

Redditch Sustainable Community Strategy – Overview and Scrutiny Monitoring Report – June 2017

Redditch Community Sustainable Strategy (SCS)

The Redditch Sustainable Community Strategy is the strategy produced by Redditch Partnership which sets out the strategic direction for Redditch and how partners can contribute to achieving a shared vision for the Borough. The current Redditch Sustainable Community Strategy (SCS) was pre-scrutinised in March 2011 with the final Strategy gaining approval by full Council on 28th March 2011. Originally the Strategy was in place for 3 years. A mini refresh of the SCS priorities was undertaken during 2015 with the outcome that a few minor changes were made to the priorities.

The current vision of the Strategy is:

‘Redditch will be successful and vibrant with communities that have access to good job opportunities, good education, good health and are communities that people will be proud to live and work in’.

The four current priorities of the SCS are:

Priority One	Health Inequalities	Focus is on following issues: smoking, alcohol, drugs; obesity / healthy lifestyles and mental health and wellbeing.
Priority Two	Education attainment, school readiness and raising aspirations of young people.	Focus is on three issues: improving literacy and numeracy; raising aspirations; and improve statistical levels of attainment particularly for Early Years and Key Stage 2.
Priority Three	The economy of Redditch with a focus on providing a larger and more diverse job offer.	Focus is on three broad issues: promotion of Redditch as a business location; jobs and worklessness; and fostering economic ambition in young people.
Priority Four	Lead on transformational change of services for citizens in Redditch	Focus is on leading and implementing the Connecting Families programme which is being piloted in Redditch.

Redditch Partnership

The SCS is overseen by a group of strategic partners working in Redditch (see structure diagram appended to this report). This group used to be known as the Redditch Partnership Board but since April 2014, the group has been slightly reconfigured and is now known as Redditch Partnership Executive Group (RPEG). The remit of the group has been extended so as well as looking at the priorities, the group also provides strategic direction to current partnership initiatives and programmes in Redditch such as Early Help, Stronger Families, Future Lives, Social Prescribing. The Group is chaired by Duncan Berry from the YMCA.

Sitting underneath this group are several other groups including the Redditch Community Wellbeing Trust (RCWT). This is a Thematic Group looking at issues regarding children and young people and also health issues. This group oversees the Redditch Health and Wellbeing Plan.

Other groups include the Redditch Economic Development Theme Group, and the Positive Activities Sub Group. Please see the appended structure chart which shows the groups linked into Redditch Partnership.

Redditch Partnership Executive Group (RPEG)

During the last three years, RPEG has taken a lead role in helping to shape the Connecting Families programme in Redditch. Connecting Families is a new way of working across health, social, early years and family care and is being piloted in Redditch before being rolled out across the County.

The Group actively monitors strategic commissioning, initiatives and programmes being implemented across the County and in Redditch with a view to influencing decision making where possible and ensuring co-ordination and minimisation of duplication.

In March 2017 RPEG held an away day with the purpose of refocussing its work. The key message to come out of this away day was that RPEG should focus on one issue for a time limited period to make as big an impact on that issue as possible. The issue to focus on was not decided on but is subject to further discussion at the next RPEG meeting on Wednesday 24th May 2017.

Redditch Economic Development Theme Group (REDTG)

This Group is chaired by Elected Members and includes business reps, and officers from North Worcestershire Economic Development and Regeneration.

There is an Action Plan with four emerging priorities.

- Enterprising - nurturing existing businesses. Encouraging future entrepreneurs to start up their own business.
- Vibrant - enhancing the retail, leisure and residential offer within Redditch town centre. Improving the environment and urban fabric of the area.
- Confident - Positively promoting Redditch as a place to live, work, invest and visit and help to change perceptions of the area, encourage new inward investment into Redditch and positioning Redditch on the regional and national stage.
- Skilled - Improving the aspirations of our younger population, re-skilling and up-skilling our workforce to meet the future demands of employers, and creating a higher wage economy.

Redditch Community Wellbeing Trust (RCWT)

The RCWT holds meetings every two months. Meetings consist of items for information around health inequalities, children and young people and older people and also an element of identifying needs and actions to help with their action planning. Some of the projects, schemes and initiatives in the RCWT Action Plan include:

- Social Prescribing;

- Eating Well on a Budget staff training;
- Health Chat Training;
- Older People/Social Isolation - booklet Action Plan;
- Maternal Health/ Early Years including Breastfeeding/ Smoking in pregnancy/ Weight management in pregnancy and early years;
- Developing stronger links with Early Help/ Midwives/Health visitors through Children's Centre advisory board;
- "Right from the Start" campaign;
- Mental health initiatives.

Positive Activities Sub Group

This group is made up of organisations which provide activities for children and young people in the town. They meet to co-ordinate their activities to make sure that they are collaborating effectively, making best use of resources and avoiding duplication. Recently they have met to discuss the re-commissioning of the WCC funded Positive Activities Fund. An underspend of Community Safety Partnership funding has recently been made available for providers in Redditch to bid for to tackle issues of ASB caused by young people in Matchborough Centre. Providers have utilised the Positive Activities Sub Group as a chance to come together and discuss ideas and receive information from the Officers involved in facilitating the bidding process.

Wellbeing in Partnership Newsletter

The "Wellbeing in Partnership" Newsletter continues to be published on a monthly basis with the aim of providing information about strategic issues and local projects/initiatives being undertaken across both Redditch and Bromsgrove. It was envisaged the newsletter would act as one way of ensuring partners and locally elected Members were better informed about activity in their local area. Both Bromsgrove and Redditch Members should be receiving this newsletter but the current and previous copies can be accessed on the Redditch Partnership website.

Redditch and Bromsgrove Directory of Services

A directory of services building on current directories produced by the Council's Customer Service Team and the Parenting and Family Support Service is currently in the process of being built. The Council's IT development team are working on the technical side of this while officers including Customer Services, Parenting and Family Support, Redditch and Bromsgrove Partnership Managers and the two Health Improvement Coordinators are working to populate this with all services from the statutory, voluntary and community sector available in Redditch and Bromsgrove. Once finished, the fully searchable directory will be available on the Council's webpages for the public and local partners to use. Local organisations will be able to contact the administrating team and add their organisations details to the directory if not already on there. The administrating team will also work to keep the directory as up to date as possible.

Further information: - please contact Helen Broughton, Helen.broughton@bromsgroveandredditch.gov.uk, ext.3237 or look at the Redditch Partnership webpages at www.redditchpartnership.org.uk