

Redditch Sustainable Community Strategy – Overview and Scrutiny Monitoring Report – December 2019

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. Since then there has been a short assessment of the priorities undertaken each year by the Partnership.

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 carrying on some of the legacy work of the Connecting Families programme and identifying any further opportunities for transformational work across partners systems.

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 Group is chaired by Naomi Manning from Worcestershire Health and Care Trust.

Sitting underneath this group are 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. Please see the appended structure chart which shows the groups linked into Redditch Partnership.

Redditch Partnership Executive Group (RPEG)

The role of RPEG is to provide strategic direction in Redditch on the priorities and also provide guidance and influence on key commissioned services, projects and initiatives rolled out across Worcestershire which have an impact of the residents of Redditch.

In March 2017 RPEG held an away day with the purpose of refocussing its work. The key message to come out of the 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. It was decided during 2017-18 that for the foreseeable future the focus of the group should be on mental health and wellbeing in Redditch. Some of the work conducted in 2018 focussed on this and utilised systems transformation processes and the Connecting Families approach to look at a case study. This case study was of a single male who lived in RBC housing stock and who was receiving support from a number of agencies including mental health services and drug and alcohol services. Journey mapping of his life was undertaken and points where he could have been assisted more effectively were identified. RBC is now looking at this case study further with locality officers with a view to identifying how as an authority we can work better with cases such as these.

Redditch Economic Development Theme Group (REDTG)

This group is currently in the process of being refreshed. Previously this Group was chaired by Elected Members and included business reps, and officers from North Worcestershire Economic Development and Regeneration.

There was an Action Plan with four priorities which were:

- 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.

The new group is looking to carry on some of these work streams but is starting out with a different approach. The group is being grown by businesses themselves and being chaired by a local businessman (the CEO of FaunZoeller). The aim of the group is to focus on skills especially in young people and starting with a specific project around business mentors working with children in schools.

Redditch Community Wellbeing Trust (RCWT)

The RCWT holds meetings every two months. Meetings consist of discussion 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. Recent issues discussed at the RCWT include the work of Papyrus around suicide in young people, BARN's young people's volunteering project, and the Early Help Strategy.

The Positive Activities Sub Group used to exist as a group as part of the Partnership but has been superseded by the Youth Forum. This was developed by the community in particular by community member Sue Yeng. It is now chaired by Pete Sugg who is the lead officer for Young Solutions (an umbrella group for VCS organisations whose focus is on children and young people). They are currently focusing on bidding for the next tranche of Positive Activities funding from Worcestershire County Council.

Information and Data

One aspect of the Redditch Partnership Manager role is to, where possible, disseminate information and data about Redditch. One useful document produced yearly which gives information about priorities for the area around wider determinants of health is the Health Profile. The 2019 version can be found [here](#). There is also a useful tool which enables users to look find data at small area geographies called "Local Health" – this is available [here](#).

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 (Knowledge Bank)

A directory of services building on current directories produced by the Council's Customer Service Team and the Parenting and Family Support Service has been created. The Council's IT development team assist on the technical side of this while officers including Customer Services, Parenting and Family Support, Redditch and Bromsgrove Partnership Managers are working to populate this with all services from the statutory, voluntary and community sector available in Redditch and Bromsgrove. The fully searchable directory is available on the Council's webpages for the public and local partners to use. Local organisations can 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. The link for the Knowledge Bank is <http://www.redditchbc.gov.uk/knowledgebank>

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