

## Vision For Kent



### **Ambition Board 3**

**7 November 2011**

David Firth, Partnership Officer  
Kent Forum Team



Photo credits: 2 - benedictjohnson.com for Kent Arts Development Unit; 3 - Explore Kent - Countryside Access Service

## The consultation

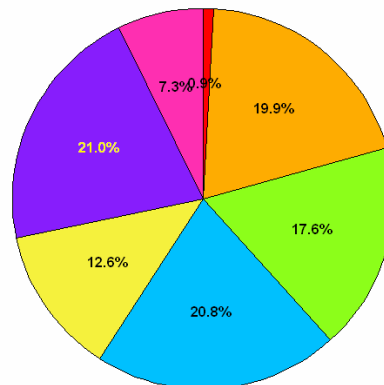
- 10 week consultation: 20 June – 22 August
- 793 responses
  - 637 Online, 136 paper questionnaire, and 20 written responses
  - 75% (580) of respondents were members of the public
  - 56 Parish Councils, 64 public sector organisations, 46 VCS organisations and 13 businesses responded
- 900 Comments



## Top priorities for each Ambition

Ambition	Action rated most important	Action rated second most important
1 - To grow the economy	Encourage companies to take on more apprentices and trainees (56%)	Improve Kent's infrastructure (roads, rail, broadband connection) (48.5%)
2 - To tackle disadvantage	Encourage young people to be in education, training or work (56%)	Support unemployed people to get back into work (48%)
3 - To put citizens in control	Tackle crime and anti-social behaviour (41%)	Support people in taking more control over what happens in their neighbourhood (41%)

## Focus on Ambition 3 - priorities



- No reply
- Involve people in making decisions on public services and spending
- Design services to meet the needs of the people who use them
- Support people in taking more control over what happens in their neighbourhood, for example giving them more say on how community buildings are put to good use
- Help charities and other voluntary organisations to do more good work
- Tackle crime and anti-social behaviour
- Help more people become volunteers in their community

## Focus on Ambition 3 - comments

- Priority 1 – tackle crime and anti-social behaviour:
  - Recognition crime levels are influenced by employment, community relationships and life chances.
  - Support for involvement of VCS and empowering people to take more control of their own neighbourhood
- Priority 2 – support people in taking more control over what happens in their neighbourhood:
  - Strong support for empowering and working with local communities and community groups to both set the agenda and deliver
  - Support for devolvement and for encouraging community activism



## Other comments and suggestions on Ambition 3

- Involve people in making decisions on public services and spending (3<sup>rd</sup> Highest Priority) – Focus on Democratic process, Politicians, Information, Consultation, and Community Involvement
- Civic pride important to achieving the ambitions and includes education, access to cultural pursuits, and encouraging healthy lifestyles
- Need for collaborative public sector approach
- Mixed response for volunteering (Lowest priority) but a number of supportive comments
- Risks of the 'Big Society'



## VCS Feedback on Ambition 3

- 46 VCS responses and 56 Parish Council responses
- 60.5% of VCS respondents said the priorities of Kent's voluntary and community sector were well represented in the Vision for Kent
- Emphasis on supporting the VCS to build on current 'good work'.
- Recognition VCS are a key partner in delivering ambition
- Support for devolvement to Parish Councils and community groups
- Concern that VCS could be left to pick up in areas of Public Sector withdrawal



## Mosaic Analysis

- Tackle Crime and ASB - high priority for all (highest priority for Middle Income and Disadvantaged, 3<sup>rd</sup> highest for Affluent)
- More affluent groups prioritised taking more control and being involved in decisions
- Higher priority for tailored service design for disadvantaged groups (2<sup>nd</sup> highest priority)
- Volunteering – low priority for all



## Developing the final V4K

- Leaders working group formed – take into account consultation responses and balance with county needs
- Develop a more focused final document
- 3 priorities agreed for each of the 3 ambitions
- Final version to Kent Forum 8 February



## 3 priorities for Ambition 3

1. To support individuals to determine the services that they require, encouraging them to accept personal responsibility and to identify **innovative solutions that meet their personal needs** thus delivering better outcomes for less cost.
2. To encourage a more resilient society where local communities identify local priorities and have more **influence on the shape and delivery of services in their community** which overcomes the need for remote and one size fits all solutions from public agencies.
3. **Support the Voluntary and Community Sector** to enhance its capacity, innovate and become more entrepreneurial so the sector can grow and can deliver more value for public sector investment, whilst retaining their independence.

## Linking with Ambition Board 3's action plan

- All the suggested actions in the draft Ambition Board 3 action plan flow from the three priorities identified for Ambition 3
- There is not a suggested action in the draft action plan on community safety
- The Board may wish to consider whether the actions should cover other priorities

