)</li> <li>❑ Percentage of children and young people having smoked in the last seven days. (20%)</li> </ul>	Base*	Base - 2%	Base - 4%
	Base*	Base – 2%	Base - 4%
	Base*	Base - 2%	Base – 4%
	Base*	Base - 2%	Base – 4%
	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
<b>Non Reward Targets</b> <ul style="list-style-type: none"> <li>❑ Percentage of licensed premises signed up as full members of Responsible Alcohol and Tobacco Retailer scheme</li> <li>❑ Percentage of premises found to be non compliant test purchasing exercise</li> <li>❑ Number of schools taking part in alcohol and young people health awareness campaign as part of Healthy Schools.</li> <li>❑ %age of Public Houses across West Berkshire adopting Rachel Awareness Campaign</li> <li>❑ Number of young people having successfully completed a smoking cessation programme.</li> </ul> <p><i>* Base for illegal sales = 68%</i>  <i>^The base will be an absolute figure based on local consumption survey</i>  <i>* Base for consumption to be establish using national survey questions 8, 14, 32 &amp; 203</i></p>	20%	40%	60%
	Base* – 10%	Base – 25%	Base – 50%
	75%	100%	
	20%	40%	60%
	Establish Base^		2% of Base.
<b>Responsibility for target:</b> West Berkshire Council – Food and Trading Standards Service <b>Key Officer Contact:</b> Compliance : Sean Murphy: Food and Trading Standards Manager. West Berkshire Council. 01635 519840 <a href="mailto:SMurphy@westberks.gov.uk">SMurphy@westberks.gov.uk</a> Information, Advice, Guidance : Susan Powell, DAAT Manager, West Berks Council. 01635 519 849. <a href="mailto:Spowell@westberks.gov.uk">Spowell@westberks.gov.uk</a> Adults / Health: Lesley Wyman Partnerships Manager. Newbury & Community PCT. 01635 519330 <a href="mailto:Lwyman@westberks.gov.uk">Lwyman@westberks.gov.uk</a> <b>Organisations involved in delivering outcomes :</b>			

Thames Valley Police.  
West Berkshire Council Trading Standards Service  
West Berkshire Council CCTV  
West Berkshire Council Licensing  
Newbury and Community PCT.  
Community Wardens  
GP Surgeries.  
West Berkshire Council Children & Young People's Directorate (schools)

**Links to key Plans and Policies:**

Alcohol Harm Reduction Strategy.  
Choosing health.  
West Berkshire Safer Communities Strategy  
Young Peoples Substance Misuse Plan

**Evidence for Outcome:**

The aim of this Outcome is to reduce the consumption of alcohol and tobacco by children and young people whilst increasing the information, advice and guidance about the harm caused by these products. In 2001 research conducted by the National Centre for Social Research showed that 49% of Year 10 pupils surveyed had consumed alcohol outside the home in the previous 7 days.

The health risks associated with early take up of alcohol and tobacco are well known as are the longer-term costs to the NHS and families. Equally well known and well documented are the social effects that derive from young people illegally accessing and consuming alcohol. In respect of alcohol these can manifest themselves into anti social behaviour and crime and create a climate of fear and feeling of decay in a community.

A further cause for concern is the level of risk faced to the well being of young women as a result of intoxication through alcohol. The 'Rachel Campaign' has been successfully run in the Gloucester area to raise awareness among you women of the risks they can face. It is proposed to run this campaign in West Berkshire Public Houses as a part of the responsible retailer scheme.

The Outcome will focus on reducing consumption and alcohol and tobacco by:

- ⊗ Developing and operating a responsible alcohol and tobacco retailer scheme.
- ⊗ Organising the test purchasing and spot checks.
- ⊗ Compiling reports on progress.
- ⊗ Organising and analyse the Health related Behaviour Questionnaire
- ⊗ Raising awareness of risk at the point of sale
- ⊗ Direct intervention

In order to demonstrate the effectiveness of the overall campaign the target will seek to reduce consumption of alcohol and tobacco. We will seek to reduce consumption by 2% from the level established at the start of the project. This will be done through tackling the issue at both retail and educational level and, in the case of tobacco,



through encouraging participation in a cessation programme.

Because this outcome is deemed new work no baseline currently exists. It is therefore proposed to establish a base by virtue of a survey which will be completed within six months of the Agreement being signed.

**Requests for Freedoms and Flexibilities:**

None

**Conditions attached to this Outcome:**

The survey establishing a base will be completed within six months of the Agreement being signed.

**Target:**

- Percentage of young people having an alcoholic drink
- Percentage of young people drinking alcohol in the last 7 days
- Percentage of children and young people regularly smoking
- Percentage of children and young people having smoked in the last seven days.

**Condition:**

Surveys to be conducted in accordance with guidance and take account of confidence interval.  
Surveys to be conducted in accordance with guidance and take account of confidence interval.  
Surveys to be conducted in accordance with guidance and take account of confidence interval.  
Surveys to be conducted in accordance with guidance and take account of confidence interval.

<b>BLOCK: Safer &amp; Stronger Communities</b>				
<b>LAA Outcome 20 (LPSA 9)</b>				
To reduce and sustain the reduction of fire-related anti-social behaviour in West Berkshire.				
<b>Indicators supporting Outcome:</b>				
<input type="checkbox"/> Number of deliberate primary fires (non vehicle). <input type="checkbox"/> Number of deliberate primary fires (vehicle). <input type="checkbox"/> Number of secondary fires (non vehicle). <input type="checkbox"/> Number of secondary fires (vehicle). <input type="checkbox"/> Number of hoax calls to the Royal Berkshire Fire & Rescue Service. <input type="checkbox"/> Number of convictions for arson.				
<b>Targets</b>	<b>2003/04 Baseline</b>	<b>Without PSA</b>	<b>With PSA</b>	<b>Improvement in Performance</b>
1 Reduce the number of deliberate primary fires (non vehicle).	43	41	36*	15
2 Reduce the number of deliberate primary fires (vehicle).	88	85	77*	24
3 Reduce the number of secondary fires (non vehicle).	172	170	150*	60
4 Reduce the number of secondary fires (vehicle).	38	36	30*	18
5 Reduce the number of hoax calls.	69	50	47*	9
<b>Responsibility for target:</b> Strategic Anti-Social Behaviour Group of the Safer Communities Partnership.				
<b>Key Officer Contact:</b> Rachel Craggs, Community Safety Manager, West Berkshire Council. <a href="mailto:Rcraggs@westberks.gov.uk">Rcraggs@westberks.gov.uk</a> 01635 519235 Peter Boardman, Community Safety Manager, Royal Berkshire Fire & Rescue. 0118 932 2782 <a href="mailto:boardmanp@RBFRS.co.uk">boardmanp@RBFRS.co.uk</a> . Dave Phillips Community Safety Manager, Royal Berkshire Fire & Rescue. 0118 932 2785. <a href="mailto:phillipsd@rbfrs.co.uk">phillipsd@rbfrs.co.uk</a> Andrew Cooch, Warden Scheme Manager, Sovereign Housing Association. 01635 572156 <a href="mailto:Andrew.Cooch@sovereign.org.uk">Andrew.Cooch@sovereign.org.uk</a> Margaret Keyes, Resolve (West Berkshire Mediation Service). 01635 524065 <a href="mailto:margaret@resolvemediation.com">margaret@resolvemediation.com</a>				
<b>Organisations involved in delivering outcomes:</b> West Berkshire Council. Thames Valley Police (West Berks), Royal Berkshire Fire & Rescue Service, Sovereign Housing Association, Youth Offending Team. Resolve (West Berkshire Mediation Service). Youth Offending Team				
<b>Links to key Plans and Policies:</b> West Berkshire Community Plan. West Berkshire Community Safety Strategy. West Berkshire Local Police Area Plan. Children & Young People's Strategic Plan. Royal Berkshire Fire & Rescue Service Plan. West Berkshire Anti-Social Behaviour Strategy.				

Youth Justice Plan for West Berkshire.  
Fire and Rescue Services National Framework document, Royal Berkshire Fire Authority Corporate Plan, Royal Berks Fire and Rescue Service Integrated Risk Management Plan.

**Evidence for Outcome:**

West Berkshire Audit of Crime, Disorder and Substance Misuse 2001-2004.  
West Berkshire Annual Satisfaction Survey 2004.  
Report on ASB by the West Berkshire Council Member Task Group 2005.

**Requests for Freedoms and Flexibilities:**

N/A

**Notes**

\*These targets will be measured by adding together the total number of incidents in the period 1/4/2006 to 31/3/2009 and dividing by three.

RBFRS will monitor performance using the performance management tool Pb Views. The annual figures are sent to ODPM for verification.

Primary fires – as recorded in FDR1

Secondary Fires – as recorded in BVPI 2005/6 supplementary data collection

**Weighting**

Target 1 30%

Target 2 30%

Target 3 20%

Target 4 15%

Target 5 5%

**BLOCK:** Safer & Stronger Communities

**LAA Outcome 21:**

**Strengthen and increase the capacity of service providers the voluntary and community sector (VCS) to deliver services in West Berkshire**

**Indicators supporting Outcome:**

1. Increase the participation of VCS organisations in the planning and delivery of public services on major strategic partnership forums.
2. All VCS organisations delivering public services have service level agreements with the relevant local strategic commissioning organisation or partnership.
3. Community Action West Berkshire provides infrastructure support services to enable relevant VCS organisations to deliver public services.
4. Number of mediation cases resolved by VCS mediation organisations to resolve neighbour disputes associated with anti social behaviour.

<b>Target</b>	<b>2003/04 Baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
Adoption of governance arrangements for partnerships ensuring the participation and empowerment of VCS organisations.		Children's Trust and Safer Communities Partnership.	Health & Well-Being Partnership. And Sustainable Communities Forum.	Economic Forum and Environmental Partnership.
Service level Agreements are in place and monitored with all VCS providers.	4	9	11	15
Number of "Trailblazer" pilot projects in place to develop capacity and ability.	0	2	tbc	tbc
Increase in the number of VCS mediations to resolve community and neighbour disputes associated with anti social behaviour.	41 cases	57 cases	59 cases	62 cases

**Responsibility for target:** Community Action West Berkshire (CAWB)

**Key Officer Contact:** Jeremy Sandell. Director, Community Action West Berkshire. 01635 523861.

[jeremy.sandell@cawb.org.uk](mailto:jeremy.sandell@cawb.org.uk)

Mandy Baggaley, Partnerships Officer, West Berkshire Council.

01635 519688. [mbaggaley@westberks.gov.uk](mailto:mbaggaley@westberks.gov.uk)

[Rcraggs@westberks.gov.uk](mailto:Rcraggs@westberks.gov.uk) 01635 519235

Peter Boardman, Community Safety Manager, Royal Berkshire Fire and Rescue 0118 932 2782

Organisations involved in delivering outcomes: Community Action West Berkshire. Community Council for Berkshire. West Berkshire Council, Resolve (West Berkshire Mediation Service)

**Links to key Plans and Policies:**

West Berkshire Compact "A Two-Way Street" 2005

West Berkshire Change Up Consortium Infrastructure Development Plan (being drafted)

West Berkshire Community Safety Strategy

Children and Young People's Strategic Plan

West Berkshire Anti Social Behaviour Strategy

**Evidence for Outcome:**

Governance arrangements for strategic partnerships & forums showing membership/representation structure and duties.

Number of written Service Level Agreements held by WBC and stat. partners with VCS

ChangeUp Infrastructure Development Plan for 2006-2015 detailing undertakings to strengthen VCS infrastructure and develop VCS capacity for delivering public services.

Number of ASB cases resolved through mediation.

**Requests for Freedoms and Flexibilities:**

N/A

<b>BLOCK:</b> Safer & Stronger Communities				
<b>Outcome 22:</b> To increase awareness throughout West Berkshire, but particularly amongst those living in rented accommodation, the elderly, lone parents and ethnic minorities, of Home Safety with specific reference to fire safety				
<b>Indicators supporting Outcome:</b> Reduce the number of accidental dwelling fires Reduce the number of casualties as a result of accidental dwelling fires				
<b>Targets</b>	<b>2003/04 Baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
Reduce the number of accidental dwelling fires	91	70	70	68
Reduced the number of casualties and fatalities as a result of accidental dwelling fires	12	22	22	21
<b>Responsibility for target:</b> West Berkshire Safer Communities Partnership.				
<b>Key Officer Contact:</b> Dave Phillips Community Safety Manager, Royal Berkshire Fire & Rescue. 0118 932 2785. <a href="mailto:phillipsd@rbfrs.co.uk">phillipsd@rbfrs.co.uk</a>				
<b>Organisations involved in delivering outcomes:</b> Royal Berkshire Fire Authority, West Berks Trading Standards, Thames Valley Police Authority, Newbury Primary Care Trust and the West Berkshire Partnership.				
<b>Links to key Plans and Policies:</b> West Berkshire Community Plan. West Berkshire Community Safety Strategy. West Berkshire Local Police Area Plan. Royal Berkshire Fire & Rescue Service Plan. Fire and Rescue Services National Framework document, Royal Berkshire Fire Authority Corporate Plan, Royal Berks Fire and Rescue Service Integrated Risk Management Plan.				
<b>Evidence for Outcome:</b> Royal Berkshire Fire and Rescue Service is following national guidance to promote home safety and to reduce the numbers of accidental dwelling fires and to reduce the number of casualties as a result of accidental dwelling fires.  Research indicates that single parent families, lone pensioners, those living in rented accommodation and those suffering from long term illness are most at risk of experiencing a fire in the home. Royal Berkshire Fire and Rescue Service has utilised this research and collated the 2001 census data for West Berks to compile risk maps indicating those areas which have the highest risk of experiencing accidental dwelling fires.  Risk maps have also been compiled showing the areas of highest risk of suffering accidental dwelling fires based on the numbers of actual fires which have occurred over the past seven years.  Safety campaigns and home fire risk checks can be targetted in these high risk areas in order to reduce the number of accidental dwelling fires and casualties as a result of accidental dwelling fires.				
<b>Requests for Freedoms and Flexibilities:</b>				

N/A

<b>BLOCK: Safer and Stronger Communities</b>				
<b>Outcome 23: Reducing the proportion of journeys to school made by car</b>				
<b>Indicators supporting Outcome:</b> KEY INDICATORS <ul style="list-style-type: none"> <li>▪ Proportion of journeys to urban primary schools made by car</li> <li>▪ Proportion of journeys to urban secondary schools made by car</li> <li>▪ Number (or percentage) of rural schools with an approved Travel Plan</li> </ul> SUPPORTING INDICATORS <ul style="list-style-type: none"> <li>▪ Number of urban schools with an approved travel plan</li> <li>▪ Number of urban schools actively implementing travel plans</li> <li>▪ Number of collisions associated with travel to urban schools</li> <li>▪ Number of casualties associated with travel to urban schools</li> <li>▪ Number of children killed or seriously injured</li> <li>▪ Number of children completing cycle training courses</li> </ul>				
<b>Targets</b> (to be developed in conjunction with target setting for LTP2)	<b>2003/04 Baseline</b>	<b>March 2006/07</b>	<b>March 2007/08</b>	<b>March 2008/9</b>
For no more than X% of urban primary school pupils to travel to school by car.	49.1%	42%	44%	43%
For no more than X% of urban secondary school pupils to travel to school by car.	30.7%	27%	26%	25%
Number (or percentage) of rural schools with an approved Travel Plan.	0%	61%	73%	78%
<b>Responsibility for target:</b> Frances Fernandes, Transport Policy Team Leader, West Berkshire Council, 01635 519677 <a href="mailto:FFernandes@westberks.gov.uk">FFernandes@westberks.gov.uk</a> (Responsibility possibly to be taken on by new Travel Plan Steering Group )				
<b>Key Officer Contact:</b> Coral Taylor, School Travel Plan Advisor, West Berkshire Council, 01635 503022, <a href="mailto:CTaylor@westberks.gov.uk">CTaylor@westberks.gov.uk</a>				
<b>Organisations involved in delivering outcomes:</b> West Berkshire Schools & Governors, West Berkshire Council, West Berkshire Partnership, Local Bus Operators, Parish & Town Councils, Volunteer Centre West Berkshire				
<b>Links to key Plans and Policies:</b>				
<b>National</b> <ul style="list-style-type: none"> <li>▪ Transport Shared Priority - with key themes of reducing congestion, improving accessibility, improving road safety and improving air quality.</li> <li>▪ LAA key outcomes of improving health of the population and reducing health inequalities</li> <li>▪ National Healthy Schools Award Scheme</li> </ul> <b>Local</b> <ul style="list-style-type: none"> <li>▪ Travel Plan Strategy – the key strategy for School Travel Plans (being developed for LTP2)</li> <li>▪ Road Safety Strategy (being developed for LTP2)</li> <li>▪ Provisional Local Transport Plan 2 (2006/07 – 2010/11)</li> </ul>				



- Community Plan (2003-2008) particularly priorities of: improving local transport; building healthier communities; learning for all; supporting children & young people and; sustainable communities.
- Corporate Plan (2003-2008) particularly priorities of: improving transportation; achieving better and fairer outcomes for children and young people and; enhancing the sustainability of the West Berkshire Community and preserving the local environment.
- Community Safety Strategy (2005-2008)
- Local Healthy Schools Award Scheme

**Evidence for Outcome:**

The outcome of reducing journeys to school made by car will be focused on our urban areas as identified in the Local Transport Plan. It is in these areas where there are most opportunities for changing travel habits from the car to walking, cycling, public transport and car sharing. These opportunities do not exist to the same extent in our rural areas where the population is more sparsely located and where the physical character of the area often makes it unsafe to walk or cycle to school.

The urban areas are also a focus for this work because (as identified in analysis in West Berkshire's Road Safety Strategy) they have a higher rate of collisions than the rural areas.

- Collision rate for urban areas: 4.4 per sq km (2004)

- Collision rate for rural areas: 0.3 per sq km (2004)

The pedestrian and cyclist casualty figures in 2004 were higher in the urban areas (42) than in the rural areas (22). By seeking to reduce the number of car movements in these urban areas and particularly in the vicinity of schools, we are working towards the reduction of collisions and casualties especially where children are involved. In addition this will support the management of traffic growth in our urban areas, which supports both environmental and economic well-being objectives.

This is not to say that the rural areas are not important in terms of travel planning. Whilst we realise the limitations on transferring car journeys to other modes in these areas we recognise that our rural schools can still produce some excellent travel plans. Their focus may be on a wider variety of issues and their targets for a reduction in car use may not be as ambitious as those in the urban areas. An indicator regarding the proportion of schools engaged in the travel plan process will therefore be monitored and reported for the purposes of the LAA.

Travel to school patterns have been monitored for the past 5 years across West Berkshire Schools with an excellent participation rate of over 90% of schools. The appointment of a School Travel Plan Advisor (STPA) in October 2004 has meant that links between school travel, education officers, healthy schools schemes and road safety have been strengthened. With nearly 30% of schools having a travel plan approved within 5 months of the STPA being in post we are aiming to build on this success into future years. Our aim is to lead the way amongst small unitary authorities for developing best practice approaches to school travel planning.

Key partners in this work are the Schools who work hard at developing their travel plans and enthusing parents and pupils to become actively involved in school travel plan work. This work cuts across many areas of the school curriculum. Through working closely with the schools we will look at improving the monitoring of travel patterns to suit the needs of the schools and the Council.

**Requests for Freedoms and Flexibilities:**

For schools to be able to use their grants from DfES / DfT (through the national travel to school initiative) on capital or revenue spend. Request refused.

<b>Block: Safer and Stronger Communities</b>				
<b>LAA Outcome 24 (LPSA 10): Improve RESPECT in Communities and reduce anti social behaviour and empower local communities to have a greater say in local decision making</b>				
Indicators Supporting Outcome				
<ol style="list-style-type: none"> <li>1. A percentage reduction in people's perception of anti social behaviour.</li> <li>2. Level of noise nuisance in residential neighbourhoods.</li> <li>3. The percentage of local communities who have an agreed action plan with the Council, Police, PCT and Community Action West Berkshire.</li> </ol>				
<b>LPSA Reward Targets</b>				
	<b>2004/05 Baseline</b>	<b>(Without the PSA)</b>	<b>With the PSA</b>	<b>Improvement in Performance</b>
1. A percentage reduction in people's perception of anti social behaviour based on the suite of BVPI questions included in the Satisfaction Survey (see attached Template).	See Template attached	2%	5%	3%
2. A reduction in the number of noise nuisance complaints in targeted residential neighbourhoods.	559	553 (1%)	492 (12%)	61 (11%)
<b>Non Reward Targets</b>				
		<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
3. The number of local communities who have an agreed action plan with the Council, Police, PCT and Community Action West Berkshire.	13	8	10	2
<b>Responsibility for target: West Berkshire Safer Communities Partnership</b>				
<b>Key Officer Contact:</b> Rachel Craggs, Community Safety Manager, West Berkshire Council (01635 519235) and <a href="mailto:rcraggs@westberks.gov.uk">rcraggs@westberks.gov.uk</a> .				
Organisations involved in delivering outcomes: West Berkshire Council, Thames valley Police, Youth Offending Team, National Probation Service, Royal Berkshire Fire and Rescue Service, Sovereign Housing Neighbourhood Wardens and parish and Town Councils.				
<b>Links to Key Policies and Plans:</b> RESPECT Government Initiative West Berkshire Community Plan West Berkshire Local Police Area Plan				

Youth Justice Plan for West Berkshire  
West Berkshire DAAT Drug Treatment Plan  
West Berkshire Communities and Enforcement Plan  
West Berkshire DAAT Young People's Substance Misuse Plan

**Evidence for Outcome:**

The Government has recently published its RESPECT Programme and Action Plan. This programme seeks to sustain the momentum on anti social behaviour but will also seek to deliver the wider Respect programme which will seek to go **broader, deeper** and **further**.

**Broader** means addressing anti social behaviour in every walk of life; delivering on school discipline and attendance, challenging unacceptable behaviour, behaviour of tenants and home owners alike, ensuring that public sector workers respect the people they serve but that, in turn, communities respect those who serve them.

**Deeper** means tackling the causes of disrespectful behaviour; intervening in families with problems, making sure all parents get support in times of change; ensuring parenting classes are increasingly taken up in the same way as ante-natal classes; tackling drugs and alcohol problems; making sure that children and young people are active and learning how they can make their own contribution to our national life.

**Further** means new powers being introduced and action taken to make a difference in the short term and embedding those changes into mainstream to create a cultural change so that everyone sees and expects a robust response to anti social behaviour.

The LAA as a whole has a number of outcomes which can be linked to the Respect Programme but the Partnership felt that it would be appropriate to include a specific outcome picking up on the key focus of this Programme, namely anti social behaviour.

This outcome will build on the work associated with anti social behaviour already undertaken by the various agencies across the District with particular reference to increasing the number of neighbourhood warden schemes.

In relation to anti social behaviour emanating from noise, the Council's 2005/06 Satisfaction Survey indicates that although the issue is not considered a high priority by the public the numbers of people expressing concern about this issue has increased from last year particularly in Newbury and Thatcham.

The baseline for the number of noise nuisance complaints in targeted residential neighbourhoods is based on the noise complaints in Newbury, Greenham, Shaw, Speen, Thatcham, Hungerford, Calcot, Tilehurst and Pangbourne and this target equates to 27p per household based on the following calculation:-

The population in the above areas = 88,574 which equates to 35,429 households  
11% (LPSA stretch) of 35,429 (households in targeted areas) = 3897.19  
£113,713.875 (33% of the reward) divided by 3897.19 = 29p per household

The levels of total complaints in targeted neighbourhood  
Community Satisfaction Survey

This outcome also picks up on the good work of the Partnership in relation to local community plans (Parish Plans) and how communities can contribute to decision making which will have a positive impact on the future of their areas.

**Requests for Freedoms and Flexibilities:**

N/A

**Conditions attached to this Outcome:**

The Annual Satisfaction Survey undertaken on 2009 will be used to provide a final assessment of whether the Council has achieved a 3% reduction (an average across the BVPI questions (No 25) set out in the Appendix to determine the level of Reward Grant received.

**LAA Outcome 24 (LPSA 10) – BVPI Suite of Questions to Measure Perception  
 Improve RESPECT in Communities and reduce anti social behaviour and empower local communities  
 to have a greater say in local decision making**

Question	Category	Answers	2003/04	2009
Q25. How much of a problem items are in the area	Noisy Neighbours or loud parties	(Average of Very big problem and fairly big problem)	15.1%	10.1%
Q25. How much of a problem items are in the area	Teenagers hanging around on the streets	(Average of Very big problem and fairly big problem)	50.2%	45.2%
Q25. How much of a problem items are in the area	Vandalism, graffiti and other deliberate damage to property or vehicles	(Average of Very big problem and fairly big problem)	49.3%	44.3%
Q25. How much of a problem items are in the area	People being Attacked because of their skin colour, ethnic origin or religion	(Average of Very big problem and fairly big problem)	9.7%	4.7%
Q25. How much of a problem items are in the area	People using or dealing drugs	(Average of Very big problem and fairly big problem)	37.6%	32.6%
Q25. How much of a problem items are in the area	People being drunk or rowdy in a public spaces	(Average of Very big problem and fairly big problem)	35.6%	30.6%
Q25. How much of a problem items are in the area	People sleeping rough on the streets or in other places	(Average of Very big problem and fairly big problem)	16.2%	11.2%
Q25. How much of a problem items are in the area	Rubbish or litter lying around	(Average of Very big problem and fairly big problem)	35.2%	30.2%

area				
Q25. How much of a problem items are in the area	Abandoned or burnt out cars	(Average of Very big problem and fairly big problem)	31.6%	26.6%

<b>Block: Safer and Stronger Communities</b>				
<b>Outcome 25 (LPSA 11):</b> Protecting Natural Resources and Enhancing the Local Environment for the Enjoyment of Local Communities.				
Indicators Supporting Outcome:				
<ul style="list-style-type: none"> <li>Participation in a broad range of high quality activities, both in and out of school, particularly by priority groups. <i>(This could absorb a combination of all the existing indicators, but at a more strategic level, e.g. To ensure that Young people with a physical disability participate at a event @ a named historical environment means that stiles will have to be replaced in order to enable access).</i></li> <li>Cleaner, safer, greener public spaces and quality of the built environment in deprived areas. <i>(The aim of this indicator is regarding achieving a Green Flag Award for parks and open spaces – this will help achieve the overall aim of the outcome. It may be possible to use this as a half indicator if more Green Flags are achieved in non-deprived areas. This could be supported by an additional two indicators (building a whole one) by adding indicators on Number of young people volunteering, Youth participation in sustainable activities, Protecting and enhancing biodiversity. Again this indicator could take on board the originally suggested indicators of family learning events, access to the countryside and traffic light signs).</i></li> <li>Increasing participation (and physical activity accrued by this participation) in countryside access by improving information about access to the countryside and supporting 'Walking for Health' Schemes. <i>(This indicator builds on the existing indicators, but bolts them all together. This is a direct lift from Devon's LPSA which has already been agreed by Ministers (although not present in "The Reward Element of Local Area Agreements: Negotiation of Stretched Targets – Nov 2005")</i></li> <li>Rights of Way – access to the countryside: to increase visitor access to the countryside (physical activity) and improve rural business competitiveness. <i>(This again leads on from existing indicators.)</i></li> </ul>				
Target	2004/05 Baseline	(Without the PSA)	With the PSA	Improvement in Performance
2.To achieve Green Flag winners within the West Berkshire District. <i>(NB. Although West Berks is a fairly affluent area, there are pockets of deprivation. One GF target could be Greenham Common – recently restored with active involvement of the local population, with whom we would have to work closely to achieve the standard. This area sits on the edge of a large social housing estate. The high profile nature of the Common provides additional benefits for all partners involved).</i>	None in the District <i>(there are 7 main parks including country parks and reserves)</i>	None	Two	
2. To protect and enhance biodiversity – to conserve and enhance wildlife and the rural landscape and to promote access and understanding by all. Measured	Disabled = 146 Able bodied =	<10% <10%	20% 20%	20% 20%

<p>by the increase in the total number of volunteer working on countryside conservation projects. No's of volunteers split into categories; disabled and able bodied, with a measurement of numbers of young people from both categories.</p> <p>(figures provided are for the total numbers of volunteers who attended projects and who committed at least 3 hours per day)</p>	<p>815 Young people under 18 = 114</p>	<p>&lt;10%</p>	<p>20%</p>	<p>20%</p>
<p>3 a) The number of people participating in walking for health schemes and a measure of increased activity levels accruing from this participation.</p> <p>b) As a result of increased health walks increased activity levels accruing from this participation</p> <p>c. % of walkers reporting overall satisfied or very satisfied with health walks.</p>	<p>3176  No baseline  No Baseline</p>	<p>4%  Not measured  Not measured</p>	<p>25%  Establish a baseline within 6 months and achieve a 15% increase in activity levels in 90% of new participants at the end of each year  Establish a baseline % within the first 6 months. Achieve 90% satisfaction level by the 3<sup>rd</sup> year. Surveys to be carried out annually.</p>	<p>25%</p>
<p><b>Responsibility for target: Countryside and Environment</b></p> <p><b>Key Officer Contact: Paul Hendry, Countryside Manager (01635 519858)</b></p> <p><b>Organisations involved in delivering outcomes:</b> North Wessex Down ANOB, Mid and West Berkshire Local Access Forum and the West Berkshire Disability Alliance.</p> <p><b>Links to key Plans and Policies:</b> Community Plan</p>				



### **Evidence for Outcome:**

1. In West Berkshire 80% of the population live in urban areas. Urban areas by definition have less nature than rural areas and less green nature means reduced mental wellbeing and less opportunity to recover from mental stress.
2. Stress and mental ill-health are on the increase and the associated public health costs are growing. There is also great concern about the lack of physical activity amongst young people.
3. Evidence indicates that nature can make positive contributions to the health of residents, help us recover from pre-existing stresses or problems, have an 'immunising' effect by protecting residents from future stresses and helps people to think and concentrate better. A fitter and emotionally more content population will clearly cost the economy less and have considerable business benefits (Countryside Recreation Network Research 2004/05).
4. Alun Michael, Minister for Rural Affairs in his address to the CRN Conference stated;
  - Traditional methods of improving health are becoming outdated. New approaches and action are needed to secure progress.
  - That a 10% increase in adult activity would benefit the English economy by £500 million each year and save 6000 lives.
  - That obesity amongst young children increased from 9.6% in 1995 to 15.5% in 2002.
  - Physical activity should be considered one of the best buys in Public health, providing physical, social and mental health benefits.
  - If yet another opportunity to act is missed, the health care services will continue to run faster to stand still.
5. The 1995 Disability Discrimination Act requires service providers to make reasonable provision for disabled people to access that service.
6. The Countryside and Rights of Way Act requires every highway authority to set up a 'Local Access Forum'. The aim of the Mid and West Berkshire Local Access Forum is to provide guidance and contribute towards improving opportunities for all members of the local community to enjoy the countryside in West Berkshire.

### Current Performance for this target

Research indicated that more work needs to be done to encourage participation in countryside recreational activities amongst young people under 25.

In 2004/05 West Berkshire Council organised 310 Health Walks under the Walking the Way to Health Initiative and attracted 3176 walkers.

### Data in Support of Current Performance for this target

The West Berkshire Countryside Recreational Visitors Survey 2004/05, carried out by Tourism South east indicated that only 2% of visitors to the Countryside locations owned and managed by West Berkshire Council are registered disabled. The survey clearly indicated that there was lack of participation amongst the under 25 and over 45 years age groups. Consultation with user groups suggests the main reason is likely to be lack of interest or lack of confidence in using the countryside.

Local Transport Plan – Annual Progress Report provides baseline figures for Health Walks.

**Freedom and Flexibility:**

N/A

## Safer and Stronger Communities – Details of Supporting Funding Streams

Funding source / stream			Allocation			Rationale
	P	A	2005/06	2007/08	2008/09	
Berkshire Fire and Rescue Service		✓	£65,000			£65,000 Anti Social Behaviour target. Funding relates to resources in kind.
Thames Valley Police Authority		✓	£6,757,608			West of Berkshire (West Berks + Reading + Wokingham) Police Basic Command Unit Fund.
West Berkshire Council Revenue budgets - Community Safety	✓		£127,120			Council funds (net of any external funding) aligned directly to Safer Communities Partnership to reduce crime, anti-social behaviour and domestic violence.
Home Office - Community Safety.	✓		£190,900			Crime Reduction Scheme £10k. Building Safer Communities £180,900.
West Berkshire Council Revenue budgets - Drugs and Alcohol Action Team	✓		£25,000			Council funds (net of any external funding) aligned directly to Safer Communities Partnership to reduce substance misuse.
West Berkshire Council Revenue budgets - Community Care & Housing	✓		£105,770			Council funds (net of any external funding) allocation to Adult Pooled Treatment budget and Young People budget.
Newbury & Community Primary Care Trust	✓		£31,756			PCT allocation to Adult Pooled Treatment budget.
Home Office – Drugs and Alcohol Action		✓	£653,863			Adult Pooled Treatment £332,000. Through Care & After care £83,077. Young People £113,222. Partnership support grant £66,564. Building Safer Communities fund £59,000
West Berkshire Council Revenue budgets - Voluntary sector Service Level Agreement for CAWB		✓	£91,800			Council funding to Community Action West Berkshire to strategically represent the voluntary sector with LSP - including managing VCSO LAA issues.
Home Office - Change Up voluntary sector infrastructure Development programme.		✓	£100,000			£100k is for developing a 10 year infrastructure plan for the VCSOs in West Berks to enable them to deliver services within the LAA blocks long-term
West Berkshire Council Revenue budgets - Home Safety		✓	£16,000			Council funds (net of any external funding) aligned directly to Home Safety. Staff salaries for 1 manager and 2 staff (estimated 20% of total staff time spent directly on home safety initiatives.

West Berkshire Council Revenue budgets - Alcohol Licensing		✓	£75,970	£113,000	tbc	Council funds (net of any external funding) aligned directly to Alcohol Licensing. £63,970 alcohol licensing budget and £12k Trading Standards staff time in 2005/06 baseline rising to alcohol licensing budget and £48,000 Trading Standards Officer time from 2006/07.
Newbury and Community PCT		✓	£12,500			Funding to be used to assist in tackling the harm caused to children and young people by alcohol and tobacco.
West Berkshire Neighbourhood Warden Scheme	✓		£105,000			Council funds (net of any external funding) aligned directly to the scheme (not included elsewhere above).
	✓		£60,000			Sovereign Housing Association,
	✓		£28,000			Newbury Town Council grant
	✓		£10,000			Greenham Parish Council
	✓		£10,000			Holybrook Parish Council
	✓		£10,000			Tilehurst Parish Council
Parish Plan Grants - Capital WBC		✓	£50,000	tbc	tbc	Capital budget for implementation of schemes included in Parish Plan Action Plans.
Parish Plans – Revenue Vodafone contribution		✓	£10,000	tbc	tbc	Costs associated with Parish Plan Liaison Officer. Jointly funded post with WBC and Vodafone. WBC Share of costs included in CAWB budget set out in the SSC Funding Block.
North Wessex Downs ANOB		✓	£10,000			This funding will be used to part fund consultants in developing the Urban Countryside Fringe Action Plan.
Access to the Countryside – WBC Capital		✓	£25,000	£25,000	£25,000	

<b>BLOCK : Economic Development &amp; Enterprise</b>				
<b>LAA Outcome 26: Disadvantaged People – Employment Opportunities To create the necessary infrastructure to help disadvantaged &amp; disabled people into meaningful employment</b>				
<b>Indicators supporting Outcome:</b>				
1. The creation and sustainability of two Social Enterprises p.a. with continued business support for 3 years to assist sustainability.				
2. The establishment of a work-placement scheme for disadvantaged clients.				
<b>Targets</b>	<b>2003/04 Baseline</b>	<b>2006/07</b>	<b>2007/8</b>	<b>2008/9</b>
The creation and sustainability of two Social Enterprises	Nil	2	2	2
To arrange a minimum of 105 work-placements	35	25	25	25
<b>Responsibility for target:</b> West Berkshire LSP				
<b>Key Officer Contact:</b> Stephen Smyth, Pathways to Employment Co-ordinators.				
<b>Organisations involved in delivering outcomes:</b> Appropriate Voluntary Sector Organisations (Mencap/ Newbury Day Care Centre/ Newbury Blind Club/ Ormonde Centre etc) Reading Community Enterprise Agency, Job Centre Plus, Newbury College and the Learning and Skills Council.				
<b>Links to key Plans and Policies:</b> Equal Opportunities Social Inclusion Regional Economic Strategy				
<b>Evidence for Outcome:</b> Most of Berkshire is in full employment - a situation which has prevailed for most of the past decade and throughout this time there have been more unfilled vacancies locally than there were people looking for work. Yet we have, throughout the area, many disadvantaged and/or disabled people who cannot get meaningful employment, because the local professional infrastructure is not in place to manage this project on other than a voluntary basis, which is not sustainable.  A pilot project proved that with a dedicated "Pathways to Employment" officer, progress was made with employers which made it possible for disadvantaged people to get work-placements. Similarly local experience in Reading showed that when the infrastructure was in place to develop a Social Enterprises, the business could be sustained.  It is a well published target from Government to move people out of benefits and into employment, yet small councils find it impossible to fund the necessary project structure.				

If county wide operation could be agreed for this outcome, and similar targets were achieved for each LA area, then the overall costs would be far exceeded by the wider savings achieved by getting disadvantaged and disabled people into the workforce, particularly in an area with a history of vacancies and skill shortages.

**Requests for Freedoms and Flexibilities:**

N/A

<b>BLOCK : Economic Development &amp; Enterprise</b>				
<b>LAA Outcome 27: Increase skills levels of the local population with clear reference to business need.</b>				
<b>Indicators supporting Outcome:</b>				
1. Number of adults gaining basic skills as part of the Skills for Life Strategy				
2. Number of adults in the workforce gaining Level 2 qualifications or equivalent				
3. Skills levels in particular business sectors				
<b>Targets</b>	<b>2003/4 Baseline</b>	<b>Without PSA</b>	<b>With PSA</b>	<b>Improvement in Performance</b>
1. Number of adults gaining basic skills as part of the Skills for Life Strategy	42	Nil	+15%	+15%
2. Number of adults in the workforce gaining Level 2 qualifications or equivalent	203	+10%	+10%	+10%
3. Skills levels in particular business sectors – Construction, IT, Healthcare, Management and Retail	548	+10%	+10%	+10%
<b>Responsibility for target:</b> West Berkshire LSP Economic Group				
<b>Key Officer Contact:</b> Stephen Smyth				
<b>Organisations involved in delivering outcomes:</b> West Berkshire LLP, Berkshire LSC, Newbury College, Chamber of Commerce, Business Link, LSP Economic Group, Training Providers, Relevant Voluntary Sector Organisations. Reading Community Enterprise Agency, Pathways to Employment Project, Jobcente Plus, Action for Business Network and “Next Steps”.				
<b>Links to key Plans and Policies:</b> West Berks Community Plan, Regional Economic Strategy,				
<b>Evidence for Outcome:</b>				
1. In West Berkshire c33% of working age people lack level 2 qualifications – Source Berks LSC; 2001 Census.				
2. In West Berks, approx 20% of people in employment have Basic Skills deficiencies that impair their workplace efficiency and importantly their personal development (literacy and/or numeracy. – source: Berkshire LSC).				
3. In 2003/4, WBC in partnership with the West Berkshire LLP secured pilot project funding to employ 2 field officers to work with employers and numerous disadvantaged groups to tackle the issues referred to above. Both projects achieved their targets, in particular the project to get clients from ‘the hard to reach’				

groups into basic skills training.

Given that the area is in full employment, people in jobs (particularly in SMEs), who need to improve their skills do not see the need to volunteer for training, which does not augur well for the future economic well being of the area. The situation is much worse with the under skilled in the hard to reach groups. In both cases, unique experience from the pilot projects clearly suggests that unless dedicated field officers are appointed, it will not be possible to achieve the targets outlined above.

On average, in each year of the past decade, the number of vacancies in the area exceeds the number of economically people out of work.

In addition to the above, other evidence/projects which can be used is:

- (i) Basics for Business: Basics for the Community.
- (ii) The family Learning aspects of the work of the Learning and Skills Council funded Adult and Community Learning/WBLEA.
- (iii) Projects to help parents to help their children at school.
- (iv) ESF funded work at Newbury College on job coaches.
- (v) Extended schools project with West Berkshire.

**Requests for Freedoms and Flexibilities:**

Flexibility in the use of the National Employer Training Programme funding to enable Newbury College to provide basic skills training to those persons economically active but not currently in employment. – Request Refused



<b>BLOCK : Economic Development &amp; Enterprise</b>				
<b>LAA Outcome 28:</b> <b>To Increase the level of Corporate Social Responsibility (CSR) activity within West Berkshire's business community to contribute to the environmental and social well being within the district.</b>				
<b>Indicators supporting Outcome:</b> 1. The Increase in the level of CSR locally. 2. To promote best practice and provide help & guidance to businesses locally to develop their CSR programme.				
<b>Targets</b>	<b>2003/04 Baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
1. The Increase in the level of CSR locally. 2. To support businesses locally to develop their CSR programme to match local needs. 3. To promote best practice and provide support and guidance on CSR. 4. To produce a register of CSR activity in West Berkshire.	Unknown None supported  Achieved following a survey.	Assist 5 SME's to produce CSR Strategy Survey 2000 companies	Publish CSR Activity register Assist 10 companies to develop CSR strategies	Assist 20 companies to develop CSR strategies
<b>Responsibility for target:</b> West Berkshire LSP Economic Group				
<b>Key Officer Contact:</b> Stephen Smyth EDO				
<b>Organisations involved in delivering outcomes:</b> Employer Organisations ( BLBW, CCI)				
<b>Links to key Plans and Policies:</b> 1. West Berkshire Community Plan 2. Regional Economic strategy – CSR				
<b>Evidence for Outcome:</b> There is no clear understanding of what constitutes CSR. Many seem to think CSR really only applies to large private sector employers and not to other employers ( i.e. SMEs, Public and Voluntary Sector employers). Recently, many companies have developed CSR programmes, that provide measurable benefit to their local community, but little is known of this activity in the local community outside the immediate beneficiary group. Recent discussions with employer organisations suggest that increasingly businesses do see a need to relate to their local community, but activities that could be considered CSR, particularly in the SME sector, are often not recognised as such, either by the company or the community. Different sectors (Voluntary, Public, Education, Health, Private) have very different interpretations of what makes effective CSR activity.  None seem to know the total level of the CSR involvement locally and many businesses are not getting the recognition they deserve from their community for the resources (often staff time) they put into what could				

reasonably be described as CSR activity.

The LAA and the Economic and Enterprise Block provides the opportunity to define what constitutes CSR, to “map” current activity within West Berkshire, to help companies interested in CSR (in particular SMEs) to deliver an effective local programme and importantly to them, one that increases their stature in the local area.

Importantly, everyone agrees the need for effective CSR activity and of the need to share best practice, eliminate overlap, misuse of scarce resources and most of all trying to match what all employers (not just businesses) are prepared to do, to local priorities – vital in rural communities and to voluntary sector organisations.

**Requests for Freedoms and Flexibilities:**

N/A

<b>BLOCK : Economic Development &amp; Enterprise</b>				
<b>LAA Outcome 29:</b> To develop and provide a professional development programme, by means of a bursary, or otherwise, for education & training providers of vocational courses, to provide them with first hand experience of the local business structure and operating procedures, employer needs & expectations from those entering the workplace.				
<b>Indicator supporting Outcome:</b> 1. To develop and provide a professional development programme for senior teachers.				
<b>Targets</b>	<b>2003/04</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
To develop and deliver a professional development programme for 12 senior people delivering training which provides first hand experience of the local business structure and operating procedures, employer needs and expectations from those entering the workplace.	Expressions of interest from 3 companies	6	10	12
<b>Responsibility for target: West Berkshire LSP</b>				
<b>Key Officer Contact:</b> WBC – Stephen Smyth EDO				
<b>Organisations involved in delivering outcomes:</b> West Berkshire Education Business Partnership, West Berkshire LLP, Employer Organisations. West Berks schools & various training providers				
<b>Links to key Plans and Policies:</b> The Outcome links to the Regional Economic Strategy and to national strategies to improve the operational links between Business & Education Sectors.				
<b>Evidence for Outcome:</b> The School Curriculum now includes vocational modules at GCSE and A2 Level in ICT, Applied Sciences, Engineering, Health & Social Care, Leisure & Tourism a module on Business & the Work Place. Unless teachers have some first hand understanding of the culture and operation of the workplace they cannot be expected to relate meaningfully to the subject nor can the gap between the vocational curriculum and the workplace be reduced.  It is proposed to involve the Education Business Partnership to develop and deliver a professional development programme, by means of a bursary, for senior teachers. The programme should include a wide range of public and private sector organisations operating within West Berkshire.  As part of the LAA process, there will be an annual review of the programme to ensure that it remains “fit for purpose”.				
<b>Requests for Freedoms and Flexibilities</b>				

N/A

<b>BLOCK : Economic Development &amp; Enterprise</b>				
<b>LAA Outcome 30: To support economic growth, entrepreneurialship and sustainability of enterprise, and reduce business failure particularly in the SME sector</b>				
<b>Indicators supporting Outcome:</b>				
<ol style="list-style-type: none"> <li>1. Total Entrepreneurial Activity Rate.</li> <li>2. Year-on-year VAT Registration/ deregistration indices</li> <li>3. Increase / decrease in local Business Rates.</li> <li>4. Business failure rates &amp; insolvency levels.</li> <li>5. Local Employment Statistics.</li> <li>6. Work with partner organisations to facilitate business growth and reduce business failures</li> </ol>				
<b>Targets</b>	<b>2003/04 Baseline</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>
Total Entrepreneurial Activity Rate.	Nomis data for 03/04 published in 1 <sup>st</sup> Q 2006	04/05 data	05/06 data	07/08 data
Year-on-year VAT Registration/ deregistration indices	As above – Known 03/06	As above	As above	As above
Increase / decrease in local Business Rates.  Annual loss in Business rates due to empty commercial rates	Publish FY 03/04 historical information on website March 05	Data will be published annually in arrears	Data will be published annually in arrears	Data will be published annually in arrears
Business failure rates & insolvency levels.	03/04 data available 03/06	04/05 data available 03/07	05/06 data available 03/08	06/07 data available 03/09
Local Employment Statistics.	Will be published on WBC website Jan 06	Will be published on WBC website Jan 06	Will be published on WBC website Jan 06	Will be published on WBC website Jan 06
Using the above information work to develop an ethos with public and private sector partners to positively recognise the benefits a successful Private Sector can bring to the overall wellbeing of all who live and work in the District.	Links established with SEEDA and BLBW – 20 SMEs	20 SME's assisted	20 SME's assisted	20 SME's assisted

Work with partner organisations to facilitate business growth and improve training to reduce business failures.				
<p><b>Responsibility for target:</b> LSP Economic Group</p> <p><b>Key Officer Contact:</b> Stephen Smyth</p> <p><b>Organisations involved in delivering outcomes:</b> Berkshire LSC, Employer organisations, Business Link Berks &amp; Wilts and Newbury College.</p>				
<p>Links to key Plans and Policies: Regional Economic Strategy West Berkshire Community Plan – Vitality &amp; Viability</p>				
<p><b>Evidence for Outcome:</b> The Learning and Skills Council has commissioned research work on how to assist business in not to fail. This research along with other help and guidance will be used to deliver this outcome.</p>				
<p><b>Requests for Freedoms and Flexibilities:</b> N/A</p>				

