

**South Derbyshire Partnership
Community Strategy Action Plan**

Year End Update – 2013-14

Sustainable Development Group

• **Promote the development of local enterprises.**

Following a successful pilot in 2012/13, the **South Derbyshire Business Advice Service** was extended to provide advice to new and existing businesses during 2013/14 - benefiting some 200 businesses and entrepreneurs. A “Thinking of Starting a Business?” workshop delivered by the Service was held in January at Sharpe’s Pottery Museum, for pre-start and new start entrepreneurs. 32 entrepreneurs attended with many progressing on to one-to-one advice with the Service.

The Burton-Swadlincote-Uttoxeter (Burton Mail) **Business Awards** 2013 attracted a number of new corporate sponsors and a growth in entries. The winners were announced at an awards ceremony in October, with a number of local successes including Chameleon School of Construction (Employer of the Year), Appleby Woodturnings (Small Business of the Year: 1-10 FTEs), and Seasoned Cookery School (Most Promising New Start-up).

• **Work with Promote Melbourne to attract visitors and investment.**

Two events have been successfully undertaken. A celebration of the achievement of **‘Walkers are Welcome’** town status in October – an initiative which aims to attract visitors and promote local tourism development, led by the Melbourne Footpaths Group.

The **Christmas Shopping & Lights Switch-On** evening in December, led by the Promote Melbourne business association, with the aim of supporting local retailers and businesses. This achieved a high level of engagement from the town’s retailers and attracted a good audience with a mixture of market stalls, fairground rides, musical performances and entertainment.

• **Work with Swadlincote Chamber of Trade to attract visitors and investment.**

The first ever Swadlincote **Festival of Transport** was staged throughout the town centre in May. The event, led by the Rotary Club of Swadlincote and the Box Motor Club, attracted some 150 classic and contemporary vehicles and thousands of visitors.

The Swadlincote **Farmers’ & Producers’ Market** was held each month, with an additional Plant Market held during the Summer months. The General Market also participated in ‘Love Your Local Market’ in May, which is a national initiative aiming to promote recognition of the value of markets and attract new-start stallholders. In December a combined general and farmers’ market, **“Xmas Mega Market”**, was held with fairground rides, food tastings and entertainment. This attracted over 70 stalls and a high level of footfall throughout the town centre.

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An '**Our Town First**' grant was secured from the Department for Communities & Local Government to support initiatives that will contribute to the Action Plan of the Swadlincote Town Centre Vision & Strategy. This has helped to fund the Business Advice Service and 'Making Markets Matter' – a major public event that filled the town centre in August with the largest market held in the town for some years plus a range of entertainment. This attracted a large audience and much positive media coverage. The grant also supported a retailer training event in February. This event attracted 33 participants and featured presentations from the Association of Town & City Management, the Safer South Derbyshire Partnership and the South Derbyshire Business Advice Service.

The annual Swadlincote **Scarecrow Trail** was staged during August with a very good response from both retailers and members of the public. The Swadlincote **Pancake Races** took place on Shrove Tuesday with a record number of entries to the Mascot Races, together with some 40 teams competing from local businesses and organisations, plus pupils from Belmont and Fairmeadows Primary Schools.

- **Promote South Derbyshire as a place to visit and invest.**

South Derbyshire Day – the District's joint promotional event with Derby County Football Club – was staged in April at Pride Park. The special match day programme of entertainment celebrated South Derbyshire and its 2012 Olympic/Paralympic Legacy, involving numerous partner organisations.

The National Forest Walking Festival 2013 was staged in May, attracting funding from the National Forest Company, Leicestershire County Council and South Derbyshire District Council. Now in its sixth year, the Festival featured some 100 walks and the support of 40 partner organisations, together with significant media coverage. Despite poor weather the number of walkers was up an impressive 10% on 2012 at 1,459.

The National Forest Hopper (Arriva Bus Route 9A) was launched with funding from a number of organisations including the National Forest Company and South Derbyshire District Council. Promoting public transport access to visitor attractions, the hourly service runs from Leicester, via Coalville, Ashby de la Zouch and Swadlincote, to Burton upon Trent. The promotional campaign includes reduced fares, vouchers for attractions and activity packs for children.

The National Forest Food & Drink Fair was held in The Glade at Rosliston Forestry Centre in October. Despite very wet weather, the mixture of cookery demonstrations, baking competitions, food & drink stalls and tastings attracted a good audience, including visitors that had never been to the area before.

- **Assist unemployed groups into opportunities for training, employment and entrepreneurship.**

A **Youth Training Fair** was held at Swadlincote Town Hall and on The Delph in June attracting over 100 young people. A key theme was the chance to try a new skill on the day, ranging from plastering to hairdressing. More than 25 organisations exhibited promoting employment, education, training and business start-up opportunities. An excellent 96% of those attending found the event helpful.

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South Derbyshire Citizens Advice Bureau staged three **financial awareness training** sessions at Children's Centre venues around South Derbyshire. At the training clients were offered the opportunity to expand their budgeting skills, given tips for planning for the future, improved their awareness of financial products like APRs, and learnt about switching energy supplier and saving for Christmas. The training was set in a group format but the CAB was also able to offer one to one support if the client needed it. The sessions were free to attend and open to anyone living within South Derbyshire. Training dates were set outside of school holidays so that the sessions were accessible to people with children in school. The feedback from the attendees was very positive but the courses themselves were a little under subscribed and the CAB would like ideas on how to access more service users that would benefit from the training. 28 places were offered over the three sessions and the courses were fully subscribed however attendance over the three days was only 5 people. The CAB surveyed all 23 people that did not attend; all stated that the reason they did not attend was due to the 'embarrassment' of attending a course with this content when others were in the room. The CAB has offered the exact same content 1-2-1 to clients within the Bureau itself which has achieved a 99% take up.

A Sector-Based Work Academy was staged with **Randstad** achieving some very positive feedback from the company regarding the quality of the preparation of the candidates supplied by Derby College.

A Sector Based Work Academy with Baltic Training offered customers completing the course a guaranteed interview with **GI Group** for work at Boots Warehouse in Burton on Trent – 53 customers started the training course of which 43 found work. Notably, the company would have taken on more customers but the bus service from Swadlincote cannot get workers to Centrum 100 for shifts starting at 6:00am or finishing after 10:30pm.

The South Derbyshire CVS **Personal Wellbeing Project** is an innovative approach to helping individuals to gain confidence and skills for volunteering and ultimately employment. Fifteen learners have been supported via three discreet projects and of these ten will hopefully achieve an accredited learning outcome via the newly approved AIM Award accreditation centre. Learners were from the non-traditional learning groups - lone parents/domestic abuse survivors/learning disability and all have benefitted from the creative learning environments.

58 customers have participated in **work experience** arranged by the Jobcentre (of 25-30 hours per week for a min of 4 weeks), of which 7 customers were taken on by the companies involved and a further 19 customers found work within 13 weeks.

The **Job Club**, led by the Old Post Centre in Newhall, delivered employability assistance to local residents, in particular the development of job-seeking skills. Every session was well attended throughout the duration of the project, with a total of approximately 200 visits to the sessions. The majority of sessions were full and often there was a waiting list and requests for additional spaces.

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Typically 7-10 people attended each session - a mix of regulars that attended weekly, 'one off' attendees requiring a CV and people who would attend for a few sessions to gain the confidence to look for employment independently. Approximately 50 new CVs were developed and many more were helped with covering letters, interview skills and techniques, help completing application forms, basic IT support, searching and applying for jobs online and general confidence building and motivation.

Feedback received from participants was excellent, including individuals who have secured work following their involvement and others who regard the service as a lifeline in trying to secure work and meet the requirements of the new benefits regime. Many felt that the 'unique' element to the service was the relaxed and friendly environment – they felt valued, listened to and most importantly 'not hassled or put under additional pressure' - resulting in them feeling much more positive about looking for and securing employment.

Health and Wellbeing Group

The South Derbyshire Health and Wellbeing group approach adheres to the new Strategy for Public Health in England: Healthy Lives, Healthy People (2010), which advises a “life-course” approach, considering action to improve health through life stages. Actions in each life course are outlined below:-

Starting Well

Expansion of Breastfeeding Welcome Here award

- Targeted work continues with SDDC Environmental Health team
- 37 venues now signed up
- Presented at Derbyshire Breastfeeding conference
- South Derbyshire practice now being used to kick start a county wide scheme
- Environmental Health Facebook and Twitter page bringing in more interest

Reducing exposure of 2-10 year olds to passive cigarette in public open spaces

- Smoke free parks action plan agreed
- Links to key partners made e.g. Stop Smoking Service
- Initial work centres around:
 - Eureka
 - Maurice Lea
 - Newhall
- Number of schools approached to take up the opportunity, no uptake as yet

Developing Well

Expand current provision to include young family physical activity opportunities.

Target promotion to ensure “family friendly” to engage young families

- Play Day attracted over 2000 family participants. Wide range of partners supported the event
- ‘Early Riders’ launched. Aimed at 3 – 7 year olds to up skill them in basic cycle balance and co-ordination. Skills learnt will then enable them to take part in family bike rides. 40 toddlers and children took part
- Santa fun run – 177 adults and children took part in December’s event at Rosliston Forestry Centre.

Engage families that need additional support into physical activity and health programmes via targeted promotion

- Home-Start/Village Games Easter activity at Newhall Park, encouraging families to have fun and join in regardless of ability.
- Home-Start/Trident Reach Healthy Cooking Programme April-May. 7 week course to teach mums cooking on a budget, basic skills, certificate in food hygiene gained, body MOT, nutritionist advice, access to free driving lessons and further education.
- National Forest Walking Festival Home-Start Walk

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Produce a series of family based walks leaflets and summer family walking promotion and competition

- Get Active in the Forest and Home-Start are working with the DCC library service Sure Start Librarian to develop family based story walking routes.
- Design work started Feb 2014
- Sites chosen:-
 - Rosliston
 - Hilton
 - Elvaston
 - Swadlincote Woods
 - Eureka Park
- A number of teddy bear picnic type events will be planned to launch the walking routes summer 2014

Living Well

Review Healthier South Derbyshire information project (website and events) to ensure targeting at risk groups and localities through appropriate events, local opportunities, partner organisations

- Healthier South Derbyshire event January 2014 (Green Bank Leisure Centre) attracted 40 partner agencies and approximately 300 members of public
- Healthier South Derbyshire partnership work showcased as a keynote presentation at District Council Network national conference 'Taking Public Health Forward'
- Complete review of the database of activities completed
- Massive growth in usage of the website this year. Attracted over 40,000 unique users (107% increase on previous year). Full details below:-

Year	Unique Visitors (UV)	Increase in UV on previous years	Hits (rounded to nearest 1,000)	Increase in Hits on previous year
11/12	10,103	53%	161,000	55%
12/13	19,556	93%	307,000	90%
13/14	40,630	107%	608,000	98%

See www.healthiersouthderbyshire.org

Integrate long term condition support services with leisure opportunity e.g. HUB programme

- Hub contract extended for 6 months until the end of Sept 2014
- Still referral issues getting people onto the programme. However, once on the scheme SD demonstrates really good retention rates and weight loss results
- Additionally 99% of total post scheme questionnaires returned stated that they would recommend the programme to family or friends
- Annual figures:-
 - 736 referrals received
 - 602 consultations held
 - 257 12 week completers
- South Derbyshire continues to demonstrate one of the widest County HUB offers. New sessions at Oakland Village have recently been integrated into the offer

Working Well

Reducing smoking in workplace vehicles

- Initial approach 2013/2014 to look at SDDC workforce via an internal audit coupled with signposting to appropriate Stop Smoking support
- Project then extended to contractors associated with SDDC
- 32 workplace vehicle inspections made. No evidence (litter, smells, ash) of any smoking in any of the vehicles was observed
- Stop smoking advice and support available to all employees

Reduce workplace stressors for small business operators by minimising the regulatory burden

- A substantial number of work streams undertaken as part of a Better Business for All project across Derbyshire and Nottinghamshire. SDDC staff are lead officers for the regional project.
 - Free advice service for SMEs about Health and Safety, and other regulatory issues (39 across the region of which 7 in SD)
 - Advice pack for businesses produced
 - Awareness training for regulators
 - Single online point of contact (SPOC) for businesses seeking regulatory advice
 - Business and Regulatory Charter signed
 - Quarterly newsletter produced

Ageing Well

Increase physical activity opportunities for older adults - focus on falls prevention

- Biannual adult activity leaflet produced and distributed
- 2013/2014 provision included 6 Nordic Walking sessions, 3 adult cycling sessions, 7 Jog Derbyshire groups, 24 Walking For Health walks, and 4 social dance classes
- Partnership work between Age UK Derbyshire, Village Games and SDDC has also resulted in 9 accredited Strictly No Falling community chair based sessions in South Derbyshire. A further 5 are working towards accreditation
- Extensive work with Oakland Village to extend the offer based at the Centre. Currently a physical activity option on every day including Walking for Health, social ballroom, tai chi, Surfit, chair based exercise run from the Centre. Joined up marketing approach working with Trident Reach

Single Point of Access (SPA) Project in liaison with practices to focus on adults living with long term conditions

- SPA operational group initiated
- Outline agreement to progress an integrated community support referral project co-ordinated by CVS, funded by Public Health and with applications for funding to Southern Derbyshire Clinical Commissioning Group

Funded Projects

In addition to the core partnership actions highlighted above the Health and Wellbeing Group funded the following initiatives:-

First Steps - Monthly eating disorder sessions in Swadlincote for all ages

- Group established at Bank House, open to all attracting 10 – 15 participants per session
- Wider community promotion at key events including International Women's Day and the Healthier South Derbyshire event
- Programme developed to address a range of topics including:- Self-esteem, challenging negative beliefs, assertiveness, dealing with diet talk, self-acceptance, going on holiday

Swadlincote Forum - Health and Wellbeing activities for older people

- Range of Chair based exercise equipment purchased
- Weekly Chair Based Exercise classes established attracting at least 10 participants per session
- Support provided to the group by additional partners such as Physical Activity Officer, Stop Smoking Service and WaistWise

NHS Community Health Checks

- Funding initially provided to provide cholesterol testing as part of the ongoing Body MOT service. Due to similarities with NHS Health Check scheme the projects were aligned. South Derbyshire has the lowest uptake of NHS Health Checks in Derbyshire
- Working in partnership with Wellbrook Surgery (Hilton) a community outreach service was developed to supplement practice based testing
- 88 people accessed the service of which 52% were male. This is particularly positive as males have a lower uptake of health services
- 11% of participants were referred back to the practice (for elevated BP) and another 11% were referred onto the Health Lifestyle HUB programme (for weight management/exercise referral)
- Community approach appealed to those most reluctant to access practice based services

Cold Weather Alarms

- 215 cold weather alarms purchased. Health and Wellbeing Group funded 110, match funding from E.On provided a further 105 alarms
- 54 vulnerable residents have received letters inviting them into the scheme
- First contact forms will be completed for each alarm given out
- 20 alarms have gone to CVS to be given out via the Handy Van scheme
- 20 alarms have been distributed via the Home Improvement agency
- Remainder will be held until Autumn when second promotional push will start

Connecting Carers – infrastructure upgrade and volunteer support

- Purchase of laptop to improve access to information at the centre for carers
- Approximately 5 carers per week are using equipment to access information such as benefits support, respite organisations, support forums

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- Volunteers providing additional IT support and training e.g. how to shop on-line (thus reducing time spent away from caring role)
- Instillation of additional phone line enabling more contact with carers who can't access the centre
- Volunteer support event during Carers Week

Generation Sport – Family Based Activities

- Play day attracted 2000 participants
- Monthly Overseal family sessions established. 3 sessions delivered so far attracting 98 participations (further 2 sessions were cancelled due to extreme weather conditions)
- Range of sporting equipment purchased
- Village Games project supported engagement of volunteers to ensure long term sustainability of the project. Volunteers already being upskilled, with further training planned
- Linked with MAT teams, CVS, Children's Centres, Homestart and other local partners to target most in need families

Targeted Dementia Exercise Willington

- Project has been slow to start this year due to relocation of the Surgery
- First 10 week Chair Based Exercise programme is now being delivered with support from SDDC Physical Activity Officer and Strictly No Falling lead
- Attracting 10 patients with dementia per week and their carers
- Working with the Patient Participation Group (PPG) on long term sustainability of the project

Pedal-tots – Mum, Baby and Toddler Cycling Activity

- Range of baby seats and buggies purchased
- 5 week community mother and baby cycle sessions in partnership with Home-Start delivered
- Targeted balance-ability sessions delivered at 3 Children's Centres - 15 participants at Etwall, 10 at Coton and 10 at Woodville.
- 2 community balance-ability sessions delivered (Rosliston and Etwall) attracting a total of 35 participants

Active Nation – Family Fun Days and Soccer Tots

- Family fun day at Etwall Leisure Centre attracted 94 young people and 100 adults. Parents/guardians and grandparents fully engaged. Worked in partnership with Children's Centre to promote to families most in need
- Soccer tots family football sessions established at Etwall Leisure Centre attracting 40 adults and 40 children over the pilot sessions.
- Regular soccer tot sessions continue every week

Vulnerable People Support Fund

- £325 spent in the past financial year helping 7 people. Examples below:-
- £75 cooker repair - for family of 3 (one of school age). The father had been diagnosed as having terminal cancer, also were assessed as very low income. Their cooker had broken, they had been eating cold food only for several weeks

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- In another property (two occupiers) an elderly lady with multiple health issues had been refusing to use the heating as she has an irrational fear of gas. Supplied an electric heater and credit for her meter (£50 in total) whilst social services and the LA housing team looked into how best to support her needs
- Property (2 occupiers) infested with bed bugs, resulting in a young child being badly bitten affecting school attendance. Social services are supporting the mother, and requested our assistance in dealing with this problem. In the end extensive treatment had to be undertaken, at a cost of £200

Small Grants Fund

- Administrated by CVS on behalf of the partnership, continues to provide small grants of up to £1000 to community groups working to improve Health and Wellbeing in South Derbyshire
- One group that benefited this year is 'Different Strokes' a support group for those who have experienced stroke or who are isolated by long term health conditions

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Safer South Derbyshire Partnership

South Derbyshire District saw the greatest percentage reduction in crime for any District in the County during 2013 (-9.9% reduction).

Anti-Social Behaviour

- Revised the Restorative Disposal System in South Derbyshire, so that all offenders receiving community punishments and consequences sessions.
- 2 prolific offenders received 3 year ASBO's and 7 young people successfully completed ABC contracts.
- Summer Vibe activity sessions provided in Newhall and Hilton areas over summer hols.
- Granville Friday Night Project celebrated its 5th anniversary.
- Funding secured to hold 'Prison me no way' events in all four Secondary schools.
- Lighting improvements completed in Eureka Park off Belmont Street.
- Funding Secured to repair and develop Swadlincote Skate Park.
- Supported the development of the new Duke of Edinburgh Group in Woodville.

Alcohol related Harm

- New Dove Valley Pub Watch Scheme launched.
- 2 Offenders issued with Banning Orders for assaults in licensed premises.
- Challenge 25 promoted in off and on licensed premises within the District.
- Promoted the NHS responsible drinking campaign at events; including Healthy South Derbyshire event.

Acquisitive Crime

- Held security number plate operations in Castle Gresley, Hilton, Swadlincote and Etwall.
- Property Marking Op carried out at Willington and at Festival of Leisure.
- Secured 230 properties through the CVS run Safer Homes Scheme.
- Provided shed alarms to victims of non-dwelling burglaries.

Domestic Abuse

- Promoted healthy relationships at the 4 Secondary schools.
- Held 1st International Women's Day event in South Derbyshire promoting local agencies and services.
- Assisted in securing immediate future of Next Step Domestic Abuse Service.
- Secured the properties of 60 DV victims through the CVS run Sanctuary Scheme.
- Took part in police on-line DV Surgery.

Community Engagement

- Funded 20 Local Safer Neighbourhood Projects Inc. CCTV schemes, Youth Activities and Smart water schemes.
- Delivered Hate Crime education sessions in Granville School.
- Promoted 'Safer Internet Day' and delivered CEOP's awareness sessions in schools in the District.
- Hosted 10th Annual Liberation Day event with over 350 attendees.
- Held Road Safety Awareness events on the Delph and in Pingle School.