

Redditch Sustainable Community Strategy – Overview and Scrutiny Six Monthly Review – July 2013

The Redditch Sustainable Community Strategy (SCS) was pre-scrutinised in March 2011 with the final Strategy gaining approval by full Council on 28th March 2011. The last review of the SCS by the Overview and Scrutiny Committee took place in November 2012.

The four current priorities of the SCS are:

Priority One	Health Inequalities	Focus is on three issues: smoking, alcohol; and obesity / healthy lifestyles.
Priority Two	Education attainment and raising aspirations of young people.	Focus is on three issues: improving literacy and numeracy; raising aspirations; and improve statistical levels of attainment.
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	Areas of deprivation with an initial focus on Winyates and Church Hill.	Winyates project focuses on: enhanced security measures for residential areas in Centre; and community engagement in the area.

The Sustainable Community Strategy is due to be refreshed in 2014. Redditch Partnership Board will be having discussions about the best way of undertaking this refresh over the next 6 months. New priorities will be decided through a combination of consultation and analysis of latest statistics.

Redditch Partnership Board

Issues which have been discussed at Redditch Partnership Board recently include:

- setting the work programme of the Areas of Highest Need (Winning Winyates) project for the next two years;
- Welfare Reform;
- Joint Services Review;
- Economic Development initiatives in Redditch;
- Worcestershire Partnership structural / governance changes; and
- Worcestershire Next Generation Plan.

Theme Groups

- The two functioning Theme Groups of the Partnership – the Health and Wellbeing Sub group and the Children’s Local Partnership are merging to form one cross cutting group.

- The decision was made to do this to try to bring issues of health and children and young people to prominence as these had not been focussed on as much in previous years.
- It is hoped by bringing the two groups together a wider range of partners will be able to discuss issues of health in a more joined up way.
- The first meeting of the new group took place on Tuesday 9th July.
- As a consequence of this change, the current two action plans – Health and Wellbeing and Children and Young People’s action plan are being refreshed and brought together in one document.
- This document is currently being developed and will be discussed at the initial couple of meetings of the new group over the coming months.
- Worcestershire County Council (Public Health) has produced a Health Needs Assessment which has identified new health related priorities. Actions contained within the new action plan will reflect these changing priorities.
- Actions relating to educational attainment and raising aspirations of children in the Borough which were being worked on by the previous group will still remain in the new Action Plan.
- In 2012, the Redditch and Bromsgrove Clinical Commissioning Group awarded Redditch and Bromsgrove approximately £250,000 to be utilised to develop and implement health related projects in both areas. One of these projects was designed to tackle low level mental health and wellbeing issues. As part of the project a website was designed based on the nationally recognised “Five Ways to Wellbeing”. The website can be found at www.wellbeinginpartnership.co.uk and has been promoted to partners including GPs to use as well as the public.

Areas of Highest Need

- The Partnership Board recently reviewed the Winning Winyates “Areas of Highest Need” project. The Neighbourhood Development Manager’s contract has been renewed as there was funding left to support this post for a further two years.
- A section of the report which was submitted to Redditch Partnership Board has been included in Appendix One of this report for information.
- Other areas of deprivation in Redditch are beginning to benefit from funding from external sources – these include the Big Local project in Church Hill. Whilst Redditch Partnership is not directly involved in these initiatives, they keep a watching brief so they can provide support and assistance where appropriate / needed.

Transformation / Joined Up Working Group

- The concept of transformation and better joined up working is being developed with partners through the Joined –Up Working Group. Representatives from a broad range of partners from the public, education, voluntary sector meet on a regular basis to look at new ways of working in a specific locality, currently looking at Winyates. It is possible that with the development of the Joined Up Working Group some of the Partnership structures in the future may change to reflect the work emerging from this.

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