

Vision For Kent



Ambition Board 2

3 November 2011

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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 2 - priorities

- No reply
- Work to provide a choice of high quality health and social care
- Help people improve their mental and emotional health
- Support unemployed people to get back into work
- Encourage young people to be in education, training or work
- Build homes people want to live in and communities they want to be part of
- Make it easier for everyone to find and use the public services they need

Focus on Ambition 2 - comments

- Priority 1 – preventing young people being disengaged:
 - Supporting young people
 - Vocational training
 - Increasing aspirations
 - Getting involved in the community
 - More things to do
- Priority 2 – supporting people to get into work:
 - Expecting those on benefits to undertake community work
 - Developing a stronger work ethic
 - Better support and training programmes



Other comments and suggestions on Ambition 2

- Healthy start in life for children – Children’s Centres, parenting support
- School attainment – improving standards and ‘back to basics’ education
- Better access to services, jobs, transport etc especially in rural areas
- Support the VCS so they can help disadvantaged people
- Education opportunities for all to improve skills
- Recognise the importance of carers
- Get rid of bureaucracy in public services and work together better



How did disadvantaged people respond?

Affluent	Middle income	Disadvantaged
52% of population 57% of V4K respondents	23% of population 22% of V4K respondents	33% of population 27% of V4K respondents
Slightly over-represented	Proportionately represented	Slightly under-represented

A large proportion of retired people (both affluent and disadvantaged) responded (17% of respondents)

In the disadvantaged group, vulnerable families living in social housing are particularly under-represented



And what did they say?

- Ambitions 1 and 2 – Same prioritisation as average response
- Ambition 3 – differences between groups:
 - Disadvantaged groups prioritised tackling crime and anti-social behaviour and personalisation of services, gave less priority to taking control
- Comments on A2:
 - Employment and benefits – improve the work ethic and get people working/doing community work
 - More social and affordable housing
 - Also: expect people to do more for themselves help the real disadvantaged

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 2

1. Reduce the number of Kent residents on **out of work benefits** by:
 - encouraging a **desire and commitment** from all residents **to work** as part of the productive economy;
 - providing people with the **support and basic skills training** equip them for work.
2. Inspire young people to become **fully engaged in their families, schools and communities** and to take advantage of all the creative opportunities there are as the foundation for achieving their lifelong potential.
3. To ensure there is choice of quality and assessable **services that that will prevent and tackle disadvantage,**
 - integrated **health and social care** will close the inequalities gap
 - support for **vulnerable children and their families** give all young people a chance
 - **housing** that supports strong communities

Linking with Ambition Board 2's action plan

- All the suggested actions in the draft Ambition Board 2 action plan flow from the three priorities identified for Ambition 2
- Some possible gaps where there is not a specific action in the action plan to support a priority – i.e. Housing
- The Board may wish to consider whether the actions should cover all the priorities

