

# Executive

## Brighter Futures in Banbury Programme

2 July 2012

### Report of the Director Community and Environment

#### PURPOSE OF REPORT

To consider a review of the second full year of the Brighter Futures Programme in Banbury and the proposed emphasis in the third and subsequent years.

This report is public

#### Recommendations

---

The Executive is recommended:

- (1) To note the good progress made in the second year of the Brighter Futures Programme;
- (2) To support the areas of emphasis and proposed activity in 2012/13; and
- (3) To receive further reports as appropriate on progress.

#### Executive Summary

---

##### Introduction

- 1.1 The Brighter Futures in Banbury programme has been running for just over two years as a means of supporting in better ways those individuals and families in most need. During this time, it has made significant progress with effective multi-agency focus and joint actions.
- 1.2 The second year's activities and outcomes can be found in the attached near final draft Annual Report 2011/12 at Appendix 1.

##### Proposals

- 1.3 The proposals in this report are about making a difference to those families and individuals in greatest need. They include continued effectiveness of multi-agency working, helping those in greatest need, having a common purpose and understanding, taking a long-term approach, making best use of current and anticipated reducing resources and engaging with local people and communities in Banbury.

1.4 Proposals for the coming year include maintaining the focus on the six main themes of :

- Early Years, Community Learning and Young People's Attainment
- Employment Support and Skills
- Family Support and Young People Not in Employment , Education or Training
- Financial Inclusion and Housing
- Health and Wellbeing
- Safe and Stronger Communities

1.5 Specific initiatives in 2012/13 include;

1. Consolidate where we have started to make a real difference, for example:
  - getting local people into local jobs, such as through the Job Clubs
  - preventing young people becoming, and remaining, NEET
  - improving skill levels to increase local residents' employability
  - ensuring the most vulnerable families have access to pre-school and other community learning opportunities
  - working to improve outcomes in mathematics across all key stages
  - developing more self-build schemes and other affordable homes in the area
  - offering accessible early diagnosis and health improvement initiatives
  - ensuring we maintain the on going reductions in our already low levels of crime and disorder
  - maintaining effective networks of professionals already established in the area.
2. Introduce the Thriving Families initiative supported by Government funding and to ensure effective local co-ordination.
3. Support residents affected by the proposed changes to benefits.
4. Introduce a Positive Images Programme for school groups to focus on self-esteem, emotional wellbeing, relationships, health and assertiveness.
5. Develop the Banbury Food Bank in terms of storage facilities and distribution.
6. Introduce online self-managed community noticeboards in the Brighter Futures neighbourhoods to provide information about local services, what's going on locally and help online access.
7. Support for the development of a Banbury WRVS hub to help local older people remain independent and active in their communities.
8. Deliver environmental improvements in Grimsbury through improvements and changes to the hard and soft landscaping around East and Centre Streets.

## **Conclusion**

1.6 The Brighter Futures in Banbury programme will only be effective if it is targeted, long-term, multi-agency in nature and clear on its purpose and outcomes. A common understanding amongst all relevant agencies of what can and should be done underpins the proposals for 2012.

## **Background Information**

---

- 2.1 The attached draft Annual Report 2011/12 sets out the extensive range of activities undertaken in the three target wards arranged by the six themes. It represents an excellent multi-agency response to local need and has established a new way of working which is based on a common purpose, good communication and better understanding of the roles and activities of many organisations.
- 2.2 The Council has been active in its support of this work in many ways and has been taking a strong leadership role:
- The appointment of Councillor John Donaldson as Lead Member the Brighter Futures Programme, who chairs the three tier Banbury Councillors meetings and workshops;
  - Director of Community and Environment input to the Oxfordshire Programme Management Group;
  - Director of Community and Environment lead as Chairman of the Brighter Futures in Banbury Steering Group;
  - Strategic Housing Manager lead role for the Financial Inclusion and Housing theme
  - Economic Development Manager lead role for the Employment Support and Skills theme.
  - Corporate Performance Manager support for performance management and reporting;
  - The employment with external funding of a Brighter Future Coordinator;
  - Aligning mainstream Council services such as benefits, employment support, housing, recreation, community engagement, cleansing, and health improvement to the wards and people most in need;.

## **Key Issues for Consideration/Reasons for Decision and Options**

---

- 3.1 In pursuing this programme, there are a number of key principles which should be considered. They are as follows:
- The focus on health inequality issues will by its nature need long term wide economic, social and environmental actions to be fully effective;
  - The outcomes sought must be relevant to the communities targeted and the specific needs of people in those communities;
  - This is an ongoing programme, not a project and as such there will be a need to embed actions in mainstream service provision for all participating agencies.
- 3.2 Effectiveness can only be achieved if there is commitment of participating agencies. It is encouraging to note that the level of commitment to work together to make a difference is evident throughout all partners.
- 3.3 The important issue of finance is a cause for concern. The original financial allocation for the Oxfordshire programme is now nearing full spend. Additional resources are being sought and in some cases offered e.g. the Government's Troubled Families Programme (described locally as Thriving Families). Whilst these opportunities are welcomed, they are few in number. What is therefore

clear at this point is that in addition to limited additional funding, core budgets of partner organisations will be smaller in the future.

- 3.4 The most important aspect about funding is therefore not about how much new funding will or will not be available, but to ensure the most effective and efficient use is made of what ever resources are available irrespective of cutbacks. The new and enhanced multi-agency initiatives proposed for 2012/13 are being implemented with this intention. It is expected that more such initiatives will follow.
- 3.5 2011 did see some disruption to the programme through changes in key Cherwell DC and Oxfordshire CC staff. This required a review of what was needed to deliver such a diverse programme of services, new themes were established and four out of the six theme leads changed. Despite the loss of momentum in the early part of the year, this was re established by year end with a significant range of new multi agency initiatives.
- 3.5 Long term outcomes expected will include:
- There will be a sustained improvement in IMD scores for the target areas, including the specific domains of health, employment, crime, education and skills;
  - The gap in death rates between the best and worst quintiles in the District will be reduced;
  - There will be better outcomes for children and young people - reduced teenage pregnancies, improved educational attainment, improved skills, fewer accidental and deliberate injuries and reduced poverty;
  - Reduce number of young people not in employment, education or training;
  - Improved skills levels and more will be employed or develop enterprises;
  - Public involvement in shaping the content of the programme will result in increased satisfaction with living in the area;
  - Financial savings and efficiencies with public money for health, social care, policing, children's services, community safety and advice services;
  - Improvements in the number of people who are obese, who smoke, who have low levels of physical activity, mothers who breastfeed, people with undiagnosed or unmanaged diabetes, teenage pregnancies and who take up flu vaccines.
- 3.6 This Banbury work is being pursued as part of the Oxfordshire wide programme as it is in certain Banbury wards which the data indicates most need is located. Consideration is underway about a wider geographical application of this targeted multi agency approach. Before this occurs, it will be important from the Oxford and Banbury work to develop good practice and proven interventions which can then be applied elsewhere. The programme so far is undergoing an evaluation with the intention of producing a model for wider application.
- 3.7 The Brighter Futures in Banbury Programme as a Council priority falls within the new Place Programme governance arrangements set up to manage multiple projects across both Cherwell and South Northants councils. As such, the Executive will receive further high level reports on this subject

through that process along with the quarterly performance reporting requirements.

The following options have been identified. The approach in the recommendations is believed to be the best way forward, reflected in Option One.

- Option One**                      Adopt the recommendations as set out
- Option Two**                      Amend/add to the areas of focus for 2012/13

### **Consultations**

---

Brighter Futures in Banbury Steering Group      The Brighter Futures Steering Group approved the draft Annual Report 2011/12 at its meeting on 31 May 2012

### **Implications**

---

**Financial:**                      There are no 2012/13 implications arising from this report. The District Council implications of the proposals contained in this report are based on current approved service plans and budgets. Further consideration will be necessary for the Lead Member to determine the use of the special reserve agreed for this programme.

Comments checked by Denise Taylor, Service Accountant, 01295 221982

**Legal:**                              There are legal implications arising from this report.

Comments checked by Nigel Bell, Team Leader – Planning & Litigation, 01295 221687

**Risk Management:**              There are no notable risks associated with this report

Comments checked by Claire Taylor, Corporate Performance Manager, 01295 221563

### **Wards Affected**

---

**Brighter Futures in Banbury focuses on the Wards of Ruscote, Neithrop and Grimsbury & Castle**

### **Corporate Plan Themes**

---

**Brighter Futures in Banbury is part of the Council's 2012/13 Corporate Priority "A District of Opportunity" to work with partners to tackle disadvantage in the District.**

### **Executive Portfolio**

---

**Councillor John Donaldson  
Lead Member Banbury Brighter Futures**

## Document Information

---

<b>Appendix No</b>	<b>Title</b>
Appendix 1	Brighter Futures in Banbury Annual Report 2011/12
<b>Background Papers</b>	
None	
<b>Report Author</b>	Ian Davies, Director Community and Environment
<b>Contact Information</b>	030000 30101 ian.davies@cherwellandsouthnorthants.gov.uk