

**Ambition Board 2 - To tackle disadvantage, to create opportunities**  
**Aims, Actions and Deliverables plan**  
**November 2011 - November 2012**

**Long-term aim: Tackling family poverty**

Once the action plan has been agreed, some long-term measures will be identified to show whether we are tackling family poverty. Baseline figures will be provided and realistic targets will be set with milestones so the Ambition Board can monitor progress. Examples could include:

- Families registered with a GP, Dentist, Children’s Centre, School and Library
- Working age people on out of work benefits
- NEETs
- Educational attainment / progress and gaps between groups of children
- Fuel poverty
- Health inequalities measures - set by forthcoming national measures

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
1. Maximise the positive effects and minimise the potential negative effects of welfare reform proposals on Kent, particularly on disadvantaged people and families	a. Lobby government through Kent Forum to amend proposals that could have a negative effect	‘Asks’ of Government are set out in the initial submission from Kent Forum - including provision of local support for Universal Credit claimants and greater local freedom on management of Council Tax support.  Could involve AB2 supporting Kent bids for DWP demonstrator / pathfinder pilots to test elements of the reforms.	<ul style="list-style-type: none"> <li>• Peter Fleming to report back to AB2 on this</li> <li>• Various officers from County and District who have an interest in welfare reform (Robin Hales, Tricia Marshall, Chris Grosskopf and other members of the Task and Finish group)</li> <li>• Kent Housing Benefits Officers Group</li> <li>• Work of KCC Independent Members Group on welfare reform</li> </ul>	<b>October 2011 -</b> With input from AB2, the Task and Finish group proposed a Kent Forum joint position on the reform proposals from which to lobby government. These were accepted by Kent Forum on 22.09.11 and two responses submitted to Government on Universal Credit and Council Tax benefits

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
	b. Develop proposals for use of elements of the Social Fund to tackle disadvantage in Kent, when this is devolved	Proposals for use of the Social Fund put forward by the Ambition Board by April 2012 (devolution to County Council from April 2013)	<ul style="list-style-type: none"> <li>• Work of KCC Independent Members Group on welfare reform (includes work stream on Social Fund)</li> </ul>	<ul style="list-style-type: none"> <li>• Newly identified</li> </ul>
2. Maximise the positive impact that Children's Centres have on Kent's children and families	Actively contribute to and act as critical friend to the current review into long-term commissioning options for Kent's Children's Centres. To include examining progress, findings and recommendations coming from the review and feeding in examples of good and bad practice from localities	<p>Updates received from the review team at AB2 meetings and examined. Feedback given.</p> <p>Overall deliverables of the review are to explore the options for a longer-term commissioning model, taking into account the possible impact of payment by results and the revised core purpose for the Children's Centres programme. New model to be in place by April 2013 - milestones TBC.</p>	<ul style="list-style-type: none"> <li>• Jenny Whittle to report back to AB2 on this</li> <li>• Multidisciplinary review team to carry out the review. Representatives of this team will report back to AB2.</li> </ul>	<p><b>October 2011 -</b></p> <p>The multidisciplinary review team has been formed and Terms of Reference are being prepared which will include reference to AB2 as a key stakeholder to be involved during the review</p>
3. Encourage people to make healthy lifestyle choices and improve their	a. Examine the outcomes of public health interventions that redesign services to reach target	Consider and challenge the outcomes of the HOUSE model. Identify where the model can be improved and used	<ul style="list-style-type: none"> <li>• Graham Gibbens to report back to AB2 on this</li> <li>• Kent Public Health Unit</li> <li>• Kent Health Inequalities</li> </ul>	<p><b>October 2011 -</b></p> <p>HOUSE has been successfully trailed in 12 areas, attended by over <b>16,000</b> young</p>

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
resilience, in order to tackle health inequalities	groups. Learn from these and roll out to other local areas where appropriate.	<p>elsewhere and facilitate this. Target and deadline to be developed.</p> <p>Assess and share learning from the successful pilot projects 'Curves' and 'ActivMobs'.</p> <p>Overall deliverables from the interventions will include improvement in measures such as increased C Card registrations and Chlamydia screenings by young people, greater physical activity, better community engagement etc.</p>	<p>Action Plan and implementation group</p> <ul style="list-style-type: none"> <li>• District Councils - including health prevention officers funded by PCTs in some areas</li> <li>• Various other partners specific to the intervention, e.g. Kent Council on Addiction, Connexions, Sexual health services, leisure centres</li> <li>• Voluntary and community sector groups involved in the intervention, e.g. KCFN, Pipeline, West Kent Extra</li> </ul>	<p>people. HOUSE ON THE MOVE has been attended by an additional <b>2,302</b>. Thousands of young people have accessed advice on <b>sexual health, drugs, alcohol and smoking</b>. Public Health is now working with District Councils to operate own <b>local</b> "HOUSE" models - in Dover, Ashford &amp; Edenbridge so far. The 'Curves' and 'ActivMobs' projects have seen an increase in numbers of people being <b>active in their community</b> and taking more <b>physical exercise</b>.</p>
	b. Improve outcomes for people with mental and emotional health by supporting them into employment	Raise awareness of and encourage Kent Forum partners and wider partners to adopt - 'Mindful Employer' status	<ul style="list-style-type: none"> <li>• Kent Public Health Unit</li> <li>• Kent Health Inequalities Action Plan and implementation group</li> <li>• KCC Employability Strategy and implementation plan</li> </ul>	<p><b>October 2011</b> Adults with mental health problems (amongst other vulnerable groups) identified as needing support to get into</p>

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
		Other deliverables that the Board can support may be identified through the Health Inequalities action plan	<ul style="list-style-type: none"> <li>• Links to Ambition Board 1</li> </ul>	employment (Employability Strategy update Oct 2011 and Public Health action planning)
	c. Receive and approve the Kent Health Inequalities action plan	<p>Nominate representatives for Task and Finish group - Nov 2011.</p> <p>Draft action plan received and considered by the Board - January 2012.</p> <p>Action plan finalised and in place by April 2012.</p>	<ul style="list-style-type: none"> <li>• Kent Public Health Unit</li> <li>• Kent Health Inequalities Action Plan and implementation group</li> </ul>	<b>October 2011</b> Joint Strategic Needs Assessment is being used to identify priorities for action. A Task and Finish group made up of County and District officers is being set up to develop the plan.
4. Tackle fuel poverty and help reduce the burden of energy costs on Kent families	Review activity in Kent that addresses fuel poverty Identify gaps, issues and barriers to delivering a step change in addressing fuel poverty and identify options to address these. To include the feasibility of Kent Forum partners 'bulk buying' fuel and passing savings on to local households - using	<p>A feasibility report which scopes out:</p> <ul style="list-style-type: none"> <li>- The current situation with regards to fuel poverty in Kent and the impact on Kent residents</li> <li>- Analysis of key issues, barriers and gaps in delivery</li> <li>- Identification of options to take this forward in Kent appraisal of each option, including the potential for bulk</li> </ul>	<ul style="list-style-type: none"> <li>• Kent Environment Strategy</li> <li>• Kent &amp; Medway Housing Strategy</li> <li>• Kent Forum Environment Champions Group - Mark Worrall is AB2 rep.</li> <li>• Carolyn McKenzie, and the KCC Sustainability and Climate Change Team, with other KCC and partner resources through established networks e.g. Kent &amp; Medway Housing Group</li> <li>• Kent Fire and Rescue</li> </ul>	<b>October 2011 -</b> Overview of current activity to be provided at November meeting

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
	the learning from a successful pilot in the Netherlands.	buying of fuel - Opportunities to reduce fuel consumption by households  To be presented to AB2 by April 2012 to decide how to proceed.	Service?	
5. Create the conditions for families to change their own circumstances	a. Commission a study to understand the true cost of raising a family in Kent. Promote the use of this information to those setting policy / planning initiatives to tackle poverty.	Results of the study presented to AB2 by March 2012 Learning disseminated to Locality Boards and other relevant partners	<ul style="list-style-type: none"> <li>• Diane Trollope, KCC</li> <li>• KCC Research and Intelligence Team</li> </ul>	<b>October 2011 -</b> The Needs Analysis for Kent County identifies an increasing trend in families who are in work and in poverty. This highlights the need for robust economic development as part of tackling poverty in our communities
	b. Explore the opportunity to change the procurement procedures of Kent Forum partners and other public sector organisations in Kent to provide employment and training opportunities	Explore a change to procurement procedures by Kent Forum and other organisations - overall deadline: November 2012 Track the priorities set out in the Employability Strategy and examine the impact on Parents	<ul style="list-style-type: none"> <li>• Diane Trollope, KCC</li> <li>• Procurement managers from KCC and District Councils? (capacity may be limited)</li> </ul>	<b>October 2011 -</b> Identified as a need in paper on developing the Kent Family Poverty Strategy

Aims	Actions	Deliverables (+ deadline if approp.)	Resources / Capacity	Progress
	for local long-term unemployed people	By March 2012 report to the Board on the steps already taken to support Kent Business and employment through public sector contracts.		
	c. Gather examples of best practice at locality level to feed into the Kent Strategy for Family Poverty	Concrete examples of initiatives that work, to feed into the new strategy. By January 2012.	<ul style="list-style-type: none"> <li>• Diane Trollope, KCC</li> <li>• District Council officers</li> </ul>	<b>October 2011</b> - Agreed at Ambition Board 2 meeting 07.09.11
6. Minimise bureaucracy in delivering Ambition 2 across the county and maintain the benefits of partnership working	Review and make recommendations for the future of partnership boards / groups that aim to tackle disadvantage	Rationalised partnership working approach with recommendations for the future of all groups - i.e. retain, merge, change focus, remove etc.	<ul style="list-style-type: none"> <li>• Some evidence already available from Kent Forum partnerships review.</li> <li>• Officer groups and boards - to be determined.</li> </ul>	<b>October 2011</b> - Agreed as one of the roles of AB2 in its Terms of Reference.

Jenny Dixon-Sherreard (Kent Forum Team) to support Ambition Board 2 to manage delivery of this plan.

Will need reviewing in light of the priorities set out under Ambition 2 in the final version of Vision for Kent, as agreed by Kent Forum (during November 2011 - January 2012.)

May be updated during the year to take into account actions around Community Based Budgets and Youth Service Provision, if the Board identifies priorities in these areas.