

## Redditch Sustainable Community Strategy – Overview and Scrutiny Monitoring Report – January 2021

### 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 28<sup>th</sup> 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:

<b>Priority One</b>	Health Inequalities	Focus is on following issues: smoking, alcohol, drugs; obesity / healthy lifestyles and mental health and wellbeing.
<b>Priority Two</b>	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.
<b>Priority Three</b>	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.
<b>Priority Four</b>	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).

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 identified 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.

During the past year, owing to the pressures faced by partner representatives from the Coronavirus pandemic, RPEG has only meet a handful of times. Meetings that have taken place have focussed on information sharing about the handling of the pandemic and discussion about the support organisations could provide for each other.

The focus of work in 2021 for the group is on Asset Based Community Development (ABCD) models and utilising these to look at how to tackle issues in local communities. Public Health has recently employed a team of ABCD practitioners who will dedicate some of their time to Redditch to work in a local community (yet to be decided) and tackle their needs.

### **Redditch Business Leaders**

This group previously used to be named the Economic Development Theme Group but has morphed into the Redditch Business Leaders Group. The new group is chaired by a local businessman (the CEO of FaunZoeller) and has representatives from a number of local businesses including Heller, Mettis and MSP. The aim of the group is to focus on skills especially in young people and for the past 18 months has rolled out a project facilitating business mentors working with children in schools.

### **Redditch Community Wellbeing Trust (RCWT) and other Groups**

The RCWT usually holds meetings every two months. Meetings consist of discussions predominantly around health inequalities, children and young people and older people. During the past year, only a few meetings have taken place. They have mostly been utilised to provide a forum for partner organisations to update each other about the work they have been undertaking during the pandemic.

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 became a weekly, then fortnightly email bulletin in March 2020 once the pandemic began. The idea was to get messages out as quickly as possible to partner organisations about services which were running and those that had to pause owing to the pandemic. For the foreseeable future the newsletter will remain an e-news bulletin.

### **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](mailto:Helen.broughton@bromsgroveandredditch.gov.uk), ext.3237 or look at the Redditch Partnership webpages at [www.redditchpartnership.org.uk](http://www.redditchpartnership.org.uk)