

Cherwell District Council

Executive

23 June 2014

<p>Brighter Futures in Banbury 2013/14 Annual Report</p>

Report of Director of Community and Environment

This report is public

Purpose of Report

To consider the progress made in 2013/14 of the long term and multi agency Brighter Futures in Banbury Programme and the proposed priorities for 2014/15.

1.0 Recommendations

The meeting is recommended:

- 1.1 To note the good progress made in the fourth year of the Brighter Futures in Banbury Programme.
- 1.2 To support the areas of emphasis and proposed activity in 2014/15;

2.0 Introduction

- 2.1 The Brighter Futures in Banbury programme has been running for just over four 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 many joint initiatives.
- 2.2 The activities include maintaining the continued effectiveness of multi-agency working, 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.
- 2.3 The fourth year's activities and outcomes can be found in the attached 2013/14 Annual Report.

3.0 Report Details

- 3.1 2013/14 generally has seen good performance and the bullet points below provide a summary of key achievements.
- A second year reduction (almost a third reduction) in the number of people claiming job seekers allowance
 - A second year reduction in the number of young people not in education, employment or training
 - An improvement in the number of pupils reaching the required standard in writing at Key Stage 1.
 - Banbury Academy has substantially increased the number of pupils attaining A*-C in English and Mathematics
 - The establishment of a Credit Union
 - All three children's centres in the Brighter Futures area, East Street, Britannia Road and Sunshine Centre have been recently judged 'good' by Ofsted.
 - 25 new social housing units have been delivered in the Brighter Futures area and 59 homes improved
 - Increased take up of health screening and smoking quitters, reduction in teenage pregnancy and good take up of carers breaks.
 - Address new challenges such as welfare reform with a series of workshops to communicate the new requirements and ensure that local partners are working effectively together
- 3.2 In November 2013, in order to increase the multi organisational effort, a highly successful partners engagement event was held at Prodrive in Banbury. This was particularly focussed on the education sector, faith communities and other voluntary groups. Arising from this, not only was there additional multi agency activity but a greater number of locally active bodies were engaged in targeted local effort and from the feedback received, there was a call for similar events in the future.
- 3.3 New initiatives in 2013/14 funded by the Brighter Futures CDC Reserve included;
- Providing support and mentoring to vulnerable families in Grimsbury where Home-Start Banbury & Chipping Norton is unable to work due to lack of funding.
 - Deliver an introduction to Cognitive Behaviour Therapy skills session for 'front line' workers in the North locality.
 - Set-up and the development of Credit Union services in the Brighter Futures area
 - Trips for children and families from The Sunshine Centre who would otherwise not have the opportunity.
- 3.4 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

3.5 Currently, consideration is being given to the changing population issues in the three target wards as a consequence of the analysis of the 2011 census information. From the 2011 census, notable changes have been identified through a big increase in private rented households, an increase in single adults, lone parents and HMOs, increasing ethnic diversity, from 11% minority groups in 2001 to 24% in 2011 and specific need such as a lack of qualifications of lone parents.

3.6 The Council has been active in its support of this work in many ways and has continued to take a strong leadership role:

- The activities of Councillor John Donaldson as Lead Member the Brighter Futures Programme, who chairs the three tier Banbury Councillors meeting/workshop;
- 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;
- 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;.

4.0 Conclusion and Reasons for Recommendations

4.1 The Brighter Futures in Banbury Programme has seen continued progress and development in 2013/14. There have been notable achievements in most of the six themes and a number of new initiatives relevant to supporting those most in need.

4.2 2014/15 requires a continued focus and the need to look at new and innovative means of delivering more effective and targeted services involving a greater range of organisations. In particular, will be the need to review and respond to the emerging changes in the make-up of the ward population arising from the recent census information to ensure that the priorities and activities within each theme are still appropriate. It is also expected that the benefits of the Council's Build Programme will begin to emerge in 2014/15 as three developments sit within the target Banbury wards. In addition, specific proposals are being developed for improved support for the over 50s unemployed, encouraging via the Banbury and Bicester College the skills and talents of primary school children and additional mentoring for young people.

4.3 The Brighter Futures in Banbury programme as a Council priority falls within the Council's 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.

5.0 Consultation

Brighter Futures Theme Leads Their response is included in the Annual Report
Brighter Futures Steering Group The next meeting to gather wider partnership views is planned for 19 June.

6.0 Alternative Options and Reasons for Rejection

6.1 The following options have been identified as set out below.

Option 1: Adopt the recommendations as set out

Option 2: Amend/add to the areas of focus for 2014/15

7.0 Implications

Financial and Resource Implications

7.1 There are no 2013/14 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:

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Legal Implications

7.2 There are no legal implications arising from this report

Comments checked by Kevin Lane, Head of Law and Governance, 030000 30107,
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8.0 Decision Information

Key Decision

Financial Threshold Met: No

Community Impact Threshold Met: No

Wards Affected

The Brighter Futures in Banbury programme focuses on the Wards of Ruscote, Neithrop and Grimsbury & Castle but its benefits can and do extend to most of Banbury

Links to Corporate Plan and Policy Framework

Brighter Futures in Banbury is a prominent part of the Council's 2013/14 Corporate Priority "A District of Opportunity", to work with partners to tackle disadvantage in the District.

Lead Councillor

Councillor John Donaldson
Lead Member Banbury Brighter Futures

Document Information

Appendix No	Title
1	2013/14 Brighter Futures in Banbury Annual Report
Background Papers	
None	
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