

Community Committee

Agenda

Part One

Town Hall, Brentwood

Monday, 21 July 2014 at 7.00pm

Membership (Quorum: 3)

Councillors

Cllrs Chilvers (Chair), Mrs Squirrell (Vice-Chair), Barrett, Carter, Mrs Coe, Mrs Hones
Mrs Hubbard, McCheyne, Parker and Ms Sanders.

Committee Co-ordinator:

Ms Claire Hayden (01277 312741)

Additional Information:

Substitutes

The names of substitutes shall be announced at the start of the meeting by the Chair and the substitution shall cease at the end of the meeting.

Rights to attend and speak

Any Member may attend any body to which these Procedure Rules apply.

The member may speak at the Chair's discretion, it being the expectation that a member will be allowed to speak on a ward matter.

Point of Order/Personal explanation/Point of Information

For clarity, relevant sections of Rule 8 of the Council's Procedure Rules (Part 4.1 of the Constitution) are set out for Members' information below:

8.3.14 Point of order

A member may raise a point of order at any time. The Mayor will hear them immediately. A point of order may only relate to an alleged breach of these Procedure Rules or the law. The Member must indicate the rule or law and the way in which they consider it has been broken. The ruling of the Mayor on the point of order will be final.

8.3.15 Personal explanation

A member may make a personal explanation at any time. A personal explanation must relate to some material part of an earlier speech by the member which may appear to have been misunderstood in the present debate, or outside of the meeting. The ruling of the Mayor on the admissibility of a personal explanation will be final.

8.3.16 Point of Information or clarification

A point of information or clarification must relate to the matter being debated. If a Member wishes to raise a point of information, he/she must first seek the permission of the Mayor. The Member must specify the nature of the information he/she wishes to provide and its importance to the current debate, if the Mayor gives his/her permission, the Member will give the additional information succinctly. Points of Information or clarification should be used in exceptional circumstances and should not be used to interrupt other speakers or to make a further speech when he/she has already spoken during the debate. The ruling of the Mayor on the admissibility of a point of information or clarification will be final.

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The Chair of the meeting may terminate or suspend filming, photography, recording and use of social media if any of these activities, in their opinion, are disrupting proceedings at the meeting.

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Part I

(During consideration of these items the meeting is likely to be open to the press and public)

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10.	Urgent Business		

An item of business may only be considered where the Chair is of the opinion that, by reason of special circumstances, which shall be specified in the Minutes, the item should be considered as a matter of urgency.

A handwritten signature in black ink, appearing to read "J. Ireland". The signature is written in a cursive, slightly slanted style.

Acting Chief Executive

Town Hall
Brentwood, Essex
11 July 2014



Minutes

Community Services Committee 26.2.2014

Membership/Attendance

- | | |
|----------------------------|-------------------|
| * Cllr Mrs Pound (Chair) | * Cllr Kendall |
| * Cllr Parker (Vice-Chair) | * Cllr Le-Surf |
| * Cllr Carter | * Cllr McCheyne |
| * Cllr Clarke | * Cllr Mrs Murphy |
| * Cllr Mrs Cornell | * Cllr Russell |
| * Cllr Mrs Davies | * Cllr Sparling |
| * Cllr Ms Golding | |

*present

Also present

Cllr Aspinell
Cllr Hossack
Cllr Mrs McKinlay
Cllr Quirk
Mrs J Elliott – Tenant Talkback representative
Mrs M Montgomery – Tenant Talkback representative
Jason Manning

Officers Present

Kim Anderson - Partnership, Leisure & Funding Manager
David Carter Senior Environmental Health Officer
Ashley Culverwell – Head of Borough Health, Safety and Localism
Malcolm Knights – Head of Housing
David Lawson – Monitoring Officer
Tracey Lilley – Community Safety Officer
Keith Lindup - Consultant
Roy Ormsby – Head of Streetscene
Jean Sharp – Governance and Member Support Officer

365. Apologies for Absence

No apologies were received.

366. Minutes of the Community Services Committee meeting held on 8.1.2014.

The minutes of the 8.1.2014 meeting were approved.

367. New Tenancy Agreement

The report before Members proposed a final amended tenancy agreement following consultation with existing tenants which had produced a 32% response.

Members commended officers, Members and Tenants Talkback representatives on their work in relation to the new tenancy agreement.

Following a full discussion, Cllr Ms Golding MOVED and Cllr Sparling SECONDED and it was

RESOLVED that:

1. The variations to the Council's tenancy agreement detailed in Appendix 10.1 to the report be approved.
2. The Head of Housing be authorised to send notice of variation to existing tenants, and to issue new fixed term tenancies in accordance with the variation of tenancy conditions.

368. Repairs and Maintenance Procurement

The report set out the tender process and evaluation of the contractors' submissions for the repair, maintenance and planned works for Housing and Corporate property in accordance with the resolutions of the Community Services Committee of 5.6. 2013 and the Policy, Projects and Resources Board of 13.3.2013.

Further to paragraph 6.5 of the report, the Head of Housing reported that the results of the leaseholder consultation had been positive with no major issues that altered the recommendation of the report.

Following a full discussion during which the importance of close monitoring of the work of the successful contractors was acknowledged, Cllr Parker MOVED and Cllr Mrs Murphy SECONDED the recommendation and it was

RESOLVED that:

Subject to the results of the leaseholder consultation, referred to at paragraph 6.5 in the report, that the Committee accepts the tender evaluation results and approves the following contractors to provide the repair and maintenance service delivery for the Housing and Corporate property portfolios from 4 June 2014 for a period of five years with a further period of five years at the Council's discretion based on demonstrable benefit and continuous maintenance of performance standards:

- Lot 1 – General Building – Wates Living Space Maintenance Ltd.
- Lot 2 – Mechanical and Electrical Services - Oakray Ltd.
- Lot 3 – Lift Services – Precision Lifts Services Ltd.

369. Hutton Community Centre- approval of Community Group budget

| The report provided Members with a detailed budget and business plan from the Community Group for the running of the Hutton Community Centre as part of the phased re-opening and sustainable future plan for the Community Centre.

Hutton Community Centre was a community based facility which the Council in partnership with the local community would manage for the first year as part of the phased approach to the community running the centre independent of the Council.

The Performance and Resources Committee on 6.11.2014 had recommended, that the Community Group submit a detailed budget (including a summary narrative) for approval by the Community Services Committee.

Cllr Mrs Pound MOVED and Cllr Parker SECONDED and it was

RESOLVED that

| The Committee agrees to consider the budget submitted by the Community Group for approval.

A member of the Community Group, Jason Manning, gave a presentation to Members on the business plan and budget for running the centre which had been produced by the Group. The Committee thanked the Group for their presentation and for producing the business plan.

A full discussion took place where Members' concerns were outlined particularly in relation to the finance and management of the Community Centre. Reassurance was given that Council Members would form part of the management committee supported by officers and that the Council would monitor the Centre's finances closely.

It was suggested that Hutton Ward Members may wish to make a contribution from their ward budgets to the Centre if needed.

Cllr Mrs Cornell MOVED and Cllr Russell SECONDED the recommendation and it was

RESOLVED that

The Committee agrees the Community Group's business plan and budget forecast as attached as Appendix 1 to the report.

370. Street Market Brentwood High Street

The report provided Members with an update on the Brentwood Town Centre Street Trading Market and considered future arrangements for this. A public consultation was carried out to establish the type of market preferred.

The results of the survey showed that the majority of respondents wanted a High Street market, but with a wider selection of items and of a better quality than that currently offered, and with a preference for local food produce.

In order to explore whether it was feasible to sustain a market of this type it was suggested that alternative market providers be invited to express an interest. Whilst this was underway, a six month extension to the existing market provider could be offered.

Cllr Russell MOVED and Cllr Kendall SECONDED and it was

RESOLVED UNANIMOUSLY that

The Committee agrees to:-

1. Extend the current management agreement with Essex Farmers Market (EFM) for a further six months 30 September 2014.
2. A formal expression of interest exercise be undertaken to invite alternative market providers to operate the Brentwood High Street Market and the results to be reported to a future committee to decide on the future operator of the market.

371. Draft Community Safety Commissioning Plan 2014/15

The Community Safety Commissioning Plan before Members set out how the Council would deliver against the Corporate Priorities for a Safer Borough and align with the Community Safety Partnership's work relating to anti-social behaviour and crime reduction.

The Community Safety Manager was thanked for her hard work and enthusiasm in relation to the Commissioning Plan and management of the various schemes which had contributed to a reduction in anti-social behavior and crime in the borough.

Cllr Russell MOVED and Cllr Parker SECONDED the recommendation and it was

RESOLVED UNANIMOUSLY

That the Committee approves the Community Safety Commissioning Plan for 2014/15 attached at Appendix 1.

372. Car Wash Franchise

The Committee's approval was sought for a 5 year lease to the operators of the car wash franchise (Brentwood Car Wash) in the multi storey car park following a successful first year of trading. The report also sought approval to expand the franchise to include Chatham Way car park for a trial period of 6 months. In the event that there were no valid complaints in relation to the car wash operation within the trial period, it was proposed that a 5 year lease also be approved for this car park.

In addition, Members' approval was also sought to offer a rolling 3 month renewable license for William Hunter way car park until such time as a new development partner was found for the site.

Following a full discussion Cllr Parker MOVED and Cllr Russell SECONDED the recommendations and it was

RESOLVED UNANIMOUSLY

1. That Members approve a 5 year lease in the multi storey car park to Brentwood Car Wash in order to continue to provide the car wash facility for the benefit of the local community.
2. That Members approve a 5 year lease for Chatham Way car park, subject to successful completion of a 6 month trial.
3. That Members approve a rolling 3 month renewable License for William Hunter Way Car Park until a suitable developer for the site is identified.
(Cllr Clarke declared a non-pecuniary interest by virtue of knowing the proprietor of Brentwood Car Wash).

373. Air Quality Management Areas

In 2004 Brentwood Borough Council declared Air Quality Management Areas in areas of the Borough where it was predicted that levels of air pollution would exceed the national Air Quality Objective for nitrogen.

Further monitoring undertaken since the areas were declared had indicated that there had been no exceedances of the Air Quality Objective in four of the areas since 2008. Reports submitted to DEFRA by the Council had demonstrated that air quality in these four areas was meeting the objectives and DEFRA had accepted that the Council could consider whether to revoke the AQMAs for the areas concerned.

Following a full discussion, Cllr Parker MOVED and Cllr McCheyne SECONDED the recommendation and it was

RESOLVED UNANIMOUSLY that

1. Members agree to revoke the existing AQMAs in four locations, i.e.

- a) AQMA 1 Nags Head Lane at its junction with the M25
- b) AQMA 3 Greenshaw/Porters Close near to the A12 Brentwood Bypass
- c) AQMA 5 B1002 Roman Road, Mountnessing near to A12
- d) AQMA 6 Fryerning Lane, Pemberton Avenue & Trimble Close near to A12 and instruct officers to submit AQMA Revocation Orders for AQMAs 1, 3, 5 and 6 based on the fact that NO2 annual mean concentrations have not exceeded the relevant AQOs at worst case monitoring locations within these areas since 2008.

2. Members agree to continue monitoring of air quality within the former AQMAs if revoked to check that the Air Quality Objectives were not exceeded.

374. Delegated Authority to enforce the Food Safety and Hygiene (England) Regulations 2013

Members were advised that these Regulations revoked and re-enacted with some minor changes the Food Hygiene (England) Regulations 2006 (S.I. 2006/14) and certain provisions of the General Food Regulations 2004 (S.I. 2004/3279) as they applied in relation to England.

Environmental Health Officers and Technical Officers enforcing food safety law within the Borough require authorisation under these regulations in order for the Authority to abide by its statutory functions in ensuring food safety standards are maintained in order to protect public health.

Cllr Kendall MOVED and Cllr Mrs Davies SECONDED the recommendation and it was

RESOLVED UNANIMOUSLY

That the Committee agrees to delegate authority to the Head of Borough Health Safety and Localism and any officer authorised by him to undertake all powers conferred to the Council under the Food Safety and Hygiene (England) Regulations 2013.

21st July 2014

Agenda Item: 3

Community Committee

Remit of Community Committee and Community Funding

Report of: Ashley Culverwell, Head of Borough Health Safety & Localism

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 The remit of this new Committee is Shown in the presentation for the benefit of Members. The Terms of Reference were agreed at the last Annual Council. Any amendments would need to be agreed by Full Council after referral to the Constitution Working Group (CWG).
- 1.2 Members are also reminded of the community funding streams available to both them and the community

2. Recommendation

- 2.1 That Members note the presentation and contact the Partnership Leisure and funding manager in respect of any community funding enquiries.

3. Introduction and Background

- 3.1 The Council has made available ward budgets of £1000 for each Member. Community funding grants to the value of £50,300.00 are also available. The closing date of the current funding round is 1 September 2014. Detailed information and application forms are on the Council's web site: www.brentwood.gov.uk/funding. Decisions on funding allocation will be made by this Committee.
- 3.2 In addition the Council provides direct funding to various Community support organisations including the Citizen's Advice Bureau, Council for Voluntary Services and Brentwood Community Transport.
- 3.3 The Council also provides a valuable grant facilitation service by allowing organisations free access to Grant Net as well as individual support from experienced officers.

4. Issue, Options and Analysis of Options

4.1 Details will be provided in the presentation.

5. Reasons for Recommendation

5.1 To inform new Members of this Committee of available grant opportunities to promote within the community.

6. Consultation

6.1 Not applicable

7. References to Corporate Plan

7.1 Community funding supports the Council's Localism priority in strengthening Community cohesion.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email: 01277 312712 jo-anne.ireland@brentwood.gov.uk

8.1 These community funding opportunities for 2014/15 are budgeted. Any changes to the community funding offer would need to be agreed by Finances and Resources Committee.

Legal Implications

Name & Title: David Lawson, Monitoring Officer

Tel & Email: 01277 312860/ david.lawson@brentwood.gov.uk

8.2 The governance arrangements controlling funding by way of the Council agreed criteria needs to be closely followed to ensure equity of distribution.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.3 Grant allocation is fully inclusive to support all sectors of the community including vulnerable and hard to reach members of the community.

9. Background Papers

9.1 Funding allocation criteria.

10. Appendices to this report

Appendix A - Visual power point presentation

Report Author Contact Details:

Name: Ashley Culverwell, Head of Borough Health Safety & Localism
Telephone: 01277 312506
E-mail: ashley.culverwell@brentwood.gov.uk



BRENTWOOD BOROUGH COUNCIL

‘To enhance **quality** of life in Brentwood ensuring it is a pleasant place in which to **live, work and relax** for the benefit of current and **future** generations’

Terms of Reference

Community Committee



- Community and Localism Initiatives
- The Voluntary Sector and community partnerships
- Parish Council Liaison
- Health and Wellbeing
- Grants to organisations/voluntary organisations
- Parks, open spaces, countryside, allotments
- To take the lead on community leadership and consultation with stakeholders

Community Funding July 2014

Community Funding

- Type of funding available
- How Members can influence and assist
- Access to other external funding
- Other funding support

Types of funding available in Brentwood

- Brentwood Community Fund
- Ward budgets
- Active Brentwood
- Other Essex based funding pots

How Members can influence and assist

- Knowledge of their area
- Identification of the needs
- Signpost to support services
- Ward budgets

Access to other external funding

- GrantNet and Grant Finder

Other funding support

- Advice and support on completing funding applications
- Brentwood CVS funding training sessions
- In kind support

21st July 2014

Agenda Item: 4

Community Committee

King George's Playing Field

Report of: Roy Ormsby, Head of Streetscene

Wards Affected: Warley

This report is: Public

1. Executive Summary

- 1.1 King George's Playing Fields is one of the Council's key play areas, and attracts visitors from all over Essex to participate in family leisure activities, and organised sport through rugby, football, golf and bowls.
- 1.2 The recent approval of the adventure golf, which will attract additional visitors to the Borough, and the lease with the rugby club, which has attracted over £50,000 in grant funding for pitch improvements, is a clear sign that the Council is prepared to work in partnership with the private and voluntary sector to improve facilities in the park.
- 1.3 However, with financial challenges faced by all Councils over the coming years it is important that this Council identifies further opportunities to work with the private, and voluntary sector to ensure that facilities in the park are continually improved, and meet the high expectations expected by our residents.
- 1.4 On two occasions over recent years there have been attempts to attract private sector investors to manage the golf course, but neither has attracted any reasonable offers. This is probably due to the contract being offered for a stand alone golf course, with no ancillary facilities to generate further income.
- 1.5 There is a need to identify alternative approaches to managing the facilities in the park through working with other sectors to attract further investment in the facilities. There is a need to develop a long-term strategy, where all sectors can invest in the park, especially the voluntary sector through opportunities to attract grant funding from a wide range of agencies.

2. Recommendations

- 2.1 Agree that Officers commence work on the development of a long-term strategy for the development of facilities in the park.**
- 2.2 Agree that Officers enter into discussions with all voluntary organisations within the park to identify opportunities to work in partnership to benefit the facilities in the park.**
- 2.3 Agree that Officers identify opportunities to develop the current building, which is currently used as the golf club, golf shop, cafe and changing facilities.**

3. Introduction and Background

- 3.1 The facilities in King George's Playing Fields have for many years been one of the key leisure facilities in the Borough, and attracted visitors from all over Essex and the South East.
- 3.2 However, it is recognised that major investment is required if the park is to retain its status as one of the key attractions in the Borough. Funding has recently been identified for investment through the private and voluntary sector, but this approach needs to be further developed in other facilities.
- 3.3 It is recognised that the current facilities in the main building require investment, and that the design no longer meets the needs of a modern golf facility. It should be recognised that the golf course is one of the few sports facilities that generates an operating profit for the Council, but this could be improved through better facilities.
- 3.4 The local rugby club has shown a keen interest in developing a new club house, and have made an application to gain planning permission on the site. However, this would be for their club members only and not the wider users of the park. There is a need to discuss the development of a community facility, which could have a dedicated area for the club, but is funded through a wider range of funding agencies.
- 3.5 There is a real need to develop the current paddling pool, which is coming to the end of its economic life, and further investment is required in the golf clubhouse, which needs over £100,000 to repair the leaking roof. The need to meet the high repair cost for the roof could be avoided if a community facility could be developed.

- 3.6 It is felt that a long-term strategy, working with park users and the voluntary sector is an opportunity for the Council to invest in the park, and ensure that the facilities within it meet the needs of all users.

4. Issue, Options and Analysis of Options

- 4.1 Due to the financial challenges faced by all Councils there is a need to identify opportunities to work with all sectors to generate investment in our facilities.
- 4.2 King George's Playing Fields is a prime location, and one of the Borough's key leisure attractions, but is in need of a long-term strategy to ensure that the facilities continue to meet the needs of its users.
- 4.3 The Council have been successful in identifying partners to invest in the park through the adventure golf and grants through the rugby club, but this needs to be developed further to make the investments required in all facilities.

5. Reasons for Recommendation

- 5.1 To enable Officers to discuss opportunities with current users of the park, and develop a long-term strategy for investment in its facilities through partnership working.

6. Consultation

- 6.1 A key part of the development of the strategy would be to consult with park users and residents with the assistance of the Council's Communications Team on any developments.

7. References to Corporate Plan

- 7.1 This is a key element of the Corporate Plan, as it will enable closer working with communities and partners to make Brentwood a Borough where people are supported to do more themselves, and develop partnership arrangements to improve services.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email: 01277 312712/jo-anne.ireland@brentwood.gov.uk

- 8.1 The long term strategy may require investment in the site above what is included in the MTFP. This will need to be considered as part of the budget process for 2015/16.

Legal Implications

Name & Title: David Lawson, Monitoring Officer

Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk

- 8.2 There are no direct legal implications at this stage, but Legal Services are available to advise as opportunities and options are developed.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

None

9. **Background Papers** (include their location and identify whether any are exempt or protected by copyright)

None

10. **Appendices to this report**

None

Report Author Contact Details:

Name: Roy Ormsby, Head of Streetscene

Telephone: 01277 312554

E-mail: roy.ormsby@brentwood.gov.uk

21st July 2014

Agenda Item: 5

Community Committee

Local Support Services Framework

Report of: *Rick Steels, Revenues & Benefits Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides Members with details of the partnership work that officers from the Council and other local organisations have been undertaking to introduce a local support services framework.
- 1.2 The framework is designed to provide proactive support, including help with finding employment, to residents who have suffered major life changing events or who have been affected by welfare reforms which have resulted in a cessation or reduction of payments due to the Council.
- 1.3 Advice and support to maximise income opportunities, debt and budgetary advice and specialist support and advice to enhance a resident's job prospects will all be provided within the framework.
- 1.4 It is currently expected that residents will be provided with the aforementioned support from September 2014.
- 1.5 Further periodic reports will be presented to Members regarding the progress of the framework.

2. Recommendations

- 2.1 That Members endorse the continuing development of the Local Support Services Framework and to agree that officers report back to this committee on its further progress.

3. Introduction and Background

- 3.1 The Welfare Reform Act 2012 introduced a number of regulations that were designed to simplify the benefits system and make work pay. One significant step towards this aim was the introduction of a Universal Credit from 2013 to replace a range of existing benefits and smooth the transition for people moving into and out of work.
- 3.2 Councils were encouraged to think about the role they would play in supporting residents with additional or complex needs, to help them make and manage Universal Credit claims and prepare for work.
- 3.3 Since then the roll out of Universal Credit has been significantly delayed and therefore the need for local councils to provide a supporting role has been put on hold.
- 3.4 Another welfare reform of note was the abolition of Council Tax Benefit from April 2013. The Welfare Reform Act 2012 introduced a requirement for local authorities to set up a localised Council Tax Support scheme but instead of full funding for Council Tax Benefit, based on the claim caseload, funding was strictly cash limited. Councils were therefore left to make some difficult decisions regarding the level of support that could be provided to residents.
- 3.5 The Brentwood Borough Council scheme supports unemployed residents with a maximum 80% Council Tax Support leaving a remaining 20% to be found. Recognising the potential impact this could have on residents ability to pay Council Tax, the need to introduce a framework of support for these and other residents was identified and so informal discussions between Brentwood Borough Council and the local Job Centre Plus were held.
- 3.6 These discussions produced the outline of a framework and subsequently other organisations were invited to join a steering group which included the local Citizens Advice Bureau (CAB) and Synergy (a voluntary organisation with expertise in supporting residents with alcohol and or drug abuse issues). The proposal is for the framework to provide a seamless support service across all organisations.
- 3.7 A project plan (Appendix A to this report), was produced and agreed by the steering group and to date the group have visited two other local authorities that have developed similar models to learn about the issues and challenges that they incurred with the development of a support framework and co-location of services.

- 3.8 A Partnership Agreement (Appendix B) has also been drafted which ensures consensus is reached between the participating organisations regarding roles and responsibilities so that the objectives of the framework may be delivered.
- 3.9 Training will also be provided to ensure that the workforce of all participating organisations will be better informed and skilled at supporting residents in need of support.
- 3.10 A data sharing protocol and enhanced ICT will be introduced to ensure information is shared quickly and appropriately between partner organisations.
- 3.11 During the early meetings of the steering group, the option of sharing office accommodation was also discussed which would provide residents using the framework with a single point of contact. As the Town Hall was identified as being under-occupied and due to be refurbished, the option of using the Town Hall as the hub of the framework was discussed.
- 3.12 All of the partner organisations involved in the framework have since expressed an interest in having some presence within the Town Hall, once refurbishment is completed in 2015, and work is ongoing to establish the costs of both IT and accommodation.
- 3.13 Although the initial remit of the framework is to support residents with issues around debt it is anticipated that the role of partner organisations could be ultimately expanded to include other areas of support provision.
- 3.14 Work on publicising and communicating the framework begins with this report and will subsequently include press releases, updates on the websites of all partner organisations and the use of social media.
- 3.15 **Aims & Objectives**
The purpose of the framework is to support residents, in particular vulnerable who have encountered difficulty in making payment of their rent, service charges or Council Tax as a result of welfare reforms or a recent life change such as bereavement, sickness, marital breakdown or who have had a recent change in their circumstances which they have found to be beyond their immediate control.
- 3.16 Residents, who have missed their rent, service charges or Council Tax payments when they become due, will be identified and contacted during the early intervention process, to establish why they have been unable to make payments. Where it is established that the missed payments are the result of welfare reform or a recent life change, the resident will be offered the opportunity to be supported by the framework.

3.17 Early intervention

Those residents that choose the framework option will be offered advice on maximising their income. This will include advice and support on making claims for benefits and other sources of income that are available to them. Staff from the Council and CAB will have primary responsibility to provide this support but any organisation within the framework will also provide advice and support where appropriate.

3.18 Debt and budgetary advice

Our experience of dealing with customers, tells us that if they owe rent, service charges or Council Tax, there is a possibility that they may have debt(s) with other organisations and in these cases, customers will be referred to the CAB to seek expert advice on debt management and managing household budgets. Help with managing domestic bills will be particularly useful for residents who are liable for paying their housing costs as a result of welfare reforms.

3.19 Training towards employment

There will inevitably be some residents with individual issues that require specialist support. These issues could include, for example, drug or alcohol abuse or mental health issues.

3.20 In cases where there is a need for specialist support, the appropriate voluntary organisation will be approached and will offer help and advice.

3.21 In addition to any specialist support provision, Synergy will be approached to provide advice and support to unemployed customers to prepare them for seeking work.

3.22 This specialist support includes raising self esteem, improving motivation and training of interview techniques.

3.23 Finding work/starting a business

Job Centre Plus (JCP) has a responsibility to ensure residents claiming Job Seekers Allowance are actively seeking work. The aim of this framework is to ensure a smoother transition back into work for claimants, by providing a range of support that will enhance individual employability.

3.24 During the back to work process JCP will not only identify job opportunities but provide entrepreneurial support for any customers with a desire to become self employed.

3.25 Through the Council's Business Development service, the local Federation of Small Businesses (FSB), the Renaissance Group and

Brentwood Growth will all be encouraged to provide further support, with the aim of creating additional businesses within the Borough.

- 3.26 The Chamber of Commerce will also be encouraged, through this framework, to provide local jobs for local people.

4. Issue, Options and Analysis of Options

- 4.1 The introduction of welfare reforms introduced a number of challenges for Local Authorities in particular the provision of support to those residents faced with making payments of tax and or rent which had previously been covered by Housing Benefit and Council Tax Benefit.
- 4.2 The introduction of a framework of organisations will ensure residents affected by welfare reform or a recent life changing event receive the right support at the right time.

5. Reasons for Recommendation

- 5.1 To introduce Members to the work undertaken, to date, by Officers of the Council and representatives from other partner organisations, towards the development of a local support services framework and to seek their endorsement to develop this approach.

6. Consultation

- 6.1 At all stages of the development of the framework, key partners have been involved in both informal and formal discussions and have subsequently formed a steering group with the task of ensuring the successful implementation of the framework. Development of this support framework will involve further consultation and assistance from the Council's Communication Team.

7. References to Corporate Plan

- 7.1 Localism - The framework introduces closer working with our community partners to make Brentwood a borough where people are supported to do more for themselves and rely less on public services.

8. Implications

Financial Implications

Name & Title: Chris Leslie, Interim Financial Services Manager

Tel & Email 01277 312542/christopher.leslie@brentwood.gov.uk

- 8.1 Detailed costing of any enhancements proposed to the existing ICT infrastructure will be carried out and presented to the Committee before being undertaken.
- 8.2 The arrangements for shared accommodation at the Town Hall are being discussion. This will include consideration of the financial implications, which will be reported on as negotiations develop.

Legal Implications

Name & Title: David Lawson, Monitoring Officer

Tel & Email 01277 312860/david.lawson@brentwood.gov.uk

- 8.3 None

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.4 None

- 9. Background Papers** (include their location and identify whether any are exempt or protected by copyright)

- 9.1 Background papers are held by the Revenues & Benefits service and are not protected by copyright.

10. Appendices to this report

Appendix 1 - LSSF project plan

Appendix 2 - LSSF partnership agreement

Report Author Contact Details:

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LOCAL SUPPORT SERVICES FRAMEWORK

PROJECT PLAN

Introduction

Aims: The aims of the support services framework are to provide a holistic and integrated localised support service for people who need extra help to make payments of Council Tax and rent as a result of welfare reforms, a life changing event or through vulnerability and to increase the level of employment or self employment within the Borough.

Objectives: Through the implementation of a Local Support Services Framework, the Council and its partner organisations will enhance the customer journey towards self-sufficiency and independence.

Outcomes: The provision of better coordinated support to residents and an assurance that the collection of Council Tax and Council housing rents are maintained, whilst maximising local employment opportunities.

Phase 1 – To be completed by September 2014

No.	Detail	Aims	Objectives	Outcomes	Responsible officer/organisation	Target date	Resource requirement	Status
1	Steering Group	To support the partnership agreement with the implementation of the Local Support Services	To steer the partnership agreement, identify barriers and/or opportunities such as external	Provide a robust planning and support group to ensure the implementation of the project	All agencies	Apr 2014		Regular and on going meetings

		Framework	funding to support the project					
2	Analyse and identify best practice from other models in particular the support service framework in Basildon & the provision of joined up services from a single location in Central Bedfordshire Council offices.	Early Identification of the challenges faced with implementation - appropriate staff levels, support services such as IT, building infrastructure, data sharing protocols, requirements of each agency	Learn from other areas the issues and challenges that they incurred with the co-location of services	Seamless support service across all agencies	All agencies	May 2014		Joint visit to Basildon Council Offices Completed 15 Jan 2014 JCP visit to Central Beds Completed 22 Jan 2014
3	Data sharing protocols	Agreed data sharing protocols	Sign up to data sharing protocols and early identification of barriers that could impede sign up.	Information shared appropriately between agencies	All agencies	Jul 2014 onwards	All agencies to agree to the Data Sharing Protocols	Data Sharing protocols to be developed. Joint visits to get the information at the same time to be explored. RS & KS
4	Identify barriers that could delay implementation to include: Staff, ICT, shared resources, data sharing	Development of support processes and procedures and realistic timescales that will reduce barriers to implementation	Early identification of barriers to allow smooth transition and implementation of support framework	Smooth transition of implementation	All agencies to identify potential barriers to implementation	Jul 2014 onwards	All Agencies – staff resources	Transformation and ICT teams at BBC are involved as members of steering group with particular emphasis on Town Hall Development

	protocols							Project. Confirmed that WiFi will be available to all operating from Town Hall. Issue regarding the set up of the reception area to be resolved.
5	Development of Partnership Agreement between Brentwood Borough Council, Job Centre Plus, Citizens Advice Bureau, Synergy and other appropriate support providers	Agree and sign up of the relevant organisations that will provide the support framework for residents	Agree a 'Partnership Agreement' between each agency to deliver the outcomes of the Local Support Services Framework	Agree the roles and responsibilities of each organisation to deliver the objectives of the partnership	Jobcentre Plus	Jul 2014		Partnership Agreement to be written, agreed and signed off by each agency Invite Chamber of Commerce, Federation of Small Businesses & Economic Development Officer to next steering group meeting. Drafted but still to be signed.
6	Publicise and communicate the framework	Increase public awareness of support available	Increased confidence to ask for and get support	Increased awareness and early support to include report to Local Authority Members and press release.	BBC	Jul 2014 onwards	Development of joint communication schedule and templates	Identify lead organisation to coordinate the communication for the framework. Different streams – posters, leaflets, website (joint pages), social

								media and single phone number. Draft committee report and press release prepared.
7	Joint training	Identify and deliver cross organisational training for agencies	Improved collaborative working between agencies development of 'support ambassadors'	Improved collaborative working between agencies, adoption of processes and procedures	All agencies	Jul 2014 onwards	All agencies to identify training needs for staff	Set up joint training schedule
8	Staff	Ensure staff are supported in the development of the framework	Staff have increased confidence and skills to deliver the aims of the framework	Staff engaged to promote and support the delivery of the framework	All agencies	Aug 2014 onwards	Senior management/Line managers to support staff and ensure that they are supported. Extra staff requirements at the beginning of implementation.	Staff communications to be identified with clear messages re the aims and objectives of the framework. Arrange for a 'staff mingle' to enhance relationships within the partnership.
9	Job shadowing between agencies	Breakdown barriers between each organisation and to get a better understanding of how each agency interacts with the client/resident	Improved collaborative working between agencies development of 'support ambassadors'	Improved collaborative working between agencies, adoption of processes and procedures and early identification of any barriers	All agencies	Aug 2014 onwards	Staff commitment from all agencies	Arrange for ½ day sessions (or more if required) job shadowing

10	Residents	Ensure that the services are accessed especially for particularly vulnerable and disabled residents	Early identification of particularly vulnerable and disabled residents	Ensure residents are aware of the support available and the take up for support is increased. Reduced waiting times	All agencies	Aug 2014 onwards	Liaise with other agencies that could provide specialist support	Complete EIA on new service to identify barriers to access especially for the more vulnerable groups. Consider options for providing outreach services. Involve Social Services?
	Strand 1 of support – early intervention							
11	Early identification of those residents that are likely to be in arrears	Identification of those at risk of going into arrears	Early signposting to support services for residents	Early intervention and support for residents	Brentwood Borough Council Housing and Revenues and Benefits , CAB	Sep 2014 onwards	Joint visits to get all the information at the same time	Consider using MOSAIC as a customer Insight Tool. Data from probation etc to identify most troubled families.
	Strand 2 of support – Debt / budgetary advice							

12	Provision of debt and household budget advice	Support for those in arrears or likely to get into arrears of their rent or local tax	Early signposting to support services that will reduce the number of residents going into arrears	Debt/household budgetary advice provided to support those in arrears	Citizens Advice Bureau	Sep 2014 onwards		
	Strand 3 of support – Training towards employment							
13	Provision of back to work support	Improved support for residents to get back into work	Improved CV & interview skills,	Increased confidence to support those back into work	Synergy/JCP	Sep 2014 onwards		
	Strand 4 of support – Finding work/starting a business							
14	Identification of job opportunities, apprenticeships and entrepreneurial support in setting up a new business	Job opportunities, apprenticeship schemes and entrepreneurial support identified and communicated to residents	Better supported residents to be able to get back into work. Reduced requirement for benefits	Reduced unemployment and increased take up of job opportunities, apprenticeship schemes and those setting up their own businesses	Job Centre Plus, Chamber of Commerce, Federation of Small Businesses	Sep 2014 onwards		

Phase 2 – To be completed by September 2015

1	Co location of support	Supports the development of a	Provision of a one stop shop of	Residents are holistically		Sep 2015		
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	services within the Town Hall	Community Hub	support for residents	supported				
2	ICT	ICT infrastructure is in place to support the framework in respect of all agencies signed up to the partnership agreement	Identification of ICT needs to support the framework objectives and identification of any financial resource required	ICT support in place so that implementation is not delayed. Ease of use from the customer/user perspective	ICT leads for each agency	Sep 2015 onwards	ICT staff resources, Financial resource	ICT leads to meet to identify needs of each agency. ICT big issue at Basildon Victoria Forms – suite of forms on line
3	Office infrastructure requirements	Office infrastructure is in place to support the framework	Identification of office requirements such as number of secure interview rooms (expected to be between 8 and 9) signage etc, walkways (flooring)	Office infrastructure in place to support the delivery of the support framework	BBC – Town Hall Development Project lead	April 2014 onwards	Provision of a joint rest area for staff, Glass booths/interview rooms used by all services-recording equipment, CCTV, panic alarms, signage	Identify whether other services such as health, Family Mosaic utilise the shared space.
4	Generic working	Breakdown barriers between each organisation and to get a better understanding of how each agency interacts with the client/resident	Improved collaborative working between agencies development of 'support ambassadors'	Better informed and skilled joint workforce to support residents	All agencies	April 2014 onwards	All agencies – staff resources	Introduce generic email address

Jobcentre Plus and Brentwood Borough Council Partnership Agreement

This Partnership Agreement outlines the approach that Jobcentre Plus (JCP) and Brentwood Borough Council and voluntary organisations such as the Citizens Advice Bureau and Synergy will take to reduce unemployment in the Brentwood Local Authority area and support issues that contribute to the priorities of these organisations.

We will be collectively working to achieve a further 25% reduction in claimants in receipt of Jobseekers Allowance over the next 12 month period. The aspiration is to reduce the claimant count in Brentwood to 533 by April 2015.

In order to develop new ways of delivering our key services in an era of reducing budgets and increased demands, we propose to commit to an overarching framework of support for our residents, businesses and partners which will deliver added value, reduce duplication and confusion over delivery of services and ensure that all partners are fully prepared for the rollout of Universal Credit.

The organisations named above will be unable to deliver on the aspirations contained in this agreement unless we work collaboratively to ensure that there is a transparent and seamless offer for Brentwood residents, employers and partners.

The main aims of this agreement are to:

- improve the end-to-end customer experience;
- set out our joint commitment to maintain regular effective communication on operational and performance matters;
- support the efficient and timely exchange of accurate information;
- use the partnership agreement as a starting point to further improve relationships between the organisations.

The objectives of this Agreement are to:

- Develop strategies to increase employment rates and skill levels in the Borough.
- Work in partnership to prevent unemployment occurring wherever possible, and to jointly develop responses to labour market announcements.
- Tackle barriers to employment through flexible and innovative approaches.
- Identify and promote funding streams and programmes to support the joint commitments and deliver them in a flexible way according to our local needs.
- Provide early intervention and support to residents who have encountered difficulty in paying their rent, service charges or council tax. This will allow the local authority to collect timely payments from residents in order to maximise revenue.

- Support the delivery of wider organisational objectives.

The objectives of this Agreement will be met through the following activities:

- Support for unemployed people, with particular focus on vulnerable residents and those impacted by welfare reform changes.
- Work experience support for the relatively high number of young people who are not in Education, Employment or Training (NEET).
- Work collaboratively with expert partners, third sector and stakeholders to help achieve our objectives.
- Provision of advice to ensure that people get the benefits they are entitled to.
- Support for local people, wherever possible, to fill new job opportunities created through regeneration activities or large developments.
- Development and dissemination of models of best practice in tackling worklessness.
- Maximising use of JCP in helping to fill job vacancies.
- Promoting and supporting entrepreneurship in the local economy.
- Local collaboration to deliver flexible tailored solutions that meet local needs.
- Identifying funding streams to support these objectives.
- Sharing opportunities for adopting flexible approaches to increasing employment rates.
- Working together on the effective use of local labour market intelligence.
- Continuation and expansion of outreach advisory service within BBC's premises.

Liaison & Communications

Liaison and communications between JCP and Local Authorities (LA) is fundamental to effective partnership working. To help facilitate this process, each organisation must put the following arrangements in place:

- A nominated contact in each of the organisations who has the knowledge and will take responsibility to deal with the relevant operational issues;
- Aside from the regular day-to-day communications, nominated contacts should meet formally at least twice a year to review progress against the agreement, discuss issues and opportunities for improvement;
- Agree logistical arrangements for managing the partnership – arrangements for contact lists and keeping the information up to date;
- Agree arrangements for requests for information from LA to JCP and others vice versa, to minimise the impact on operational performance and ensure security guidance is adhered to, particularly when dealing with the exchange of personal and sensitive customer information;

To help further improve the partnership, each organisation should also consider putting the following in place:

- Exchange visits between the various organisations so that staff can gain a better understanding of each other's business and the impact they have on one another;
- Investigate the potential for local joint projects. For example, joint training courses, publicising each other's benefits, take-up campaigns etc.

Council and voluntary organisation work streams that can benefit from this partnership agreement include:

- Regeneration/Economic Development including:
 - Employer Engagement
 - Events
 - Work Clubs
 - Joint Economic Strategies to encourage labour market and business growth including new enterprises
 - Partnership projects

- Benefits
- Community Development
- Housing
- Family Solutions
- Human Resources
- Health and Wellbeing
- Skills development including:
 - School engagement
 - Careers advice
 - NEET support
 - Skills for the unemployed

The Agreement will be reviewed by partners on a quarterly basis. Actions will however be progressed as the need arises throughout the year or as priorities change. Changes to the agreement will be subject to one months notice.

To be signed by representatives of:

Jobcentre Plus

Brentwood Borough Council

Citizens Advice Bureau

Synergy

21st July 2014

Agenda Item: 6

Community Committee

Health and Wellbeing Strategy and Work Plan 2014-2017

Report of: Ashley Culverwell, Head of Health Safety and Localism

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 This report introduces the Health and Wellbeing Strategy and Work Plan, which was developed by the Health and Wellbeing Board. It includes the priorities identified in the Joint Strategic Needs Assessment carried out by Essex County Council. The actions for the priorities are addressed in the Work Plan.

2. Recommendation

- 2.1 **The Committee approves the Health and Wellbeing Strategy and Work Plan for 2014-2018 (Appendix A and B).**

3. Introduction and Background

- 3.1 Following the introduction of the Health and Social Care Act that was introduced in April 2013, the Brentwood Health and Wellbeing Board was set up. The Board ensures that the needs of the Brentwood Community are communicated to the Essex Health and Wellbeing Board, so that the local needs can be considered within the overarching Essex Joint Health and Wellbeing Strategy. The Board actively promotes public health within the Borough and works in partnership with the local Clinical Commissioning Group and other local partnership organisations to encourage the joining up of resources and support integrated health and social care delivery to the people of Brentwood. This in turn will help to promote social cohesion and localism.
- 3.2 At its meeting on 26 June 2012 The Health and Housing Panel agreed that the Council would take the lead role in facilitating engagement with

the Borough's community and other stakeholders to enable representative views to be passed to the new Health and Wellbeing Board.

- 3.3 At the Housing and Health Panel on 20 November 2012 members agreed to approve the draft terms of reference for the Brentwood Health and Wellbeing Board and the suggested nominations for Brentwood Health and Wellbeing Board Members.
- 3.4 At the April 2014 Committee members voted unanimously to become Mental Health Champions and adopted Seven challenges. The Mental Health Challenge has been included in the Health and Wellbeing Strategy and Work Plan due to the overlap in function.

4. Issue, Options and Analysis of Options

- 4.1 A Joint Strategic Needs Assessment was carried out by Essex County Council to assist in development of the Essex Health and Wellbeing Strategy. The Brentwood Health and Wellbeing Board agreed a strategy of focusing on areas where the biggest influence could be exerted whilst making a tangible difference with measurable outcomes.
- 4.2 The Board considered the Joint Strategic Need Assessment with further detailed analysis of the 'Prevention and Lifestyle' elements and with reference to the Essex Health and Wellbeing priorities decided on the following local priorities: -
 - Improving Older People's Health, focusing on alleviating fuel poverty, supporting independent living, encouraging physical activity and falls prevention. This is because Brentwood have a greater number of excess winter deaths than the rest of Essex.
 - Increasing the uptake of vaccination, primarily Measles, Mumps and Rubella, because Brentwood has a lower uptake rate than the Essex average.
 - Reducing Cardiovascular Disease through reducing Obesity by increasing physical activity and improved diet.

5. Reasons for Recommendation

- 5.1 The recommendations above are to support and drive forward the Health and Wellbeing Strategy and enable delivery of Brentwood Health and Wellbeing Board's key priorities to reduce health inequalities in Brentwood.

6. Consultation

- 6.1 Key Partners including Basildon and Brentwood Clinical Commissioning Group, Essex County Council, members of Brentwood Borough Council and other voluntary organisations are being consulted and engaged with development of the Key Priorities.

7. References to Corporate Plan

- 7.1 This supports the Council's priorities for Localism, Housing Health and Wellbeing, a Prosperous Borough, A Safe Borough

8. Implications

Financial Implications

Name & Title: Chris Leslie, Interim Financial Services Manager

Tel & Email: 01277 31 2542/christopher.leslie@brentwood.gov.uk

- 8.1 There are no additional costs to the Council as a result of the proposals. Staff time will be required to achieve the strategy and work plan but this will be met within the existing staff resources.

Legal Implications

Name & Title: David Lawson Monitoring Officer

Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk

- 8.2 The monitoring Officer has been consulted and is in agreement with the legal information and references provided in these reports.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.3 The Brentwood Health and Wellbeing Strategy and Work Plan is inclusive for the whole community and aims to protect vulnerable residents.

9. Background Papers

- 9.1 Housing and Health Panel - 26 June 2012
9.2 Housing and Health Panel - 20 November 2012
9.3 Community Services Committee- 11 April 2014

10. Appendices to this report

Appendix A - Health and Wellbeing Strategy 2014-2018
Appendix B - Health and Wellbeing Work Plan 2014-2018

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Health and Wellbeing Strategy 2014 – 2017

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Foreword

We believe that everyone has the right to enjoy good health and wellbeing. We will promote the health and wellbeing of Brentwood's communities to enable this to happen.

Despite the vast majority of our communities being healthy, there are health inequalities across the Borough. Therefore the focus of this strategy will be on addressing these inequalities and securing the best possible health outcomes for all residents.

We understand that to reduce these health inequalities there must be focus not only on health but on the wider determinations which affect health and well being in order to make a difference.

We believe that, especially in challenging economic times, partnership working to produce joined up solutions maximises resources and ensures the best outcomes. We are therefore committed to working in partnership with Essex County Council, the Basildon and Brentwood Clinical Commission Group, Healthwatch Essex, other public, private and voluntary sector organisations.

Councillor Barry Aspinell
Leader

Councillor Karen Chilvers
Chair of Community Services Committee
Chair of Health and Wellbeing Board

Jo-Anne Ireland
Acting Chief Executive

Introduction

This is the first Joint Health and Wellbeing Strategy for Brentwood Borough. It has been produced by the recently formed Brentwood Health and Wellbeing Board which brings together health, the voluntary and community sector and a wide range of both County and Borough council services.

This strategy sets out the key priorities which the Board will pursue over the next three years. It is based on a detailed analysis of the health needs in Brentwood (the Joint Strategic Needs Analysis – JSNA).

This strategy also incorporates the priorities for the Mental Health Challenge, whilst this is separate from the Health and Wellbeing priorities outlined in the JSNA, there are some overlaps in their functions and therefore have also been included in this strategy.

We expect to develop the strategy over the coming years as goals are achieved and circumstances change, this will help focus the Board to ensure that we make progressive changes in improving health and wellbeing in Brentwood.

Context

National Context

The Marmot Review in 2010 ‘Fair Society, Healthy Lives’ proposed evidence-based strategies for reducing health inequalities including addressing the social determinants of health. It concluded that a good start in life, a decent home, good nutrition, a quality education, sufficient income, healthy habits, a safe neighbourhood, a sense of community and citizenship are the fundamentals for improving quality of life and reducing health inequalities.

The Government’s response was the White Paper ‘Healthy Lives, Healthy People – A Strategy for Public Health in England’ (2010). As well as taking the Marmot proposals forward, this identified the need for local communities to be at the heart of public health by focusing on the needs of local populations.

This approach was established in the Health and Social Care Act 2012, it was a fundamental change in the way in which public health, health services and social care are delivered. Some of the major changes included:

- Shifting many of the responsibilities historically located in the Department of Health to a new, politically independent, NHS Commissioning Board

- Giving groups of GP practices and other professionals (Clinical Commissioning Groups – CCGs) responsibility for the majority of NHS commissioning
- Transferring responsibility for public health from the NHS to local authorities
- Giving upper-tier local authorities a new role in encouraging joined-up commissioning across NHS, social care, public health and other partners

Concurrently the Department of Health published in 2012 published ‘The Public Health Outcomes Framework for England, 2013 – 2016’, this set out what the Government would want to achieve in a new and reformed public health system. The Framework consists of two overarching outcomes that set a vision for the whole public health system of what the Government wants to achieve for the public’s health:

- Increased healthy life expectancy which takes account of the health quality as well as the length of life
- Reduced differences in life expectancy and healthy life expectancy between communities (through greater improvements in more disadvantaged communities).

County-wide Context

As the Upper-tier local authority the statutory duty with regard to health and wellbeing rests with Essex County Council. The Essex Health and Wellbeing Board published a five year strategy in 2012 covering the period 2013 – 2018.

This strategy was based upon the World Health Organisation definition of health “a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity”, it has as its vision: -

‘By 2018 residents and local communities in Essex will have greater choice, control and responsibility for health and wellbeing services. Life expectancy overall will have increased and the inequalities within and between our communities will have reduced. Every child and adult will be given more opportunities to enjoy better health and wellbeing’.

This vision is supported by a range of priorities developed by looking at a range of data and information on health and wellbeing in Essex as well as an extensive programme of consultation and stakeholder engagement.

The main source of evidence and related information on health and wellbeing is the Joint Strategic Needs Assessment (JSNA).

The Essex priorities are:

- Starting and developing well: ensuring every child in Essex has the best start in life.
- Living and working well: ensuring that residents make better lifestyle choices and residents have the opportunities needed to enjoy a healthy life.
- Aging well: ensuring that older people remain as independent for as long as possible

These priorities are underpinned by two key themes: -

- Tackling health inequalities and the wider determinants of health and wellbeing
- Transforming services: developing the health and social care system.

Links to Corporate Plan 2013 – 2016 and Service Delivery

As a Council, our normal service delivery contributes to developing the Health and wellbeing of our residents. The wider determinants of health are also known as the social determinants of health and have been described as 'the causes of the causes'. They are the social, economic and environmental conditions that influence the health of individuals and populations. Income, employment, education, housing quality, overcrowding and crime are powerfully associated with both physical and mental health. Poor lifestyle choices such as smoking, lack of exercise, excessive alcohol consumption and unhealthy eating habits and for many, the socio-economic characteristics of certain areas are major factors explaining poorer health in the Borough.

The Priorities identified in our Health and Wellbeing Agenda are linked to five of the objectives our Corporate Plan, which work towards alleviating the inequalities of health.

Examples of the work we do include:-

Street Scene and Environment Grounds maintenance of play areas, football pitches, skate park can contribute to an increase in physical activity, because attractive and well maintained leisure amenities encourage people to use these facilities. As well as safeguarding residents and visitors to the Borough.

Housing Health and Wellbeing - Regulation can contribute to a more prosperous economy through greater consumer confidence. For example licensing premises and taxis give customers greater confidence in their safety and more likely to use the local facilities/businesses. Also the Council provide good quality homes for those most in need and assist in accessing grants for vulnerable home owners. Enforcement action

against rogue landlords who provide substandard accommodation is also a role of the Council.

Localism – Increasing social inclusion and social capital to improve the strength of the community. We have provided resources for a Shared fund for community groups. The formation of the Renaissance Group which works with the community and local businesses to enhance the quality of the environment, particularly the quality of public space, shop fronts, addressing vacancy unit issues, signage, lighting, safety and the night time economy.

Safe Borough - reducing anti social behaviour and taking enforcement action against Noises as a Statutory Nuisance to increase the Community's confidence in a safe borough.

Prosperous Borough- local development plan aims to increase the number of new homes that are built to a high energy efficient standard and therefore over time reducing the number of people who experience fuel poverty due to poor insulation.

Health and Wellbeing for Brentwood

Brentwood Borough Council covers an area of 59 square miles (153 Square kilometres) with a population of approximately 73,000 which is expected to rise to over 90,000 by 2035. During the same period the number of residents 65 and over is expected to increase from 13,800 to 21,400.

The health of people in Brentwood is generally better than the England average. However, whilst life expectancy for both men and women is higher than the England average, patterns of deprivation show that life expectancy is 9.4 years lower for men and 6.4 years lower for women in the most deprived areas of Brentwood than in the least deprived areas.

At its meeting on 26th June 2012 The Health and Housing Panel (now the Community Services Committee) agreed that: -

- The Council take the lead role in facilitating engagement of the Borough's community and other stakeholders to enable representative views to be passed to the new (Essex) Health and Wellbeing Board.
- Officers scope out the best forum (i.e. creation of a local Health and Wellbeing Board) for sharing views and making decisions to represent the collective views.
- If created; assist the new local board in deciding the broad determinants of health for people in the Borough and how to influence the prioritisation of resources

within the County to address health inequalities and to achieve the greatest impact on health and wellbeing with the resource available.

These issues were taken forward at the Panel's meeting on 20th November 2012 and Terms of Reference for a Brentwood Health and Wellbeing Board were agreed, these are attached at Appendix C. These Terms of Reference widened the purpose of the Board to include 'actively promoting public health within the Borough and work in partnership with the Clinical Commissioning Group and other local organisations to encourage the joining up of resources and support integrated health and social care service delivery to the people of Brentwood'.

At its meeting of 21st May 2013 the Brentwood Health and Wellbeing Board agreed a strategy of focusing on areas where the biggest influence could be exerted whilst making a tangible difference with measurable outcomes.

The Board considered the JSNA with further detailed analysis ('Deep Dive') of the 'Prevention and Lifestyle' elements and with reference to the Essex HWB's priorities decided on the following local priorities:

1. **Improving older people's health** (Fuel Poverty/Independent Living/Falls Prevention/Physical Activity)
2. **Increasing uptake of vaccination** (Measles, Mumps and Rubella (MMR))
3. **Reducing cardiovascular disease through reduction in obesity** (Exercise/Improved Diet)

In order to facilitate achieving these priorities a number of objectives have been identified:

1. Improving older people's health

Areas for focus: -

- *Reducing fuel poverty*
- *Enabling independent living*
- *Encouraging physical activity*
- *Falls prevention*

Objectives: -

- *Understand the current service provision available*
- *Ensure that we are maximising the effects/efforts from all parties/agencies involved in the process at local level*

- *Understand financial assistance streams that may be available*

Outcome Measures: -

- *Number of households classified as fuel poor (i.e. spending more than 10% of its income on energy to maintain an adequate level of warmth).*
- *Age-sex standardised rate of emergency admissions for fractured neck of femur in persons aged 65 and over.*
- *Increase in referrals for physical measures such as grab rails to facilitate independent living.*

2. Increasing uptake of vaccinations

Areas for focus:

- *Measles, Mumps, Rubella*
- *Influenza virus*

Objectives:

- *Understand the current extent of the issue and service provision*
- *Identify barriers to parents in Brentwood choosing MMR triple vaccine*
- *Identify why uptake of influenza vaccine is below the 80% uptake target*

Outcome Measures:

- *Increased uptake of seasonal influenza vaccine*
- *Increased uptake up of MMR vaccine*

3. Reducing cardiovascular disease through reduction in obesity

Areas for focus: -

- *Exercise*
- *Improved diet*

Objectives:

- *Understand the current trends for Brentwood in relation to reasons for poor diet and lack of exercise*
- *Identify current provisions in place*
- *Identify barriers to physical activity*

Outcome Measures:

- *Decrease in the proportion of adults classified as overweight or obese*
- *Increase in the proportion of adults achieving at least One hundred and fifty minutes of physical activity per week (in accordance with the UK Chief Medical Officer recommended guidelines)*
- *Decrease in the proportion of adults classified as inactive*

In addition to the Health and Wellbeing Priorities already agreed, work around the Mental Health Challenge is now also incorporated in to those priorities. There are a number of overlapping priorities within these work priorities and it is logical to link them via this work plan.

4. Mental Health Challenge

In April 2014 Brentwood Borough Council Members unanimously voted to become Mental Health Champions and adopt Seven of the Ten challenges outlined in the 'No Health without Mental Health; Implementation Framework'. The Mental Health Challenge was set up by various Mental Health charities and is funded by the Department of Health through the Mental Health Strategic Partnership. The Mental Health Challenge considers that Local Authorities are uniquely positioned to assist with this work.

The Seven Adopted challenges include, to: -

1. Appoint an Elected Member as 'mental health champion' across the Council
2. Identify a 'lead officer' for mental health to link in with colleagues across the Council
3. Follow the implementation framework for the national mental health strategy where it is relevant to the Council's work and local needs
4. Work to reduce inequalities in mental health in our community
5. Work with local partners to contribute to better support for people with mental health needs
6. Promote wellbeing and initiate and support action to promote good mental health
7. Tackle discrimination on the grounds of mental health in our community.

Health and Wellbeing Work Plan

These priorities and objectives and the actions are addressed in the document 'Health and Wellbeing Workplan 2014-2017. See Appendix B. The Work plan forms the basis of work in progress and will be addressed in full at each Brentwood Health and Wellbeing Meeting.

Appendix C

BUILDING THE BRENTWOOD HEALTH AND WELLBEING BOARD

TERMS OF REFERENCE

Vision for the Board's Activities

It is proposed that the vision for the board comprises the following:-

The Brentwood Health and Wellbeing Board (Brentwood HWB) will work to promote the health and wellbeing of Brentwood's communities. Its focus will be addressing health inequalities and securing the best possible health outcomes for all residents and those visiting the Borough for work and leisure.

Purpose of the Board

The Board's purpose will be to ensure that the needs of the Brentwood Community are communicated to the Essex Health and Wellbeing Board so that local needs can be considered within the overarching Essex Joint Health & Wellbeing Strategy. The Board will actively promote public health within the Borough and work in partnership with the Clinical Commissioning Group and other local partnership organizations to encourage the joining up of resources and support integrated health and social care service delivery to the people of Brentwood. This in turn will help to promote social cohesion and localism.

Background

Essex County Council (ECC) has the statutory responsibility to establish a health and wellbeing board as a local authority committee, to serve Essex. From April 2013, Public Health England will allocate ring-fenced budgets, weighted for inequalities, to upper-tier and unitary authorities to fund reducing health inequalities. These Authorities will also receive an incentive payment, or 'health premium', aligned to the progress made in improving the health of the local population, based on elements of the Public Health Outcomes Framework. Although specific funding won't be allocated to lower District and Boroughs to accommodate the new changes, it is envisaged that close links will be formed with local Clinical Commissioning Groups and funding will be available to implement projects locally to meet local needs.

Members of Brentwood Borough Council have resolved to set up a local Health and Wellbeing Board to ensure that the needs of the Brentwood population are represented within the Essex Health and Wellbeing Board and that health inequalities that exist

within Brentwood are addressed. The Board which is facilitated by Brentwood Borough Council, came in to being on the 1st April 2013. It will be driven by local needs and the day to day admin costs will be met by existing funds.

ECC currently has established a Shadow Health and Wellbeing Board which recognises the benefits of co-production of a Health and Wellbeing Strategy with health commissioners and providers, District and Borough Council partners, service users, patients and communities, based on an effective and enhanced Joint Strategic Needs Assessment (JSNA). A whole system approach is preferred. The JSNA of health needs has provided the evidence base for the shadow board to produce a Joint Health and Wellbeing Strategy (JHWS) for Essex and from April 2013, the Board will implement the strategy.

It is important that the Brentwood Health and Wellbeing Board draws on the JSNA the JHWBS and other relevant datasets, including feedback from consultation exercises and historical information held on BBC databases to feed into the process for the development and implementation of the strategy at a local level. These sources of information would provide tools to address local health needs via the Clinical Commissioning Groups (CCGs) and other interested parties to address health needs via commissioning plans.

Organisation and operating principles

1. The principles for the organisation and operation of the Brentwood HWB are proposed as follows:
 - a. The initial key role of the Board will be to assist in supporting the ongoing development of the Joint Strategic Needs Assessment and Health and Wellbeing Strategy ;
 - b. The Board will give local knowledge and input to the JSNA to assist the Essex Board to ensure that the overall strategy reflects the countywide issues and local diversity of Essex.
 - c. The Board will be effective by establishing strong political and public leadership for health and wellbeing locally;
 - d. It will focus on delivering improved outcomes and reducing health inequalities;
 - e. The board will identify key priorities for health and local government commissioning and develop clear plans for using combined resources, by working with the CCG, whilst influencing commissioners.
 - f. The Board will undertake its work in public and will act to ensure transparency and fairness in its decision making;

- g. The Board will report directly to the Community Committee regarding key decisions such as nominations, projects and funding issues.
 - h. The Board will secure as wide a possible membership as is compatible with effective and efficient working and will facilitate the setting-up of a local Stakeholder Network for Brentwood to make delivery links on a wider basis ;
 - i. The Board believes that good health and public health is created through resilient communities, families and individuals who are able to control and influence their environment and have a strong voice in community matters. Social cohesion should be an outcome of commissioning;
 - j. The Board believes that integrated health and wellbeing services are important in providing seamless care, improved outcomes and cost effective services for the people of Essex;
 - k. The Board believes that the route to integrated services is best served by joint commissioning between health, and wellbeing and the use of lead commissioning, aligned and pooled budgets, where all parties agree these makes sense;
 - l. The Board will be supported by an appointed Public Health lead from the County Council ;
 - m. The Board will draw on and amplify the agreements on commissioning and joint commissioning created by any District or Borough based arrangements or joint commissioning arrangements;
 - n. The Board will look to promote a two-way flow of information with the Essex Health & Wellbeing Board;
2. The membership of the Brentwood Health and Wellbeing Board will be represented by the following organisations:-
- i. Brentwood Borough Council (two members and a Lead Officer);
 - ii. Essex County Council Adult Social Care
 - iii. Essex County Council Children's Services
 - iv. Health Watch
 - v. The Joint Clinical Commissioning Group (two Members)
 - vi. The appointed Essex County Council Public Health Directorate Link for Brentwood
 - vii. CVS- Community Voluntary Sector - (with specific groups being invited in when specific needs have been identified)

(Other groups would be invited to meetings when specific needs have been identified)

The maximum number has been suggested as eight to ten members with meetings to be held on a quarterly basis initially, with meeting frequency subsequently determined by need.



Health and Wellbeing Work Plan/Action Plan 2014 – 2017

June 2014

Delivering the Strategy

This sections describes the priorities, who we are working with and how we are tackling these inequalities

1. Improving Older People's Health

Objective	What have we done?	Next Actions Required	Monitoring Outcomes	Timescale
<p>Reducing Fuel Poverty</p> <p><i>A household is said to be in fuel poverty if:-</i></p> <ul style="list-style-type: none"> • <i>they have required fuel costs that are above average (the national median level)</i> • <i>were they to spend that amount they would be left with a residual income below the official poverty line</i> 	<p><i>Linked with Arran Services (Green Deal Provider), utilizing their flyers and website information advertising insulation as part of 'Green Deal'. This is an existing service.</i></p> <p><i>Signposting work of Green Deal provider</i></p> <ul style="list-style-type: none"> - <i>Distribution of leaflets at Brentwood Foodbank</i> - <i>Arran distributing leaflets in South Weald and Hutton North</i> - <i>Distributing leaflets during Senior Safety Day in March 2014</i> 	<p><i>Continue to distribute leaflets and direct enquiries to Green deal providers</i></p> <p><i>Investigate use of funding to provide a green/ energy efficiency doctor to carry out energy surveys of people's home. To provide expert advice on insulation and energy efficiency</i></p> <p><i>Providing information on the Councils' website about Green Deal.</i></p>	<p><i>Liaise with Arran Services to provide data on the number of residents who have received funding and insulation through Green Deal provider</i></p>	<p><i>November 2014</i></p> <p><i>2015 to 2030 (Local Development Plan Target)</i></p>

	<i>One of the aims of the Local Development Plan is to increase the number of new homes that are built with a higher energy efficiency rating</i>	<i>Providing Green Deal information at Town Hall reception and providing information to call Contact Centre staff at the Town Hall.</i>		
<i>Enabling Independent Living Interventions/Falls Prevention</i>	<p><i>BBC offers Mandatory Disabled Facilities Grants for home adaptations. It also offers loans to vulnerable and elderly owner occupiers to make safe and maintain their properties to enable independent living. Such loans are repayable on sale of the property.</i></p> <p><i>Support Brentwood Community Transport to enable people with reduced mobility to remain independent</i></p> <p><i>Brentwood Housing Policy gives priority to those most in need.</i></p> <p><i>Use of Regulation to take enforcement action against any</i></p>	<p><i>To provide signposting information on the Brentwood Borough Council website.</i></p> <p><i>To explore an integrated approach to home adaptations and enablement through engagement with Brentwood and Basildon CCG, Papworth, Brentwood Borough Council Housing Services..</i></p> <p><i>Work with GPs/CCG to signpost services</i></p>	<p><i>Measure the uptake of grants, and services provided by said organisations</i></p> <p><i>Increase in referrals for physical measures such as grab rail.</i></p> <p><i>Reduction in falls/hospital related admissions</i></p>	<i>November 2014</i>

	<i>landlords who offer sub standard accommodation. Can include lack of heating, dampness, falls through levels (eg stairs)</i>	<i>for falls assessments. Find out about any GP led schemes/referrals or Social care/Essex County Council schemes and signpost these services</i>		
Encouraging Physical Activity	<i>Promoting work of Active Brentwood such as Health Trax. Distributed leaflets and advice sheets at Senior Safety days. Information included giving times/dates of local walks. Health Trax information already on the Councils' website.</i>	<i>To improve signposting upon the Councils' website. To identify further activities within the Brentwood area (in conjunction with Active Essex/Active Brentwood) and similarly signpost. Distribute available hard copy information to sites to communities parish councils, church halls, community centres/groups, senior citizens</i>	<i>Measured by the amount of information given out in hard copy/ hit rates on the Council's website, number of persons engaging in activity (data collected via activity group. Health Trax)</i>	April 2015

		<i>groups, GP surgeries, chemists, health centres, dentists</i>		
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2. Increasing Uptakes of Vaccinations

Objective	What have we done?	Next Actions Required	Monitoring Outcomes	Timescale
<i>Increased uptake of MMR vaccine</i>	<i>To understand the current position in respect of uptake</i>	<i>Work with Clinical Commissioning Group to identify issues and signpost services/information/advice</i>	<i>Increase in uptake of MMR Vaccine at 2 years and booster</i>	<i>June 2015</i>
<i>Increased uptake of seasonal influenza vaccine</i>	<i>To understand the current position in respect of uptake</i>	<i>Work with Clinical Commissioning Group to identify issues and signpost services/information/advice</i>	<i>Increase in uptake of influenza vaccine</i>	<i>June 2015</i>

3. Reducing Cardiovascular Disease through reduction in Obesity

Objective	What have we done?	Next Actions Required	Monitoring Outcomes	Timescale
Increase the participation in physical activity	<p>Installed links on the BBC website signposting to the website</p> <p>Providing the Community Fund which is allocated to local groups to improve the facilities for the Borough to encourage physical activity, skate park, refurbishing football club changing rooms.</p> <p>Maintenance of Grounds by Street Scene team, including football pitches, bowls greens and play areas.</p> <p>Refurbish Hutton Community Centre to provide sports facilities/community centres for community use to provide a base for activities.</p>	<p>Produce a resource detailing providers and service. Signpost the resource.</p> <p>Provide Funding and support for the 2014/2015 Community Fund</p> <p>Encourage regular room bookings for sporting/activity groups</p>	<p>Number of participants in activities at local groups and Brentwood Leisure Trust Facilities</p> <p>Reduction in Cardiovascular issues related to Obesity</p>	April 2015

<p><i>Improved Diet – Understand the current trends in relation to poor diet</i></p>	<p><i>Department of Health ‘Healthier cooking methods’ information distributed to Indian Restaurants/Take-Aways in Brentwood.</i></p>	<p><i>Explore Healthy eating initiatives and signpost these on our website and to local food premises. provisions in place for schools for Healthy Eating - ECC</i></p> <p><i>Explore any GP led Healthy Eating Schemes, and signpost service.</i></p>	<p><i>Reduction in Cardiovascular issues related to Obesity</i></p>	<p><i>April 2015</i></p>
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4. Mental Health Challenge

Objective	What have we done?	Next Actions Required	Monitoring Outcomes	Timescale
<p>To incorporate Mental Health Challenges within services operated by the Council</p>	<p>Brentwood Borough Council has adopted seven out of the ten mental health challenges: -</p> <ol style="list-style-type: none"> 1) Appointed an elected member as ‘mental health champion’ across the council. This is Gareth Barratt 2) Identified a ‘lead Officer’ for mental health to link in with colleagues across the council. This is Kim Anderson Partnership, Leisure and Funding Manager. 3) Follow the implementation framework for the national mental health strategy where it is relevant to the Council’s work and local needs. The implementation framework, published in 2012, sets out actions a range of organisations can take to achieve the objectives of the Government’s mental health strategy. It includes a range of suggestions for local authorities relating to different 	<p>To ‘work-in’ the mental health challenges into every-day Council practices and procedures.</p> <p>Appropriate signposting, and provision of Council services to accommodate those with mental health issues.</p>	<p>Visits to Council website (monitoring ‘hits’). Increasing the awareness of front-line staff through training and the update of practices and procedures.</p>	<p>Completed</p> <p>Completed</p> <p>End December 2014</p>

	<p><i>areas of responsibility, including housing.</i></p> <p>4) Work to reduce inequalities in mental health in our community. <i>There is clear evidence that some sections of a local community have higher levels of mental ill health and poorer wellbeing than others. Councils can use local needs assessments to identify which groups and which areas are most affected in order to focus efforts to ensure equal access to Council's services.</i></p> <p>5) Work with local partners to contribute to better support for people with mental health needs. <i>Brentwood is able to consider the services it provides and make managers and staff aware of the understanding and sensitivities required when interfacing with persons exhibiting mental health issues. New procedures and staff training would be necessary for front line staff.</i></p> <p>6) Promote wellbeing and initiate and support action to promote good mental health. <i>Brentwood</i></p>			<p>End December 2014</p> <p>End December 2014</p>
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	<p><i>as part of its health and wellbeing commitment is already working with other agencies to increase the level of physical activity and reduce the level of obesity within the Borough. Provisions will be made to include mental health within this work. It is recognised that there are clear associations between physical and mental wellbeing.</i></p> <p>7) Tackle discrimination on the grounds of mental health in our community. Council staff regularly come in to contact with the public in all manner of settings. It is important that their behaviour is non-discriminatory and that where they recognise that there is a mental health issue within any person they are communicating with – that they understand and exhibit the best approach. New procedures and staff training would be necessary for front line staff.</p>			<p>End December 2014</p> <p>End December 2014</p>
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Version 4.0

21st July 2014

Agenda Item: 7

Community Committee

Commissioning Prospectus

Report of: Ashley Culverwell, Head of Borough Health, Safety and Localism

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 The Funding Strategy was agreed at Strategy and Policy Board on 20 November 2013. One of the strands of the Funding Strategy was to move away from direct grant funding to a commissioning approach. The Commissioning Prospectus will ensure that the services it commissions will be targeted and support the local community, while meeting the Council's priorities.
- 1.2 The draft Commissioning Prospectus (Appendix A) will provide details of the outcomes being commissioned, and clarify what Brentwood Borough Council wants to achieve within the Borough on behalf of its communities. These achievements are set out as outcomes and objectives.

2. Recommendations

- 2.1 **For Members to agree to the approach shown in the draft commissioning prospectus at Appendix A and for officers to consult with the voluntary sector organisations involved in the existing service delivery**
- 2.2 **That Members provide any additional input to the contents of the Draft Commissioning Prospectus to the Partnership, Leisure and Funding Manager by 21 August 2014.**
- 2.3 **That final agreement of the Commissioning Prospectus is delegated to the Head of Borough Health, Safety and Localism in consultation with the Chair of this Committee.**

3. Introduction and Background

- 3.1 Officers undertook a review of the current level of support that the Council gives to the voluntary and community sector which is estimated at over £600,000 annually. This equates to a service area for the Council. It was then examined to determine whether this support is fit for purpose i.e. what governance was in place; how the organization supports the Council's priorities. Officers then considered a more strategic commissioning approach to funding with a re focus on the Council's priorities and to only fund what will deliver our priorities and outcomes and enhance community development.
- 3.2 This will ensure that we will be able to:
 - 3.2.1 Move away from directly delivering some services to a strategic commissioning approach
 - 3.2.2 Map, evaluate and monitor community development in the Borough
 - 3.2.3 Ensure quality assurance of commissioned work
 - 3.2.4 Build baseline indicators to measure success regarding commissioned work
 - 3.2.5 Provide accessible information and funding support to the community and voluntary sector
 - 3.2.6 Provide support and advice on community development to those involved in Council led initiatives
 - 3.2.7 Continue to support councillors in their community councillor role
 - 3.2.8 Build strong relationships with the community and voluntary sector
 - 3.2.9 Ensure that the Council is recognised by those organisations that are in receipt of funding
- 3.3 The Funding Strategy was agreed at Strategy and Policy Board on 20 November 2013 and it was also agreed that there would be a phased implementation of the Strategy so that any impacts are closely monitored.

- 3.4 The revised Discretionary Rate Relief Policy and Procedures was implemented in April 2014.
- 3.5 The principles for future Discretionary Parish Council Grants were agreed at Strategy and Policy Board and a template has been circulated to all Parish Councils to complete so that their funding requirements can be ascertained under the new principles and the implementation will start in April 2015.
- 3.6 An In Kind Policy will provide some key overarching principles for the Council's in kind support which will revisit and provide a rationale in respect of what is currently provided which includes: free car parking permits, provision of accommodation, free meeting rooms and free printing. This policy will be submitted to a future meeting of the Finance and Resources Committee.
- 3.7 The small grants programme which includes Brentwood Community Fund and the ward based budgets current allocation of £1,000 per member will continue to support local community initiatives. The Community Fund is currently open with a deadline for applications of 1 September 2014.
- 3.8 The Draft Commissioning Prospectus (Appendix A) supports an open and transparent process for voluntary and community sector funding and is fully equitable for other providers to bid for funding. With additional feedback from Members, officers will liaise with the voluntary sector organisations to ensure that they will be ready for the Commissioning process through one to one meeting and workshops if required. There will be a two tiered approach with outline Expressions of Interest submitted, so that officers can analyse whether any additional information or clarification is required before the full application is submitted.
- 3.9 The organisations currently delivering services that will be subject to this commissioning approach include
- Citizens Advice Bureau
 - Brentwood Community Transport
 - Council for Voluntary Services

4. Issue, Options and Analysis of Options

- 4.1 The Commissioning Prospectus will ensure that the services it commissions will be targeted and support the local community, while meeting the Council's priorities.

5. Reasons for Recommendation

- 5.1 To seek Member's in principle support for the Commissioning Prospectus as shown in draft at Appendix A and to welcome Member's input into its development.

6. Consultation

- 6.1 The Funding Strategy has involved considerable consultation with the voluntary and community sector for their feedback into the Strategy. There will be ongoing consultation in respect of the Commissioning Prospectus and workshops are planned for the community and voluntary sector organisations to ensure that they are ready for the Commissioning process and that the services commissioned are targeted, fit for purpose and meet the needs of our most vulnerable residents.

7. References to Council Priorities

- 7.1 The Council's Commissioning approach supports the Council's priority under Localism, specifically working on the development of new approaches to grant funding.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email: 01277 312712/jo-anne.ireland@brentwood.gov.uk

- 8.1 There will be indicative funding allocated to the Commissioning Prospectus which is allocated within existing Council budgets and as set out in the Council's Medium Term Financial Plan.

Legal Implications

Name & Title: David Lawson Monitoring Officer

Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk

- 8.2 Any existing legal commitments that the Council has entered into with regard to any voluntary or community organisation, any tri-party agreements will need to be examined before any changes could be implemented.

Other Implications

8.3 **Asset Management** – Where there are existing lease arrangements or preferential rental agreements in respect of voluntary or community organisations utilising Council assets any changes to arrangement would need to be taken into consideration and due notice given.

Equality and Diversity implications – The Commissioning Prospectus will target support to voluntary and community organisations that best support the Brentwood community regardless of age, disability, gender, gender reassignment, pregnancy and maternity, race, religion and sexual orientation.

Risk Management implications – The Council have introduced a phased approach to the implementation of the Funding Strategy to minimise any potential risk to those organisations that are currently in receipt of funding from the Council.

9. Appendices to this report

Appendix A - Draft Commissioning Prospectus

Report Author Contact Details:

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E-mail: kim.anderson@brentwood.gov.uk



**BRENTWOOD
BOROUGH COUNCIL**

Community Commissioning Prospectus for funding from April 2015

DRAFT

kim.anderson

11/20/2013

DRAFT

Draft Community Commissioning Prospectus

Contents

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Introduction

Thank you for your interest in our Community Commissioning Prospectus.

The opportunities are aiming to achieve improved outcomes across 5 themes which will support Brentwood Borough Council's Corporate Plan.

- Street Scene and Environment
- Localism
- A Prosperous Borough
- Housing < health and Wellbeing
- A Safe Borough

It is important that any organisation looking to apply to fulfil one or more of the stated outcomes listed later in this document is aware that these are planned as 'not for profit' opportunities that build capacity and achieve community wellbeing. This could be achieved through matched funding, maximising volunteering opportunities, demonstrating added value and achieving community re-investment.

We will be looking for the following elements to be incorporated alongside agreed objectives. These must be clearly demonstrated in your application, if and when you are invited to apply:

- Evidence of opportunities for recruiting, training, developing and capacity building volunteers to help sustain the provision on offer
- Evidence of inclusion regardless of race, religion, ethnicity, sexuality, gender or disability
- Ability to contribute to towards community cohesion
- Ability and mechanisms to engage and communicate effectively with stakeholders to ensure continuous improvements
- Quality standards underpinning all provision
- Ability to understand and measure the Social Capital within the provision
- Ability to understand and measure the soft and hard outcomes achieved through the provision offered
- Demonstration of the Added Value your organisation can bring to enhance the available funding
- Evidence of re-investment back into the community
- Evidence of links to the 'Big Society' ethos

Brentwood Borough Council is keen to maximise the effective use of the limited funding available to benefit the most vulnerable and needy members of our community. We welcome partnership bids and applications from a consortia of groups who can work together to deliver the outcomes we wish to achieve whilst avoiding duplication and sharing resources.

Draft Community Commissioning Prospectus

By advertising the prospectus widely we are ensuring there is equality of opportunity to all interested parties, through transparency.

What is the Prospectus for?

A 'Commissioning Prospectus' is being published providing details of the outcomes being commissioned, they clarify what Brentwood Borough Council wants to achieve within the Borough on behalf of its communities. These achievements are set out as outcomes and objectives.

Prospectuses will give equal opportunity to new and existing provider organisations that want to bid for funding. The prospectus approach recognises the unique nature of the many possible applicant organisations. This process is intended to encourage innovation in public services, collaboration and capacity building.

Delivering Brentwood Borough Council's Plans and Priorities

The Council's Corporate Plan 2013-16 sets out the ambitions, priorities and key pledges to residents and businesses over the next three years. It will focus on Street Scene & Environment, Localism, A Prosperous Borough, Housing, Health & Wellbeing, A Safe Borough and become a Modern Council.

The Outcomes

The Following pages show the five themed areas containing the outcome areas. The descriptions and outcomes listed are deliberately high level and non prescriptive to allow for a different perspective to be considered in the delivery of the provision.

Funding Amounts

We can only give indicative funding amounts at this point in time as Council Budgets will not be set until February 2015. At this point we would advise you to carefully consider all items of expenditure you would need to cover in order to achieve the outcomes listed, and when budgets are confirmed in the New Year you will receive an update from us.

Localism

Description	Desired Outcomes	Objectives	Indicative Funding Amount
<p>Deliver on the five key elements of a CVS as described by NAVCA: Services and Support, Liaison, Representation, Development Work. Strategic Partnerships</p>	<p>A thriving, supported and well represented Third Sector</p>	<p>To represent the Third Sector in Brentwood by:</p> <ul style="list-style-type: none"> Intelligence gathering and analysis of the needs in the community Partnership working that encourages networking and collaboration within the sector to make best use of resources and experience Responsive delivery of services based on the sectors changing and emerging needs Capacity building through quality training and development opportunities that are identified and driven by the sector Collective representation based on local intelligence of the sector 	<p>£10,000</p>
<p>Promote and encourage meaningful volunteering across the Borough</p>	<p>Improved economic and social health of individuals and communities through formal volunteering</p>	<ul style="list-style-type: none"> Map volunteering practice to understand existing and emerging needs To provide expertise on the training and use of volunteers To provide responsive training based on emerging needs that builds volunteer skills and raise standards To offer and encourage the take up of accredited volunteer opportunities for local volunteers To build links with the private and statutory sector to create new opportunities for volunteering To work with Brentwood Borough Council to develop a Volunteer Centre 	

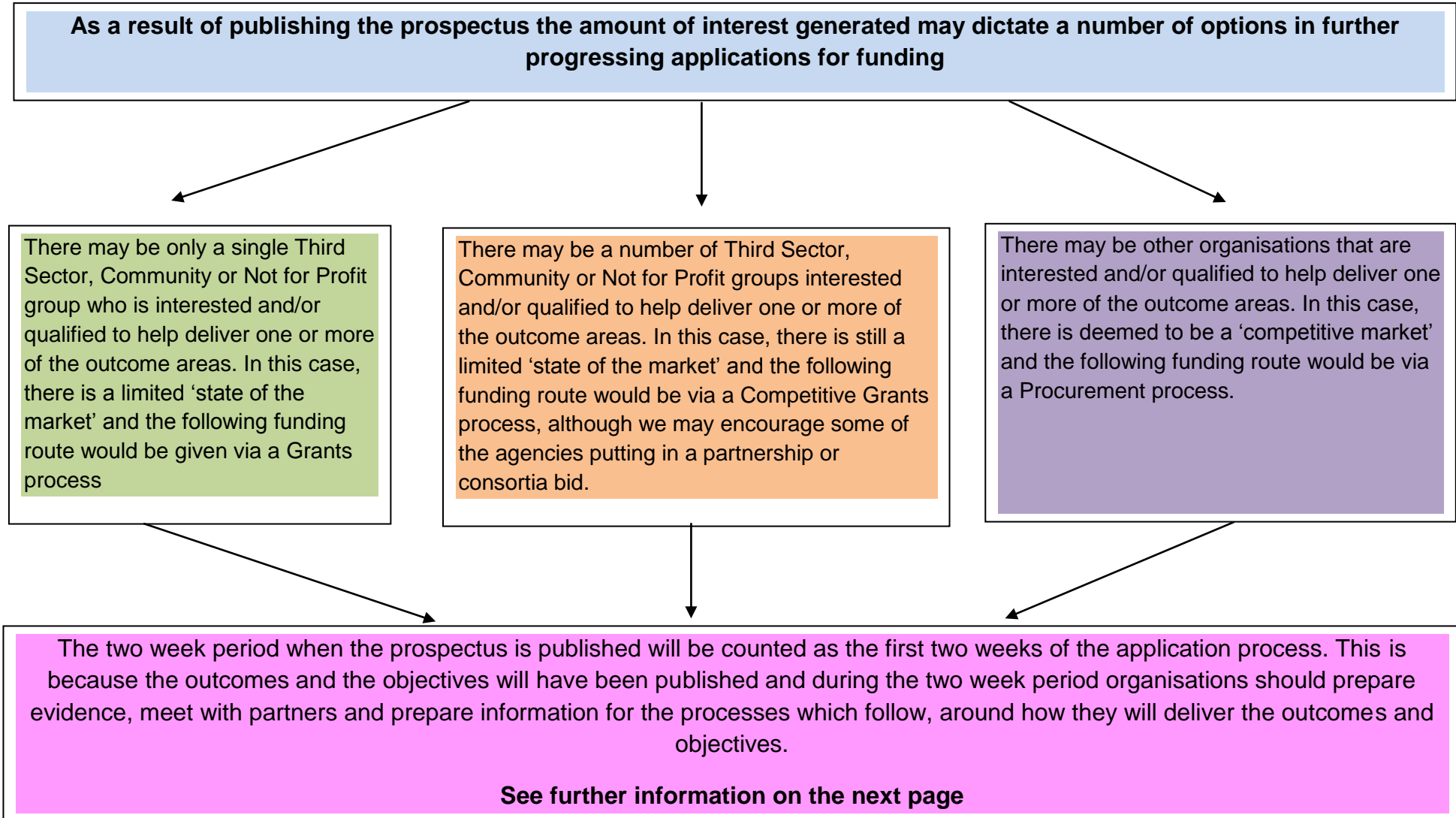
<h1>Localism</h1>			
Description	Desired Outcomes	Objectives	Indicative Funding Amount
<p>To provide accessible and safe passenger transport for residents of Brentwood who are unable to access conventional public transport by virtue of impairment, age or lack of transport services</p>	<p>A customer focused transport service aimed at improving access to health, education, social and economic opportunities to all sectors of the community</p>	<ul style="list-style-type: none"> • To sustain a high quality specialised transport service that matches community needs and provides an improved quality of life for Brentwood residents in a sustainable and socially inclusive manner that will include: • Social car scheme, minibus brockorage scheme, Community Hospital shuttle bus, school transport and scheduled services (section 22 bus routes) • To provide a customer focused transport service aimed at improving access to health, education, social and economic opportunities to all sectors of the community • To minimise carbon emission and to reduce car reliant travel by providing a service that matches the community needs, and to provide viable long term travel solutions 	<p>£27,000</p>
<p>Promote and encourage meaningful volunteering across the Borough</p>	<p>Improved economic and social health of individuals and communities through formal volunteering</p>	<p>Map volunteering practice to understand existing and emerging needs To provide expertise on the training and use of volunteers To provide responsive training based on emerging needs that builds volunteer skills and raise standards To offer and encourage the take up of accredited volunteer opportunities for local volunteers To build links with the private and statutory sector to create new opportunities for volunteering</p>	

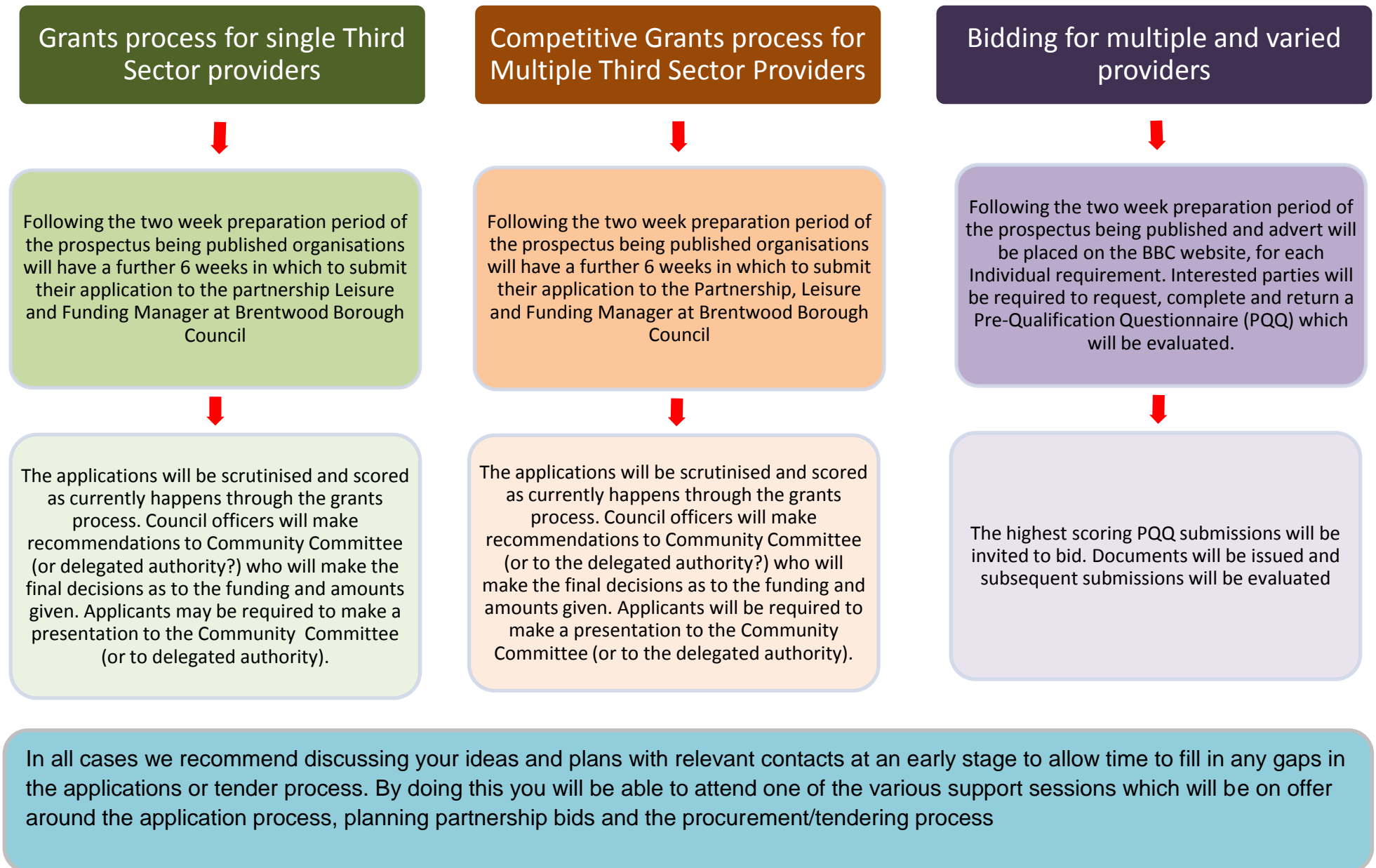
A Prosperous Borough			
Description	Desired Outcomes	Objectives	Indicative Funding Amount
Support initiatives that promote the viability and vitality of the retail areas in the Brentwood Borough	Increase footfall to the Borough's retail areas in Brentwood	<ul style="list-style-type: none"> -To support initiatives that will promote Brentwood as a retail destination -To support initiatives that will encourage residents to shop locally - to support and improve the public realm so that it is attractive to residents, visitors and shoppers -to liaise with traders to identify issues and needs - to improve signage for the retail areas -to support the wider offer in Brentwood as a visitor destination 	£30,000

Street Scene and Environment			
Description	Desired Outcomes	Objectives	Indicative Funding Amount
Support initiatives that promote re-use and recycling and reduce landfill	Increased recycling rates and reduced landfill	<ul style="list-style-type: none"> To be completed 	£tbc
Support initiatives such community clean up campaigns that will improve neighbourhoods	Increased community clean up campaigns/ increased number of volunteers and volunteering opportunities	<ul style="list-style-type: none"> To be completed 	
Support initiatives that will enable local people to take an enhanced role in developing their parks	Increased community initiatives and increased community role in the development of the park	<ul style="list-style-type: none"> To be completed 	

<h2>A Safe Borough</h2>			
Description	Desired Outcomes	Objectives	Indicative Funding Amount
Provide effective and robust positive opportunities to vulnerable and disengaged young people 16-25	Vulnerable and disengaged young people are supported to become independent through a range of life skills and make a positive contribution to the community	<ul style="list-style-type: none"> -To identify and engage with vulnerable Young People aged 16-25 -Young people are supported to volunteer in the community as a route to developing work based skills and qualifications -To provide equality of opportunity for Young People to achieve life skills 	£10,000
Support initiatives that will increase awareness of Community Safety and vigilance across Brentwood residents	Increased community confidence in a safe borough	Projects that will increase awareness of community safety issues such as: Personal safety for both young and older people	
Providing visible and accessible frontline support that helps to sustain safe night-time activities.	Vulnerable people using the night time economy in Brentwood are supported	<ul style="list-style-type: none"> -To provide a physical presence in the Town Centre -To operate a triage system -To provide advice, information and signposting and encourage take up of support services to those with violence, drug, alcohol and substance misuse issues 	
Provide community based support to those who are victims of Domestic Violence and its effects	Improved quality of life and reduced repeat victimisation of adults and children fleeing from or living with Domestic Violence	<ul style="list-style-type: none"> -To encourage and enable families suffering violent situations to become independent and safe from further harm -To work with other agencies to ensure a holistic solution Raise awareness of the effects of Domestic Violence and where to get help -To provide evidence for the need to work with perpetrators of violent crime to break abusive behaviour cycles 	£10,000

Housing, Health and Wellbeing			
Description	Desired Outcomes	Objectives	Indicative Funding Amount
To provide support to those who are homeless or at risk of being homeless or in dire circumstances, that develops self sufficiency and independence	Empowered displaced individuals and positively participate in the community Supported families or individuals living in poverty take control and make positive life choices through preventative interventions	<ul style="list-style-type: none"> -To encourage access and support for routes back into work and training or volunteering -To work with other agencies to ensure holistic solution -To help reduce the numbers and frequency of people becoming homeless by voluntary or involuntary means -To provide preventative interventions that encourage positive individually identified solutions that address dire circumstances 	Local Support Services Framework?
Provide good quality independent, easily accessible and legally based advice	Better informed and empowered individuals through the provision of general and disability specialist impartial advice	<ul style="list-style-type: none"> -To work with other agencies to ensure an holistic approach -To develop the use of volunteers - To ensure that information and advice given on a range of issues is up to date and legally informed -The responsive delivery of services in based on communities changing and emerging needs 	£59,000





Frequently Asked Questions

The following section may also help answer any initial queries you have.

1. Can I bid for more than one outcome or prospectus area?
 - A. Yes if you or your organisation has the relevant expertise in a variety of areas, you can apply for more than one outcome area.

2. One outcome area looks like it could be delivered in 2 sections. Can budgets be split between groups?
 - A. Not really. We would rather organisations worked in partnership or as part of a consortia to deliver the overall outcome as this ensures that none of our vulnerable community members slip 'through the cracks' of different agencies' qualifying criteria.

3. How long are funding arrangements for?
 - A. With the exception of any pilot projects, all other outcomes are 3 year arrangements with an annual performance review built in, and scheduled monitoring arrangements within each year.

4. Will the funding amount (which is only indicative at this stage) be the same for each of the 3 years?
 - A. Yes it is the same, so you will need to build in any uplifts around salaries etc. from within the same budget year on year.

5. Are large amounts of funding subject to a different process?
 - A. For amounts totalling between £10,000 and £50,000 organisations are subject the Council's Standing Orders process. For amounts over £50,000 organisations are subject to a competitive tender process. For more details visit the www.brentwood.gov.uk/business

6. I'm interested in applying – what do I do next?
 - A. There is a chart on page 12 detailing the different options which may be applicable to you as a result of this 'expression of interest' exercise. By registering interest to deliver against particular themes we will collate all organisations details against which outcomes they wish to apply for. We will contact all organisations after the expressions of interest period ends and give further details of what to do next.

How to apply

This is 2 stage process

1. Expressions of Interest
2. Full application

Where there is grant/competitive grants process the funding decisions will be based on the information that you supply, and the [presentations you make to the Community Committee (where applicable)

To apply, firstly complete an Expression of Interest form, which can be found on the Council's website or contact or contact the Partnership, Leisure and Funding Manager on 01277 312634 for additional advice and guidance and to ensure that you submit the best possible bid. Be sure to use the application form to tell us how your bid will deliver the outcomes and priorities, how you will use the funds and how you will be able to show us how well your service is working.

If you are delivering a service, providing classes, learning opportunities or events to members of the public then this creates a number of responsibilities for an organisation. This means that successful applicants must be able to show they are or will be able to meet these responsibilities. If you have concerns over this you must discuss them with the Partnership, Leisure and Funding Manager before you make an application. In particular responsibilities you must cover in your application are:

- Public Liability insurance
- Arrangements for Safeguarding of vulnerable adults and children
- Equal opportunities policy
- Complaints procedure

In addition to these we will also need to see evidence of:

- Organisations constitution
- Current accounts and approved by Management committee or Independent Auditor
- Reserves Policy (if you have one)
- Copies of previous client questionnaires or survey (if you have any)
- Copies of any quotes for anything you are requesting funding for e.g. Quote for marquee for event.

Key Dates	
The Expression of Interest period begins	
The closing date for Expressions of Interest	
Full application period begins	
Full application period ends	
Expressions of Interest received after the closing date means further applications will not be considered	

Information about other funding routes available

Procurement opportunities will be advertised on Brentwood Borough Council's website www.brentwood.gov.uk/business

The advert will require interested parties to request documentation, be this either pre-qualification Questionnaire or the full tender pack.

The Procurement Team can also be contacted directly, to ensure opportunities are not missed.

The tender documentation issued for each contract will detail the following;

- Procurement process
- Instructions for Tenders
- Submission requirement and deadline
- Checklist of information to provide e.g. financial accounts, references
- Contact requirements
- Evaluation procedure
- Selection and Award criteria
- Contract length

All tender submissions, once the deadline has passed, will be opened and an evaluation panel will score them against the published award criteria, a mixture of Price and Quality criterion.

The highest scoring organisation(s) will be awarded the contract.

Contacts

To speak to the Partnership, Leisure and Funding Manager call Kim Anderson on 01277 312634 or email kim.anderson@brentwood.gov.uk

To speak to a member of the procurement team please contact: ??

Brentwood Community Fund

Currently Brentwood Community Fund can fund up to £3,500 for projects and initiatives that support the Council's Corporate Plan. For up to date information on this and other funding opportunities visit the Council's website www.brentwood.gov.uk/funding

GrantNet

Any individual or organisation can access GrantNet through the Council's website www.brentwood.gov.uk where you can search for funding opportunities for various

fundere. Just register and type in details about the type of funding you require and it will generate a list of fundere that could support your project or initiative.

21st July 2014

Agenda Item: 8

Community Committee

Event Update and Evaluation

Report of: Ashley Culverwell, Head of Borough Health, Safety and Localism

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 The report before Members provides an update and an evaluation of the current Community events that the Council organises. Currently the Council organises ten community events throughout the year, eight Family Fun Days, Strawberry Fair and Lighting Up Brentwood. These are organized through the Community Services team.

2. Recommendations

- 2.1 **For Members to consider additional events or enhancements to existing events that will strengthen communities, increase the Borough's Leisure/community offer and provide suggestions to the Partnership, Leisure and Funding Manager. (Any additional resource requirements will be considered by the Finance and Resources Committee)**
- 2.2 **To instruct officers to provide robust feedback and evaluation of events, which will include feedback from visitors, Officers, Members and other stakeholders enabling a continuous process of improvements from lessons learned.**

3. Introduction and Background

Currently the Council delivers ten community events throughout the year, eight Family Fun Days, Strawberry Fair and Lighting Up Brentwood. These are all outdoor events. To date the team have delivered three

events in 2014 with a total estimated number of visitors at more than 7000. Images captured at these events are shown at Appendix A.

- 3.1 **Family Fun Days** – after a successful pilot in 2011, it was agreed that the Family Fun Days be increased to eight to run through the Easter and Summer Holidays. In 2012 these were all delivered from King George’s Playing Fields in Brentwood as there was existing infrastructure already in place such as the large play area, paddling pools, skatepark etc which the Family Fun Day could build on. The target audience was families with primary school aged children. All the activities are free which currently include Bouncy castles, face painting, small children’s rides, Punch and Judy together with a number of partner agencies and sports clubs providing free come and try sessions.
- 3.2 The feedback was very positive, however it was noted that if the Family Fun Days were only based at King George’s then it would be difficult for some families to access the free events. It was proposed in 2013 to trial three of the Family Fun Days being delivered around the Borough with the remainder still delivered from King George’s Playing Fields. Two areas would be targeted, Hutton and Pilgrims Hatch and an area where there were limited public transport links such as Ingatestone. Although the footfall at these ‘on tour’ Family Fun Days was lower than those at King George’s Playing Fields, and the weather conditions also played a part, there was a really positive response from local residents who liked to see initiatives delivered in their own area.
- 3.3 For 2014 five of the Family Fun Days are being delivered across the Borough with the three remaining still delivered from King George’s Playing Fields. Last year approximately 6000 people joined us at fun days across the borough. This year we will have lots of free activities for families to enjoy including punch and judy, arts and crafts, bouncy castles, rides, face painting and much much more:
- 28th May Doddinghurst Recreation Ground
 - 30th May Hutton Community Centre
 - 25th July King Georges Playing Fields
 - 1st August West Horndon Playing Fields
 - 8th August King Georges Playing Fields
 - 15th August Bishops Park, Pilgrims Hatch
 - 22nd August Millenium Park, Blackmore
 - 29th August King Georges Playing Fields
- 3.4 **Strawberry Fair** – Strawberry Fair has been delivered by Brentwood Borough Council since 2009. In 2011 the Community Services team took over the planning, management and delivery of the event and the day has grown steadily ever since. The event remains a traditional summer Community fair with local arts and crafts together with small fun fair rides,

bouncy castles and free children's activities.. There is a main performance area for the event hosted by Phoenix FM, the Chairman of Phoenix FM, Paul Golder, gave this statement about the event:

“Phoenix FM have been involved with the Strawberry Fair for a number of years but we felt this was the best one yet. The main tent and layout of stalls were an improvement on previous years and it seemed that more local community organisations were getting involved and more people were talking about it, which can only be a good thing. We're already looking forward to 2015's event!”

- 3.5 The Council prioritises local stall holders and food providers. For the last three years ‘Churches Together’ have provided the strawberries and cream for the event, with Brentwood Brewery and Brentwood Breakfast Rotary Club providing the local beer and Pimms. The Council has recently changed the pricing structure for the stallholders to encourage sole traders and voluntary and community sector organisations to attend the event .The event provides a great opportunity to those local organisations and performers to promote themselves in front of a large audience. The Council liaises with the provider for rides and bouncy castles to ensure that the prices are family friendly. Feedback from the event is at Appendix B.
- 3.6 **Lighting Up Brentwood** - For many years the Council delivered a Christmas, Lighting Up event culminating in the Mayor switching on the lights. The event continued to grow and for several years had been on a Saturday from 1pm to 6pm including street entertainment, rides, food stalls and with the road closed. In light of feedback from the 2009 Lighting Up Brentwood event from event partners including Members, Essex Police and Fire Service, traders and residents, regarding the associated anti social behaviour issues, Members agreed to trial a smaller more traditional event on a Thursday evening in 2010. However, the event in 2010 was subject to extreme weather conditions so it was difficult to benchmark the success of moving the event to a Thursday evening from the traditional Saturday.
- 3.7 In 2011 there was a return to a larger event format and it was delivered on Saturday from 12 noon until 6pm. The event has grown successfully since then. There is a dedicated working group for Lighting Up Brentwood which involves Church representation, voluntary sector groups, Members and trade representatives. The event also goes before the Council’s Safety Advisory Group.
- 3.8 The current layout sees the High Street closed to traffic with a large truck stage at the Wilson's Corner end of the High Street. There are a number of stalls along the length of the High Street with small fairground rides, hot food and drink providers and 2 designated alcohol areas. The

entertainment is provided with live music on the main stage, Crown Street and the West End of the High Street, together with walkabout acts that interact with the crowds in and around the High Street. The event culminates in a candlelit parade along the length of the High Street led by the Royal British Legion Youth Band. The planning of the event is undertaken by the Lighting Up working group which meets from the end of August onwards until the event date in late November. To keep the event fresh new walkabout acts and static activities are introduced each year. The main stage is hosted by Phoenix FM which provided a platform for local groups and individuals to perform.

- 3.9 This year's event is taking place on Saturday the 29th of November from 12 noon-6pm. Building on the success of last year there will be entertainment throughout the day provided by Phoenix FM, an array of craft and gift stalls as well as local produce, street performers and children's rides. Free parking will also be provided in the multi storey car park.

3.10 Summary of the improvements made

- 3.10.1 Reduced anti-social behaviour issues at Lighting Up Brentwood
- 3.10.2 Priority is given to local organisations, contractors to provide support services, activities and stalls
- 3.10.3 Reduce the stall holder fee for sole traders
- 3.10.4 Evaluation meeting soon after the event with partners/working group to feedback both positive and any negative issues

3.11 Future Improvements

- 3.11.1 Currently working with the Council's lighting contractor to provide improvements to the Christmas lights in the Borough
- 3.11.2 Consider the delivery of other community events that will enhance community cohesion, sense of place and Brentwood pride, liaising with the voluntary and community sector, local businesses and Member input.

4. Issue, Options and Analysis of Options

- 4.1 In the Corporate Plan Brentwood Borough Council has committed to delivering community events such as Family Fun Days, Lighting Up and Strawberry Fair.

- 4.2 Community events depending on their size have a resource and financial commitment to plan, manage and deliver. Any enhancement or increase in the number of events delivered will have financial implications which will be scoped, costed and budgeted prior to delivery.

5. Reasons for Recommendation

- 5.1 The community events provide an opportunity to work with partner agencies, the community and voluntary sector organisations to promote new initiatives, signpost residents to support and they also provide an opportunity for broader community engagement. Service areas across the Council also utilise these events to promote changes to services or new council initiatives.

6. Consultation

- 6.1 The Council works closely with partner agencies, working group members and residents to provide feedback and evaluation on the community events to ensure that there is continual improvement. Any future enhancements will involve close engagement with the community.
- 6.2 Ongoing consultation will take place to ensure continuous improvement of our events and will include the Council's Communications Team.
- 6.3 The recommendation asks Member's input in respect of ideas for any additional events and enhancements to be considered.

7. References to Corporate Priorities

- 7.1 The Council's community events support the Localism strand within the Corporate Plan, specifically working with local businesses and community groups to deliver a number of community events; Continue to host key events for the borough; Strawberry Fair, Family Fun Days and Lighting Up Brentwood .

8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email: 01277 312712/jo-anne.ireland@brentwood.gov.uk

- 8.1 The current allocated budget for Community events is £31,000 as set out in the Council's Medium Term Financial Plan. Any additional resource requirement would need to be considered by Finance and Resources Committee.

Legal Implications

Name & Title: David Lawson Monitoring Officer

Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk

- 8.2 Any relevant permission required for Council community events are complied with.

Other Implications (where significant)

Health and Safety – All Council run community events comply with the guidance that is set out in the Purple Guide for Event Safety. All stallholders, contractors and service providers have to provide Public Liability insurance, risk assessments and any relevant food safety, and hygiene certificates.

Risk Management – All Council run community events will have an Event Management Plan together with an overall risk assessment of the event. With the larger events where there is a bigger impact on the public then these are submitted to the Council's Safety Advisory Group for their input prior to the event.

9. Appendix to this report

Appendix A – Photographs

Appendix B – Feedback from Strawberry Fair

Report Author Contact Details:

Name: Kim Anderson

Telephone: 01277 312634

E-mail: kim.anderson@brentwood.gov.uk







Strawberry Fair Feedback 2014

APPENDIX B

- Great day today.... & hope to see you at another event soon....
- Hi Lucy, Gwen and I would like to congratulate you and your team for putting on a fabulous event that was this years Strawberry Fair.
- It was bigger than last year, with more attractions and stalls, with the weather being kind, which in turn, brought out a much bigger crowd. We did very well on our stall with lots of great feedback even from those who didn't actually purchase anything and were busy most of the day. We are already looking forward to next year. So well done.
- I would like to congratulate you for organising the Strawberry Fair so well. We went there in the afternoon and the place was packed, everyone having a good time, so well done you all!
- Please pass on my thanks to the team for organizing a very professional and fun day and a big thanks to whoever from your team placed the order for the sunshine :o)
- I really enjoyed being part of the Strawberry Fair this year. I met some great people and made enough sales to cover my costs and make a small profit. I would like to apply again next year, can I be added to your mailing list, if you have one?
- Thanks again for having us back this year! The big top was a great improvement and the whole thing looked really busy, well done.
- A very big thank you to you all for an extremely well organised and successful Strawberry Fair. I know that many of you were on site from 6am until close of play. A fantastic effort on behalf of the Council. I am sure your efforts were extremely well received by all those that attended and a mention must go to Phoenix FM who I thought did a brilliant job of keeping people entertained.
- I know that the Mayor has sent her own thank you to those involved, but I wanted to add my congrats to those of hers. Regards Barry
- For us it was all brilliant. We had a fantastic pitch by the entrance, thank you so much for that, it was really good. Our Big Red Chair was a crowd puller and we had lots of excellent conversations, lots of children and adults, especially teenagers, had their photos taken in the chair. We had good conversations with somebody from a housing Association and somebody from a local business so that worked really well. I thought the mix of stalls was really good and that the ferrets were brilliant. The organisation was brilliant, no problems at all Well done everybody
- Strawberry Fair was a great event.... & hope to see you again next year. I have already applied for 'Lighting up Brentwood'.... but if you have any queries, please let me know....
- Hi Natasha thank for your email and yes it was a great day. The weather always plays such a big part but even so it was a good family fun day. I definately would like to attend the Christmas event so will forward the forms to you shortly.
Regards Christine.
- Thank you Natasha! Very well organised event and everyone had a great time. I ran out of batter at 2.30 and had to give my dad a call who came on the bus with extra supplies! Sold out at about 15:55 so a fab day all round! I'll apply for the Christmas lights later this week.

- Hard to fault the event, as I consider the layout was spot on, brilliant entertainment for all and a good mix of foods available. When you consider all these pluses its the kind of event that you don't want to finish so quickly and time just seemed to fly past. So my only recommendation would be the hours. I noted that the event was at max capacity around 1pm, therefore if the event stretched till 5pm would be my only suggestion. Also a big thank you to all the event team for putting on a good show.
- THE strawberry fair team,
We had a good day and got good responses from the crowds. The fair was very well organised on the day. It was a shame there was not more craft stalls to showcase the local crafting talents we have. The price for the pitches for crafters was just right. Thanks again for all the hard work on the day.
- I am so sorry I haven't been in touch since your event, I kept meaning to drop you a line to say thank you, but it has been a bit hectic the last few weeks. Anyway I had wanted to say thank you for using our service, you were an absolute pleasure to work with, so I am really pleased you had a good turnout. We would love to supply again next year just drop me a line once you know your date. Just for future reference as an existing client you are automatically entitled to 10% discount off any future hires from us and I will price match the same as this years hire, you can also pass your client discount on to other people you know they just have to tell us you gave them our details when they enquire. I have completed your survey, you really were a dream client, so lovely dealing with someone who is so organised it makes our life so much easier. Once again thank you for your custom and we look forward to working with you again.
- Thank you for the attached. We had a very enjoyable day at a very good event. The only minor comment I would be that more catering outlets would be beneficial as there were tremendous queues.
- Overall, a very good event, please email us for next year.
- I appreciate your thanks for me bringing my steam traction engine to this years Strawberry Fair..... we had a great time basking in the sunshine and managed not to get smuts over the old cars! Hoping we can come along again next year. Many thanks again and well done to the organisers for a well run event.
- Hi Lucy
Yes that's fine, let me know if it's something we can accommodate as we are planning the 2015 Firewalk at the moment.
I think everyone liked the Big Top - I didn't hear any complaints from anyone. We had much better visibility of the whole Fair too.
I think the general timings of about 20 minutes every half hour for performers was better too and I think we should take that to Lighting Up as well.
Cheers, Paul

A selection of Tweets around the event



russellquirk

Jun 21, 6:47pm via Twitter for Mac

@Brentwood_BC A brilliant, packed day. Well done to all who organised and attended. Made Brentwood proud

 2 retweets



LDKatz71

Jun 21, 12:26pm via Twitter for iPhone

@DailyBailey_Dog keeps leading me back to @phoenixfm tent to watch the entertainment!
@Brentwood_BC #StrawberryFair
pic.twitter.com/I22EfGZKQO

 1 retweets



LDKatz71

Jun 21, 11:38am via Twitter for iPhone

Enjoying @phoenixfm with @DailyBailey_Dog at @Brentwood_BC #StrawberryFair
pic.twitter.com/HSLAXhyowl

 4 retweets



jsapwell

Jun 21, 11:36am via Twitter for iPhone

Strawberry Fayre absolutely fantastic, very busy and the weather helps. Well done to everyone at @Brentwood_BC who have helped organise.

 5 retweets



J Morrissey
@CllrMorrissey



Following

Love Strawberry Fair. It's quintessentially Brentwood

Reply Retweet Favorite More



RETWEETS

4

FAVORITE

1



LDKatz71

Jun 21, 4:43pm via Twitter for iPad

Polishing off bag of donuts & reflecting on what a great event @Brentwood_BC staff put on! Well done everyone #StrawberryFair a triumph!

2 retweets



WarleyJill

Jun 22, 7:43pm via Twitter Web Client

Only evidence left of Strawberry Fayre on Shenfield Common yesterday are a few bits of straw blowing about. Great clean up job!

A sample of the media coverage of the event

- [Get ready for Brentwood's Strawberry Fair](#)
- [Fun had by all at the Strawberry Fair](#)
- And extensive coverage by [Phoenix FM](#)
- http://www.brentwoodweeklynews.co.uk/news/11298818.Fun_had_by_all_at_Strawberry_Fair/?ref=eb
- <http://www.brentwoodgazette.co.uk/celebration-summer-Shenfield-Strawberry-Fair/story-21273544-detail/story.html>
- http://www.brentwoodweeklynews.co.uk/news/11298818.Fun_had_by_all_at_Strawberry_Fair/?ref=eb

21st July 2014

Agenda Item: 9

Community Committee

Borough Wide Council Bulletin

Report of: Ashley Culverwell, Head of Borough Health Safety & Localism

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 A Council Bulletin would enhance the Council's existing communication channels. The benefits to our residents would include increased awareness of community events, increased engagement and participation in consultations allowing more transparency and accountability of Council policies and more awareness of the Council's services.

2. Recommendation

- 2.1 That Members recommend to the next Full Council meeting that a business case is considered to re-launch a Borough wide Council Bulletin.**

3. Introduction and Background

- 3.1 A Borough wide newspaper known as the Brentwood Borough Newspaper was produced by the Council up until 2004. This was then replaced by a magazine known as Vision which ran until 2009.
- 3.2 The introduction of a Council Bulletin would improve communication with our residents and businesses. It would help promote Council services particularly to those who are unable to access electronic forms of communication which often includes the most vulnerable sector of the community who may benefit most from services.

3.3 Being aware of opportunities to be involved with in the community increases a sense of belonging, wellbeing and civic pride and helps to strengthen community cohesion.

3.4 Increased awareness of opportunities for residents to be involved in consultations will allow for more community engagement in shaping Council policies leading to increased transparency and accountability of how resident's money is spent.

4. Issue, Options and Analysis of Options

4.1 In order to enable an informed decision costings of editorial, printing and distribution will be provided. Similarly potential sponsorship opportunities to help partially off set costs will be considered.

4.2 There is a need for compliance with the publicity code for Local Authorities and the Local Audit Accountability Act in considering content of any Council Bulletin and its frequency of distribution – see paragraph 8.2 for Monitoring Officer's comments.

5. Reasons for Recommendation

5.1 To enable Members to fully consider a balanced case for launching a Council Bulletin.

6. Consultation

6.1 Not applicable

7. References to Corporate Plan

7.1 A Borough Bulletin would support the Council's Localism priority of strengthening communities and providing additional support. It would also help to promote other priorities around health and wellbeing and street scene and environment.

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

Tel & Email: 01277 312712 jo-anne.ireland@brentwood.gov.uk

8.1 The cost of this initiative needs to be fully considered. Costs may partially be offset by inviting sponsorship.

Legal Implications

Name & Title: David Lawson, Monitoring Officer

Tel & Email: 01277 312860/david.lawson@brentwood.gov.uk

- 8.2 Due regard should be had to the Code of Recommended Practice on Local Authority Publicity (2011) which includes seven principles of local authority publicity, that it should be lawful, cost effective, objective, even-handed, appropriate, have regard to equality and diversity, and be issued with care during periods of heightened sensitivity. The provisions contain further guidance on such matters as frequency, content and appearance of local authority newsheets or similar communications. Note should also now be taken of the Secretary of State's compliance role introduced under Section 39 of the Local Audit and Accountability Act 2014 which inserted a new section 4A into the Local Government Act 1986.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.2 The content would promote equality of access to Council services to ensure they are fully inclusive to all sectors of our community.

9. Background Papers

- 9.1 Not applicable

10. Appendices to this report

None

Report Author Contact Details:

Name: Ashley Culverwell, Head of Borough Health Safety & Localism

Telephone: 01277 312506

E-mail: ashley.culverwell@brentwood.gov.uk

Members Interests

Members of the Council must declare any pecuniary or non-pecuniary interests and the nature of the interest at the beginning of an agenda item and that, on declaring a pecuniary interest, they are required to leave the Chamber.

- **What are pecuniary interests?**

A person's pecuniary interests are their business interests (for example their employment trade, profession, contracts, or any company with which they are associated) and wider financial interests they might have (for example trust funds, investments, and asset including land and property).

- **Do I have any disclosable pecuniary interests?**

You have a disclosable pecuniary interest if you, your spouse or civil partner, or a person you are living with as a spouse or civil partner have a disclosable pecuniary interest set out in the Council's Members' Code of Conduct.

- **What does having a disclosable pecuniary interest stop me doing?**

If you are present at a meeting of your council or authority, of its executive or any committee of the executive, or any committee, sub-committee, joint committee, or joint sub-committee of your authority, and you have a disclosable pecuniary interest relating to any business that is or will be considered at the meeting, you must not :

- participate in any discussion of the business at the meeting, or if you become aware of your disclosable pecuniary interest during the meeting participate further in any discussion of the business or,
- participate in any vote or further vote taken on the matter at the meeting.

These prohibitions apply to any form of participation, including speaking as a member of the public.

- **Other Pecuniary Interests**

Other Pecuniary Interests are also set out in the Members' Code of Conduct and apply only to you as a Member.

If you have an Other Pecuniary Interest in an item of business on the agenda then you must disclose that interest and withdraw from the room while that business is being considered.

- **Non-Pecuniary Interests**

Non –pecuniary interests are set out in the Council's Code of Conduct and apply to you as a Member and also to relevant persons where the decision might reasonably be regarded as affecting their wellbeing.

A 'relevant person' is your spouse or civil partner, or a person you are living with as a spouse or civil partner

If you have a non-pecuniary interest in any business of the Authority and you are present at a meeting of the Authority at which the business is considered, you must disclose to that meeting the existence and nature of that interest whether or not such interest is registered on your Register of Interests or for which you have made a pending notification.

Community Committee Terms of Reference

General Powers of Committees

This scheme of delegation sets out the functions of the Council to be discharged by its Committees and Sub- Committees and includes the terms of reference of statutory and non statutory bodies set up by the Council.

Each committee or sub committee will have the following general powers and duties:

- (a) To carry out the duties and powers of the Council within current legislation;
- (b) To comply with the Council's standing orders and financial regulations;
- (c) To operate within the budget allocated to the committee by the Council.
- (d) To guide the Council in setting its policy objectives and priorities including new initiatives, and where appropriate make recommendations to Council
- (e) To develop, approve and monitor the relevant policies and strategies relating to the Terms of Reference of the Committee;
- (f) To secure satisfactory standards of service provision and improvement, including monitoring of contracts, Service Level Agreements and partnership arrangements;
- (g) To consider and approve relevant service plans;
- (h) To determine fees and charges relevant to the Committee;

Community Committee

1. The functions within the remit of the Community Committee are set out below
 - 1) Community and Localism Initiatives
 - 2) The Voluntary Sector and community partnerships
 - 3) Parish Council liaison
 - 4) Health and Wellbeing
 - 5) Grants to organisations/voluntary organisations

6) Parks, open spaces, countryside, allotments

2. To take the lead on community leadership and consultation with stakeholders.