

South Derbyshire Partnership Community Strategy Action Plan 2013/14

Quarter 3 (December 2013)

Sustainable Development Group

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

Following a successful pilot in 2012/13, the **South Derbyshire Business Advice Service** has been extended and is now providing advice to new and existing businesses during 2013/14. A “Thinking of Starting a Business?” workshop delivered by the Service is planned for 24 January 2014 at Sharpe’s Pottery Museum, for pre-start and new start entrepreneurs.

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. Planning for the 2014 event is now well underway.

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.

An **'Our Town First'** grant has been 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, attracting a large audience and much positive media coverage. It is also supporting a retailer training event planned for 10 February 2014.

The annual Swadlincote **Scarecrow Trail** was staged during August with a very good response from both retailers and public participants. The Swadlincote **Pancake Races** are planned for Shrove Tuesday 4 March 2014.

- **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 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 2013 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.

'Money Matters', a series of financial capability training sessions, have been delivered by South Derbyshire CAB at community venues. These offered free assistance to residents looking for help managing money, budgeting, dealing with debt and using a bank account.

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. Following the initiative, six of the ten customers found work.

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 **Personal Wellbeing Project**, led by South Derbyshire CVS, is underway targeting non-traditional learners with a view to increasing confidence levels and exploring a move to volunteering and ultimately work. The programme includes employability and economic wellbeing units, and individuals are encouraged to progress into more traditional learning outcomes such as improving English, Maths and ICT skills in preparation for employment.

The **Job Club**, led by the Old Post Centre in Newhall, is now delivering employability assistance to local residents, in particular the development of job-seeking skills including CV preparation and IT skills. There is presently a waiting list of people seeking assistance. Feedback received from participants includes 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. A typical session will see two CVs developed with clients and at least six further clients assisted with searching for work, writing covering letters, completing application forms, etc.

58 customers (to date) 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.

Health and Wellbeing Group

- **Let's Get Moving Event.**

Get Active in The Forest facilitated a day of physical activity on the 14th October to raise awareness within mental health services of regular outdoor physical activity opportunities, aiming to strengthen links between local physical activity providers and Mental Health Services.

Participants were engaged from a variety of Mental Health Services (statutory and voluntary) including Bank House (South Derbyshire Mental Health Association Day Centre), South Derbyshire Adult Recovery Service, Adult Social Care and Early Interventions Team.

A total of 30 people took part. The day included opportunity for participants to take part in a range of outdoor activities including, walking, cycling, tai chi, archery and Nordic walking. In addition to the physical element of the day it was felt a holistic approach would be beneficial and so therapies such as massage, reiki and meditation were also available. Advice on healthy eating, smoking cessation and body MOT's were also available. So participants could be referred onto appropriate additional services.

Most participants took part in two or more activities with archery being the most popular and the one that participants enjoyed the most. 95% of participants said that the day had helped their mental wellbeing.

For more details contact Karen Wheeler, Healthy Body Healthy Mind, Derbyshire Healthcare NHS Foundation Trust. Email: karen.wheeler@derbyshcft.nhs.uk

- **NHS Health Checks.**

The NHS Health Check (NHS HC) is a national risk assessment and prevention programme that identifies people at risk of developing cardiovascular disease (CVD). Currently the service is delivered by General Practice.

Together CVD conditions are responsible for a third of deaths and a fifth of all hospital admissions in England each year and CVD accounts for the largest element of health inequalities in the UK.

Across South Derbyshire there is a lower uptake of the NHS Health Check compared to Derbyshire levels. As a result the Health and Wellbeing Group funded a pilot project to identify if placing Health Checks within a community setting would increase attendance.

Working in partnership with Public Health (DCC) and Wellbrook GP Surgery (Hilton), SDDC will be providing a community outreach service in addition to the currently commissioned GP based programme. Extensive work by the Physical Activity Officer has ensured that a robust validated system for community sessions matches those within general practice.

The project will initially deliver one clinic per week for 10 weeks with a target to complete 100 health checks. Hilton Village Hall and Etwall Surestart Centre have been identified as venues, hosting 5 sessions each.

The project starts on the 15th January 2014 and continues until the 19th March 2014.

To date, the first 4 weeks are fully booked and further invites are due to be sent out. A full evaluation will be available at the end of the programme.

For more information, contact Vicky Smyth, Health Partnership Manager, SDDC, 01283 595776.

- **Generation Sport – Overseal.**

Funded by the Health and Wellbeing Group, the Generation Sport project in Overseal has quickly established itself and is now running on the first Saturday of every month.

There has been full family engagement in a range of activities that has created an opportunity for families to engage in intergenerational physical activity. Activities have included things like tyre rolling races, wellie wanging, rounder's, dodge ball and many more.

Two volunteers have already been identified and will be supported by Village Games to up skill them. Equipment has also been purchased to make the group sustainable in the long run.

Two sessions have been delivered so far. Due to the success of these sessions, the Parish Council has now agreed to match fund making the project viable for a further 12 months.

So far the project has engaged 8 families (38 participants) with a throughput of 68 participations.

For more information, contact Lee English, Village Games Officer,
Email: lee.english@south-derbys.gov.uk

Safer Communities

- **Educate young people on the consequences of committing crime and anti- social behaviour.**

Prison Me No Way – Events have been held at Granville School on Wednesday 17th October and a further event is scheduled for Tuesday 18th March 2014, John Port School was held on Tuesday 24th September and William Allitt on Friday 22nd November. Pingle School is set for 14th February. All days have been really well received by the schools and the young people.

Some comments from Granville School on PMNW:

“I thought the day was valuable. The street scene showed me how stupid people can act when they’re drunk. The bit that stands out from the day was when we talked to the prisoner.” Jalman

“The ASTRA workshop shows you crimes which are really dangerous and makes you think about it. When I got home I told my Dad the dangers of driving and that he could crash if he gets on the phone whilst driving and now he’s stopped.” Millie

“What really stood out was the street scene because it was really interesting. You got more in depth detail about anti-social behaviour.” Luke

“I thought the street scene was entertaining and students were engaged. I watched the same scene three times and it was different each time depending on the students.” Mrs Trewin

“CEOP was an excellent workshop! Pupils are taught this subject matter, but having CEOP in reinforced the topic and made the pupils understand.” Miss Warren

Youth Restorative Disposals

The new system is working well which involves the Partnership’s Anti-Social Behaviour Officer and the Police Youth Involvement Officer dealing with all the areas RJ disposals involving young people. For each RJ the young person is invited into a meeting and they will talk to them about the consequences of their behaviour and monitoring actions are given to them as part of a repay scheme where they have to give something back to the victim or community as a punishment for their behaviour. So far this has included repairing damage they may have caused, doing supervised work on our parks, litter picking, graffiti removal and doing voluntary work with CVS. 13 RJ’s have been done since the new system was introduced in September.

ABC’s & ASBOS – 3 ABC contracts came to an end during the quarter, of which two had positive outcomes with no further offences committed during the 6 month contract. An ASBO file has been completed and is waiting to be submitted to court in January on a local prolific shoplifter.

Community Project on Drugs – We are meeting a teacher at William Allitt in January to look at a community project involving the young people and putting a message out into the community around Cannabis use. It has been raised as an issue in the local Newhall area by the year 8 pupils.

Fireworks Safety – Education sessions were done at High Grange School on the dangers of misbehaving with Fireworks in October.

- **Work with partner agencies to deliver diversionary activities in hotspot locations.**

Swadlincote Skate Park Refurbishment – After consulting with local user groups we have identified the preferred design for the £50k refurbishment and extension to the site. One final Consultation is taking place at the Healthy South Derbyshire event and work is due to start on the scheme at spring time.

Duke of Edinburgh Award Scheme – Sessions are running well. 20 young people aged 14-16 yrs have enrolled. Currently working on an airplane restoration project which is getting media interest from the Duke of Edinburgh himself (it was his plane!) and the BBC. The Centre is being run entirely by volunteers.

Recycle Bike Project – We are working with John Widdowson from School Sports Partnership to deliver a programme of cycle maintenance / repair over a short 6 week period culminating in a celebration event designed to engage with participants and their parents. There will be 2 pilot centres utilising the pro-active opportunities at the Newhall referral unit and working at John Port School. The pilot will initially be for a small number of targeted young people being identified by the Troubled Families Locality Lead and the ASB Officer targeting those young people who require intervention.

- **Work with our communities to prevent and reduce acquisitive crime.**

We are currently obtaining quotes to **improve lighting at Newhall Park** around the Royal Oak Boxing Club and the Scout Hut. The existing lighting on the car parks and the footpaths is old and of poor quality and both buildings are well used by the local community.

New lighting has been installed in Eureka Park on the footpath which leads to Belmont Street. This was initially requested by a local resident who had complained that the footpath behind McDonalds was very dark and an ASB Hotspot. SSPD applied for funding through the DCC ASB Streetlighting scheme and was successful. The new lighting improves visibility down the footpath and continues into the park.

PCSO Lee Orme carried out a **Property Marking Op** around Willington, offering to mark tools, bikes and other items of value kept in sheds and garages.

SSDP has installed a CCTV camera on the request of the **Illegal Money lending** team in to protect a South Derbyshire resident against threats from loan sharks.

The DCC funded **Burglar Alarm Scheme** has now come to an end so SSPD is currently looking at ways to obtain funding to continue running the scheme.

An **Education Session was arranged for Business Watch members** to educate them on ways to reduce the chance of being victims of shoplifting which had increased during the year.

- **Raise awareness of community safety issues with all members of the community.**

Halloween – Posters and flyers were given out to shops to prevent those selling eggs and flower to young people around Halloween. Flyers were also made available for vulnerable people to prevent trick or treating

Suzy Lamplugh Week / Community Safety Week – 14th October - The partnership team and the local beat teams visited the 4 secondary schools with information at lunch times on personal safety and internet safety.

Coming up.....

National Internet Safety Day – takes place on 7th February. We are promoting this day amongst primary and secondary schools and on corporate websites and Facebook & Twitter sites.

Relationship Week – We are again heading into the Secondary schools to promote positive relationships as part of national relationships week on 10 -14th February.

International Women’s Day – 7th March at Sharpes’ Pottery Museum – South Derbyshire DAAG is arranging an event to celebrate International Women’s Day. These events are held worldwide to offer support, advice and inspiration to women. Several activities and agencies will be present and a business breakfast feature guest speakers will start the day.

- **Engage with partners and the local community to promote road safety issues.**

Pingle Road Safety Day – 3rd October - The Partnership organised and delivered a road safety event on 3rd October at Pingle School to raise awareness of road safety issues and the consequences of accidents amongst the young people at Pingle School.

Fatal 5 Event – On 22nd November the Police Road Traffic team joined the Fire Service, Road Safety Partnership and SDDP to hold an event on the Delph in Swadlincote to educate people on the Fatal 5 (Drink, Drugs, Mobiles, Seatbelts, and Speeding). The highlight of the day was the Fire Service cutting a crew member out of a car.

Brighter Bikes – we continue to provide High Vis equipment to local young people at various events and Bikeability sessions.

- **Improve Partnership Response to Hate Crime in South Derbyshire.**

Disability Hate Crime Sessions at Granville – Sgt Kate Bateman and Sally Wigginton provided education lessons to all year 9 groups at Granville School on disability Hate Crime. The sessions were a huge success and Granville School have asked if we can make it an annual occurrence.

Shout Out Project – We are also hoping to put together an educational DVD that would feature members of the Shout Out group talking about their experiences of being disabled and being victims of hate crime and hate incidents.