

**ECONOMIC AND COMMUNITY DEVELOPMENT ADVISORY
COMMITTEE**

24 October 2013 at 7.00 pm
Conference Room, Argyle Road, Sevenoaks

AGENDA

Membership:

Chairman: Cllr. Hogarth Vice-Chairman: Cllr. Horwood
Cllrs. Ball, Mrs. Bosley, Butler, Ms. Chetram, Mrs. Cook, Davison, Fittock and Maskell

	<u>Pages</u>	<u>Contact</u>
Apologies for Absence		
1. Minutes To agree the Minutes of the meeting of the Committee held on 18 June 2013, as a correct record.	(Pages 1 - 4)	
2. Declarations of Interest Any interests not already registered		
3. Actions from Previous Meeting	(Pages 5 - 6)	
4. Update from Portfolio Holder		Cllr Hogarth
5. Referrals from Cabinet or the Audit Committee (if any)		
6. To note minutes of the Health Liaison Board To note the Minutes of the meeting held on 11 September 2013.	(Pages 7 - 12)	
7. 'Visit Kent' Presentation on services provided, by Jill Dain and Ruth Wood of 'Visit Kent'.		Hayley Brooks Tel: 01732 227272
8. Parking Charges for 2014/15 and Christmas Parking Charges 2013/14	(Pages 13 - 38)	Gary Connor Tel: 01732 227310
9. 2014/15 Budget and Review of Service Plans	(Pages 39 - 64)	Adrian Rowbotham Tel: 01732 227153

- | | | |
|---------------------------------------------------------------|-----------------|------------------------------------|
| 10. Sevenoaks District Health Inequalities Action Plan | (Pages 65 - 68) | Lesley Bowles
Tel: 01732 227335 |
| 11. Unlocking Kent's Potential | - | Lesley Bowles
Tel: 01732 227335 |
| To follow. | | |
| 12. Economic Development Strategy - Members' Input | (Pages 69 - 72) | Lesley Bowles
Tel: 01732 227335 |
| 13. Work Plan | (Pages 73 - 74) | |

EXEMPT ITEMS

(At the time of preparing this agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public.)

To assist in the speedy and efficient despatch of business, Members wishing to obtain factual information on items included on the Agenda are asked to enquire of the appropriate Contact Officer named on a report prior to the day of the meeting.

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The Democratic Services Team (01732 227241)

ECONOMIC AND COMMUNITY DEVELOPMENT ADVISORY COMMITTEE

Minutes of the meeting held on 18 June 2013 commencing at 7.00 pm

Present: Cllr. Hogarth (Chairman)

Cllr. Horwood(Vice-Chairman)

Cllrs. Ball, Butler, Ms. Chetram, Mrs. Cook, Fittock, Horwood and Maskell

Apologies for absence were received from Cllrs. Mrs. Bosley and Davison

Cllrs. Eyre and Mrs. Sargeant were also present.

1. Appointment of Chairman

Resolved: That Cllr. Hogarth be appointed as Chairman of the Committee for the ensuing municipal year.

(Cllr. Hogarth in the Chair)

2. Appointment of Vice Chairman

Resolved: That Cllr. Horwood be appointed as Vice-Chairman of the Committee for the ensuing municipal year.

3. Declarations of Interest

No additional declarations of interest were made.

4. Update from Portfolio Holder

The Chairman, who was the Portfolio Holder for Economic and Community Development, reported that he had recently signed a Portfolio Holder decision that enable the Armed Forces Community Covenant to officially be signed by the Leader of the Council on Monday 24th June 2013, following the Armed Forces Day, Fly the Flag event.

5. Referrals from Cabinet or the Audit Committee (if any)

There were no referrals from Cabinet or the Audit Committee.

6. Scope of Officer Responsibilities

The Head of Community Development, the Head of Environmental and Operational Services and the Head of Housing and Communications gave a presentation to the meeting regarding their areas of responsibility falling within the remit of the Committee. They also explained which matters they considered would be key upcoming issues.

Agenda Item 1 Economic and Community Development Advisory Committee - 18 June 2013

Within Community Development a number of issues were brought to the Committee's attention including the Community Plan, Health, Leisure, Economic Development and Tourism. Key challenges included ensuring that the two Health and Wellbeing Boards within the District worked for the benefit of residents, and ensuring that through the Community Plan good quality services were secured for residents of the District and that our economic development work was able to secure a dynamic economy including a strong business sector within the District.

Within Environmental and Operational Services the Committee's responsibilities included Emergency Planning, Business Continuity, Building Control, Markets, Parking and Land Charges. A key source of income was parking and a review of parking changes would be considered by the Committee in September 2013.

The Committee also had within its terms of reference the West Kent Leader Programme. The Head of Housing and Communications explained that this programme was funded by DEFRA and the EU. The programme had been running since 2007 and would end in December 2013. A bid for transitional funding for 2014 would be submitted and the Council would know in August if the bid had been successful. A further bid for funding would be submitted in 2015 and this funding would be for a further five years.

The Chairman highlighted that almost every area of the Committee's responsibility had either income or strategic implications. Any growth in Council funding would be based on growth in business rates across the District and therefore one of the key priorities was to encourage business to the District. It was suggested that it would be helpful to have a facilitated session on Economic Development in the future, a suitable date for such a meeting would be arranged.

7. Interaction between this Committee and the Health Liaison Board

The Head of Community Development reported that there had been a number of significant changes to local health services in recent years and these changes were wide-ranging and complex. The Health Liaison Board was designed to bring Members with an interest in local health services together to share their knowledge and experience. The Board would also play a role in ensuring that health services across the District were consistent.

The Chairman of the Health Liaison Board highlighted that there were many aspects of the Community Plan that had a bearing on health. It was agreed that it was important for the Economic and Community Development Advisory Committee to receive the minutes from the Health Liaison Board.

Resolved: That the Economic and Community Development Advisory Committee receive the minutes of the Health Liaison Board for information.

8. Grants to Voluntary Organisations - Review of the Guidelines

The Committee received a presentation from the Head of Community Development providing an overview of grants to voluntary organisations. Grant guidelines were reviewed during 2010/11 and revised guidelines were agreed by Cabinet in September 2010. It was proposed that a further "mini" review should take place in 2013 in order to increase the emphasis placed on volunteering.

The next steps for the review would be a six week consultation with the voluntary sector. Recommendations would then be made to Cabinet in September 2013 and the new guidelines would be operational by November 2013. The key changes that were being proposed were (a) streamlining guidelines and the application process, (b) a clearer focus on outcomes, (c) a minimum application amount of £100, and (d) compulsory performance indicators.

The Committee agreed that volunteers were a valuable resource that needed to be retained across the District.

A Member highlighted the need to ensure that funding was being targeted at the right services. The need for joint working between the District Council and the County Council was emphasised. The Head of Community Development said that the Locality Board had looked at this in relation to youth services but the District Council had not decided to contribute. The Chairman suggested that the Committee may wish to consider strengthening joint working between all layers of local government at a future meeting.

In response to a question, the Head of Community Development explained to the Committee that the District Council provided more support to voluntary organisations than simply giving grants. The Voluntary Organisations already spent a huge amount of time fund-raising and many had fund-raising committees. Many of the organisations provided valuable services to the community but did not necessarily have the type of branding that would attract donations from the public.

Resolved: That Cabinet be recommended to agree that the new guidelines for grants to voluntary organisations should have a clear focus on volunteering.

9. Rural Broadband Working Group

The Head of Community Development introduced the report and explained that the Council had been involved in campaigning for better rural broadband across the District.

The following terms of reference for the Rural Broadband Working Group were proposed:

- (a) The membership of the Working Group to consist of 5 Councillors and made up of, where appropriate, of Members from the Advisory Committee and other appropriate members of the Council with relevant experience.
- (b) The Working Group to be set up for the consideration of the following only:
 - (i) any work already undertaken in order to improve broadband in the District to date;
 - (ii) any additional work that might usefully be undertaken by the Council;
 - (iii) consideration as to whether the Council has a role in promoting private broadband provision through small providers.
- (c) The Working Group to regularly report back on its findings to the Advisory Committee via 'Action Sheets'.

Agenda Item 1
Economic and Community Development Advisory Committee - 18 June 2013

The Chairman proposed that the Working Group should be established and Councillors Scholey and Piper should be invited to join the Working Group which would also include Councillors Ball, Hogarth and Horwood.

Resolved: That the terms of reference outlined be agreed and that Councillors Ball, Hogarth, Horwood, Piper and Scholey sit on the Rural Broadband Working Group.

10. Work Plan

The Committee considered its work plan for the year and agreed that the new Chief Officer for Planning should be invited to the September meeting of the Committee to discuss the issue of business land being converted to residential land.

Action 1: That the Chief Officer for Planning be invited to the September meeting of the Committee.

A Member also queried whether the Committee would be considering any relevant sections of the budget. The Head of Community Development suggested that she should investigate where this would sit on the work plan and report back to Members.

Action 2: That the Head of Community Development to investigate when an item on the budget will be considered by the Committee.

Members noted that the review of parking charges would be considered in September 2013.

A Member suggested that it would be beneficial to have a meeting with the Clinical Commissioning Groups (CCGs) in the District. Following discussions it was agreed that this should be taken forward by the Health Liaison Board.

The Committee noted that a report concerning the future asset maintenance requirements of Whiteoak Leisure Centre in Swanley would be considered at a future meeting.

Resolved: That the Work Plan be noted.

THE MEETING WAS CONCLUDED AT 8.38 PM

CHAIRMAN

ACTIONS FROM THE MEETING HELD ON 18 JUNE 2013			
Action	Description	Status and last updated	Contact Officer
ACTION 1	That the Chief Officer for Planning be invited to the September meeting of the Committee.	The Chief Planning Officer will attend the meeting on 13 February 2013, and this has been added to the Work Plan.	V Etheridge Ext. 7199
ACTION 2	That the Head of Community Development to investigate when an item on the budget will be considered by the Committee.	2014/15 Budget and Review of Service Plans are on the agenda.	L Bowles Ext. 7335

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HEALTH LIAISON BOARD

Minutes of the meeting held on 11 September 2013 commencing at 12.30 pm

Present: Cllr. Mrs. Cook (Chairman)

Cllr. Davison (Vice-Chairman)

Cllrs. Brookbank, Davison, Mrs. George and Searles

Apologies for absence were received from Cllrs. Mrs. Bosley

Cllrs. Fittock and Sargeant were also present.

7. Declarations of Interest

No declarations of interest were made.

Change of order of the agenda

With the Board's agreement the Chairman put back consideration of items three and four.

8. Minutes

Resolved: That the meeting of the Health Liaison Board held on 11 July 2013, be approved and signed by the Chairman as a correct record.

9. Children Centres Consultation

The Board considered the Kent County Council's (KCC) consultation document 'Shaping the Future of Children's Centres in Kent'. The consultation would run until 4 October. A corporate Council response would be sent to KCC putting together the collected views from Members. The proposal aims were to: deliver savings on at least £1.5 million; protect services which improved health, education and social care; continue to offer parents and expectant parents a choice about which Centre they used; ensure support was given to those children and families who needed it most; and improve co-ordination and access to a range of services for families with children aged 0 -11 where at least one child in the family is under five years old.

There were currently seven centres operating in the Sevenoaks District. KCC would be looking to align the different areas around the Clinical Commissioning Group areas for Dartford, Gravesham and Swanley and for West Kent.

Members were advised that the figures provided within the document were from October 2011 to September 2012. It was felt that the projections provided needed further investigation as they did not correctly forecast population increases for the District. It was felt that the figures showed the success of the Children's Centres in this District with

Agenda Item 6 Health Liaison Board - 11 September 2013

relatively high numbers of attendance and working with the correct age ranges, rather than demonstrating evidence for closure or re-aligning centres.

Members were concerned that the figures provided for the use of libraries did not add up to 100% and that there were also inconsistencies with other figures. The Community Planning and Projects Officer advised that the figures were provided by KCC.

Members raised concerns that the figures related to 2011/12 and that no allowance had been made for any new developments. There were particular concerns in respect of population growth in Dunton Green and the restriction of services. If Children's Centres were to be linked then this would also affect many parents who travelled on public transport. There would be an increase in time and cost to many parents. Concerns were also raised over the number of primary schools and that there would not be enough places in the existing primary schools for the growing number of children in the District, which also provided evidence of population growth in the District.

Members felt that the Children's Centres provided the vital skills that children needed to learn before starting at primary school and essential support for new parents. This was particularly important in deprived and isolated areas. Concerns were also raised that links to other centres would be taken through libraries. It was suggested that the CCGs should work with libraries, the HERO service and Sevenoaks District Housing team and the new gateway to include more liaison with Children's centres.

The Health and Communities Manager brought Members attention to the usage summary of Children's Centres in the District. It was felt that the figures in red proved the Children's centres were effective.

Action 1: The Health and Communities Manager will map the figures against the latest census data to show the population growth.

It was felt that Children's Centres were valuable to families of ethnic minority populations to provide them with advice for registering with a doctor and helping them to have a support network.

The Community Planning and Projects officer would feed these comments back into the survey as part of a corporate response.

10. Local Children's Trust Board arrangements

The Community Planning and Projects Officer tabled a briefing on the draft organisational structure of the proposed Sevenoaks District Strategic Board.

Local Children's Trust Boards had been replaced across the County by new children's Local Operational Groups, which would feed in to the Health and Wellbeing Boards. This was because it had been considered by County that there was a significant link between children's issues and health.

11. Dementia Friendly Communities Update

The Health and Communities Manager updated the Board on the developments of the Dementia Friendly Communities project in Swanley and other local areas. An event took

place on the 9 August 2013 in Swanley that involved different local bodies and people from the local areas. The event looked at identifying gaps and raising awareness of places to go for sufferers, carers and other organisations.

Meeting notes had been created which provided information of what was preventing Swanley from being a Dementia Friendly Community and what actions could be taken to make it one.

Action 2: The Health and Communities Manager to circulate the meeting notes to Members of the Board.

Members questioned whether it was something that GPs could investigate the creation of a directory for those who received the diagnosis of having Dementia or Alzheimer's to have a list of all the organisations that can provide help and support. There were bits of information available but it needed to be pulled together.

There was an increase in people who were requesting training for awareness of Alzheimer's and Dementia and support that could be offered for those who had contact with sufferers. This was not just something that Officers were requesting but also local businesses as they also had a role to play in the Community. Physical changes could be made to help but also training within customer services.

It was agreed that a representative of Carers First be invited to give a presentation to the Health Liaison Board at the January meeting.

Action 3: The Health and Communities Manager to invite a member of Carers First to the January Health Liaison Board meeting.

Ms Yardley, a member of the public was allowed to address the Board and she expressed her interest with the work that was being done around Dementia, particularly in the Swanley area.

12. Mind The Gap - District Level Health Inequalities Plan

The Health and Communities Manager gave a presentation on the Sevenoaks District Health Inequalities Action Plan, 'Mind the Gap'. The PowerPoint highlighted areas the District Council would be looking at to address known health inequalities.

Members discussed the 'Life Expectancy Gap' and the reasons why the trends varied in different wards. It was questioned why information provided by Ward was missing information for Swanley St Mary's. The Health and Communities Manager would look into this.

Action 4: The Health Leisure and Tourism Manager to contact KCC to find out why Swanley St Mary's was excluded from the information provided.

It was agreed that the Housing Policy Manager would be invited to attend the next meeting to discuss the development of an Older People's Housing Needs Survey.

Agenda Item 6 Health Liaison Board - 11 September 2013

If Members had any thoughts or comments on the Health Inequalities Plan they were asked to send them to the Health and Communities Manager. The Health Inequalities Plan was still in its draft form but once it had been finalised it would be circulated.

13. Action from the last meeting of the Board

The completed actions were noted.

14. Updates from Members

Cllr Davison informed the Board that he had attended the latest West Kent CCG Board meeting. The information provided in the agenda was a key issue within the CCG. Cllr Davison also brought Members' attention to the 'NHS – A call to action' document. It was agreed that the document should be referred to the Economic and Community Development Advisory Committee. The Board confirmed that they would look at what they felt were important topics for the District and refer these to the Economic and Community Development Advisory Committee. The Advisory Committee would then decide where it should be referred to for action.

It was felt that the alternative housing options to traditional nursing homes such as a 'retirement village' would be something that could be looked into, as this featured within the 'Call to Action' document as good practice.

'Mapping The Future' by West Kent CCG was tabled. It was felt that this was a key document for KCC's Health and Scrutiny Overview. It would be looked at in more detail at the meeting on the 9 January 2014.

Action 5: 'Mapping The Future' to be added to the agenda for the 9 January 2014.

Cllr Searles informed Members that the next informal Dartford, Gravesham and Swanley CCG Health and Wellbeing Board would be on 15 October 2013 with the Board looking to go in to public and formal status from November 2013.

Cllr Fittock addressed the Board. He informed the Members that he was aware of the two different CCGs that were to meet the needs of local people and more co-ordination between the two was required. He felt that the information that was discussed at the meetings needed to be fed into the District Council so that the information was known.

It was agreed that a representative of each CCG should be invited to do a presentation.

15. Work Plan

It was agreed that the following items be added to the meeting of the Board on the 9 January 2014:

- Older people's strategy to the meeting
- Older People Housing Needs Survey
- Finalised Mind the Gap report
- Update on Dementia Friendly Communities
- Mapping the Future

- Speaker from Dartford, Gravesham and Swanley CCG and West Kent CCG.

16. Date of next meeting

It was confirmed that the next meeting would be held on the 9 January 2014. The time of the meeting was to be confirmed. Members felt more meetings were required, possibly six per municipal year, and asked for one to be scheduled in order to feed into the Sevenoaks District 'Mind the Gap' Health Inequalities Action Plan before its consideration at the Economic and Community Development advisory Committee.

It was agreed that if a meeting could be scheduled before the 9 January 2014 then the following items would be moved to the next scheduled meeting:

- Older people's Housing Needs Survey
- Mind the Gap
- Update on Dementia Friendly Communities
- Mapping the Future.

THE MEETING WAS CONCLUDED AT 2.35 PM

CHAIRMAN

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ANNUAL REVIEW OF PARKING CHARGES FOR 2014/15 AND CHRISTMAS PARKING 2013

Economic & Community Development Advisory Committee – 24 October 2013

Report of Chief Officer Environmental and Operational Services

Status: Consideration and comment

Also considered by: Cabinet 7 November 2013

Key Decision: Yes

Executive Summary: This report is the annual review of parking charges. It proposes options for increases in respect to car park and on-street parking charges to meet the income budget targets for 2014/15, and includes consideration of free Christmas parking for 2013.

This report supports the Key Aim of the effective management of Council resources.

Portfolio Holder Cllr. R Hogarth

Contact Officer(s) Gary Connor x7310

Recommendation: It be resolved that the following proposals be considered and that the views of this Committee be submitted to Cabinet for consideration in relation to:

- (a) the proposed increases to car park charges for 2014/15;
- (b) the proposed increases to on-street parking charges for 2014/15;
- (c) the preferred dates for free Christmas parking to be provided in all car parks and on-street parking areas throughout the district for two Saturdays before Christmas 2013; and that the cost in terms of lost income be funded from Supplementary Estimates;
- (d) whether there should be any amendment to the car park evening charge in Sevenoaks town centre;
- (e) whether parking charges should be introduced into the Council office car park on Saturdays;
- (f) whether Sunday charges should be considered;
- (g) the alignment of the on-street tariffs at Knockholt Station with the tariff structure for Swanley; and
- (h) the standardisation of the on-street tariffs for Westerham town with others in the district.

Reason for recommendation: to meet the Council's budgets for parking for 2014/15.

Agenda Item 8

Introduction and Background

- 1 Through the Council's budget setting process, the budget plan increase for parking income from both car park and on-street parking for 2014/15 is set at 3.5%.
- 2 In addition to achieving the target increases for both of the parking accounts, and for guide purposes in connection with the budget setting process, the options provided indicate additional income that could be achieved.
- 3 Included in this report is a suggestion that the Council considers repeating its free parking concession on two Saturdays before Christmas.

Background

- 4 Because car park ticket machines do not accept bronze coins, and because of the general lack of availability of 5p coins, parking tariffs are usually set to the nearest 10p. This practice is commonly adopted by local authorities. It should be noted that although a tariff increase of 10p may be relatively low in monetary terms, it can be high in percentage terms depending upon the scale of the charge, particularly in relation to lower tariffs.
- 5 For guide purposes, current car parking charges for neighbouring authorities are attached as Appendix A.
- 6 For information, in relation to parking in the vicinity of rail stations, the current day charge for the station car parks operated on behalf of Southeastern Trains is £6.50 at Sevenoaks, £6.00 at Swanley and £3.50 at Knockholt. Annual season ticket charges at Sevenoaks are £1,176 for Car Park 4 (off Morewood Close) and £1,411 for Car Park 1 (adjacent the station).
- 7 Car Park Proposals
- 8 The approved 10 year budget strategy assumes income will increase by 3.5% each year. For 2014/15, this would amount £70,475.
- 9 The increase in income assumption also has to take into account increases in car park expenditure such as increased maintenance and operating costs.
- 10 There was a shortfall of £107,000 for 2012/13 on the car parks account of which approximately £92,000 related to pay and display income. Although the additional income from the increases approved at last year's review of parking charges, income which applies to the current year, is being achieved, the performance of the account is not sufficient to make up the shortfall from the previous year end. As at the end of September, the total income shortfall was just over £49,000 of which £47,000 related to income from pay and display.
- 11 The development of the London Road area of the Blighs site to provide a new Marks & Spencer store commenced in June 2013. As a result, 49 spaces were lost from the "old" part of the Blighs car park and, to date, some 20 spaces have been lost in the Pembroke Road car park, but it is expected that the car park will soon have to be given up in its entirety to the residential element of the development. The loss of these parking areas will have an impact upon car park

use and, of course, upon parking income in the town. The overall parking situation in the town centre is currently unsettled and whilst care has been taken to account for the likely effects of the development upon the estimations for 2014/15, predictions for parking income are consequently more difficult to make. Investment may need to be made to meet unmet demand for car parking in Sevenoaks town centre.

- 12 The Marks & Spencer development includes the provision of a VMS (variable message signing) system for the town centre. Electronic signs will be installed on the main approaches to the town which will indicate the number of spaces available in the town centre car parks. Thus people will be encouraged to make better use of available spaces in all car parks rather than queue and wait for a space in the most central car park.
- 13 It is hoped that the VMS system will be installed in time for the run up to Christmas, as it would, no doubt, be of benefit at such a busy time of year especially in view of the reduced amount of parking in the town. The system should assist in the assessment of parking behaviour and trends both before and subsequent to the opening of the new M&S store.
- 14 The reduction in long stay parking provision as a result of the development and the impact this will have, and indeed is already having, upon the Buckhurst 2 car park, needs to be carefully evaluated. Whilst the development proposals did not indicate likely issues with short stay provision as a result of the new store, it may be timely to review parking provision in the town with a view to identifying possible options to improve parking should this be considered of benefit to the viability of the town.
- 15 Proposals and options for car park charges are provided and attached as Appendix B. This comprises a table showing individual increases proposed and the resultant income for all three options, and a second table showing the same increases in percentage terms. All income figures quoted are net of VAT.
- 16 All of the options shown more or less achieve the budget target of 3.5%, but in slightly different ways.
- 17 The proposals within each option are not exclusive to that particular option, but can be interchanged or swapped with those in other options to provide a preferred set of proposals should Members so wish. However, care should be taken to maintain charging differentials, particularly between Blighs car park and the other short stay car parks in the town centre.
- 18 Included in Appendix B, as an example and as an option, is the income that could be derived from a flat 10p increase to all pay and display tariffs and a £10 increase to all season tickets. This could achieve an additional £74,000. This could, perhaps, be considered as a further option to those contained in the appendix should Members so wish.
- 19 It should be noted that the achievement of the budget income target is difficult without applying significant increases to certain charges as put forward for consideration in the options provided.

Agenda Item 8

- 20 In formulating the options, an attempt has been made to avoid the areas where increases were applied as a result of the previous review for the current budget year. Hence, there are no proposals in relation to the 1 hour/£1.00 charge in the Buckhurst 1, South Park and Suffolk Way car parks (item 1.5). The same argument has been applied to the charges in the Blighs car park, but the inclusion of some of the changes is unavoidable if the budget target is to be met.
- 21 Option 1 comprises an increase of 20p on all 2 hour, 3 hour and 4 hour tariffs and an increase of £20 for all season tickets in Sevenoaks town centre and Sevenoaks station car parks. In respect to the car parks at St Johns Hill, Sevenoaks, in Swanley and in Westerham, an increase of 10p is proposed to the shorter stay tariffs of 30 minutes, 1 hour and 2 hours, and an increase of 20p to the longer stay periods of 3 to 4 hours and all day.
- 22 In Option 2, the increases for the Buckhurst 2 car park have been reduced to 10p for all day parking and to £10 for season tickets, and no increases are proposed for the 30 minute and 1 hour periods in the Sevenoaks St Johns Hill, Swanley and Westerham car parks. However, this means that higher increases need to be applied elsewhere, as can be seen. It could be argued that the same consideration ought to be given to the long stay charges in these car parks, but they are currently significantly lower than the charge in Buckhurst 2.
- 23 In Option 3, by generally applying larger increases to the longer periods of stay, the car parks at Sevenoaks St Johns Hill, Swanley and Westerham can be less effected. Because of increased pressures upon long stay parking in the Buckhurst 2 car park and, consequently, the unpredictability of short stay use in the car park, any likely income from short stay in the car park has not been included in the overall income calculation. However, any increases approved in relation to the Buckhurst 1, South Park and Suffolk Way short stay car parks will automatically be applied to Buckhurst 2 as this will remain as joint short/long stay use.
- 24 The two-day ticket in the Bradbourne car park will be automatically adjusted so that its twice the day ticket rate.
- 25 In relation to the Vicarage Hill car park in Westerham, because of its central location and close proximity to on-street parking areas, we have traditionally adopted the on-street tariff structure in the car park. There are no proposals to vary this policy.
- 26 The cost of altering ticket machines and signing has been taken into account in the budget figures provided.
- 27 The adjustment of car park charges will require an amendment to the Council's Off-Street Parking Places Order. The process requires the Council to undertake statutory public consultation by way of Public Advertisement of the proposals. To enable any revised charges to take effect at the beginning of April 2014, the proposals would need to be advertised in January so that any objections received could be reported to Cabinet for consideration in February to facilitate implementation on, or as soon after, 1st April 2014.

Car Parks – 30 Minute Free Parking

- 28 The option of 30 minutes free parking has been raised and consequently the implications of providing this have been investigated as part of this review. Unfortunately, it is not possible to provide free parking during the day on an ad-hoc basis without it having a significant impact upon parking income.
- 29 If 30 minute free parking were to be provided, it would follow that those people currently parking for 30 minutes in the Blighs car park would not need to buy a ticket. There would be similar implications in respect to the other town centre car parks where, if it were to be assumed that, say, one third of people parking for 1 hour would take advantage of 30 minute free parking, the resultant loss of income could be in excess of £100,000.
- 30 In addition, from a parking management point of view, it would be difficult to effectively control such a scheme and ensure that the free parking concession was not abused.

Car Parks – Evening Charge

- 31 The evening charge was introduced in the Sevenoaks town centre car parks in 2004 and has not been amended since. Although Sevenoaks is one of a few Councils in Kent with an evening charge, they may be scope to consider a small increase. Alternatively, the evening charge could be replaced by an extension of the day-time tariff into the evening period. Ticket sales are approximately 54,000 annually, so even a small increase could achieve significant additional income.

Car Parks – Council Office Car Park

- 32 Members may be aware of the increasing popularity of the Council office car park which is available to the public free-of-charge and without time limitation on Saturdays. Whilst it is acknowledged that this provides a useful parking facility to supplement those in the town centre on Saturdays, it is believed that the car park is being increasingly used for long stay parking which effectively reduces availability for short stay shopping use, as originally intended.
- 33 The introduction of pay and display charges could be considered to better manage and control the use of the car park. If this were to be considered, we would need to be mindful of possible displacement onto the surrounding residential roads where there is free parking for up to two hours and care would need to be taken in setting the level of charges to reduce any likely impact.

Car Parks – Sunday Charges

- 34 The inclusion of Sunday charges had not been previously considered in any great detail and does not form part of the proposals within this report. However, asking people who park on Sundays to contribute towards the parking facilities they are using would be a means of raising further income. The evening charge was introduced on the basis that people who were using the car parks during the evening period were not contributing to the upkeep of the facility in the same way as those parking during the day. The same argument could be said to apply to the use of the car parks on Sundays.

Agenda Item 8

- 35 Survey data would need to be collected to enable an assessment to be undertaken, but it is understood that many of the car parks are well used on Sundays. The impact to surrounding residential areas would, of course, need to be taken into account.
- 36 Sunday charges are gradually becoming more the norm with many local authorities and this may be something that Members feel may warrant further investigation as a means of contributing to the budget and easing the burden upon the main areas of parking charges.

On-Street Proposals for 2014/15

- 37 The approved 10 year budget strategy assumes income will increase by 3.5% each year. For 2014/15, this would amount £19,101.
- 38 Three options to achieve this are provided in Appendix C for consideration.
- 39 The outcome of last year's review was that an increase of 10p was applied to all the 30 minute tariffs. These have, therefore, been excluded from consideration in this year's review. Similarly, as the charging structure for residents' and business permits was amended in 2012, these are not considered as part of this review.
- 40 In Option 1, a 10p increase is applied to all 1 hour and 2 hour charges throughout.
- 41 Option 2 has a 20p increase to all 2 hour charges.
- 42 Option 3 mainly concentrates on the longer stay periods by proposing a 20p increase to the 4 hour and all day charges, although a 10p increase to the 2 hour charge is also included in order to achieve the target.
- 43 When the Knockholt station parking scheme, which is actually in Halstead parish, was introduced in October 2011, it was intended to align the charges with those for the Swanley area, but this was not recommended at last year's review because the scheme was subject to a review. This review has now been undertaken and there are no outstanding amendments pending to the scheme. Therefore, as part of this parking charge review, it is recommended that the Swanley charging structure is adopted for the Knockholt station area. This will have the benefit of overcoming issues with people currently using the pay by phone system to buy multiples of the 4 hour charge (60p) to obtain cheaper all day parking.
- 44 In last year's review it was suggested that the charging structure for the on-street pay and display areas in Westerham be standardised with others elsewhere in the district, however, Members were not minded to approve the proposal. It is recommended that this be reconsidered as part of this year's review.
- 45 Any on-street proposals would require an amendment to the Traffic Regulation Order. The process requires the Council to undertake statutory public consultation by way of Public Advertisement of the proposals.

Christmas Parking 2013

- 46 In previous years, to encourage people to shop locally and to help support local businesses in the face of competition from other shopping areas in the region, the Council provided free parking in all car parks and on-street parking areas on two Saturdays before Christmas. Members are asked to consider repeating the free parking concession this Christmas.
- 47 It should be noted that this would only apply to Sevenoaks and Westerham as parking charges in Swanley and in Halstead (outside Knockholt station) only apply Monday to Friday.
- 48 Coincidentally, we have received a joint request from the Government's Department for Business Innovation & Skills and Department for Communities and Local Government to support the first ever "UK Small Business Saturday" on 7 December, which is being promoted nationally. The request, attached as Appendix D for information, is aimed at supporting small businesses and the viability of town centres. One of the suggested measures is the waiving of town centre parking charges for the day, which fits well with our traditional Christmas free parking concession.
- 49 In view of this, and although the day is early in the month, Members are requested to consider supporting this event and to confirm that the 7 December should be adopted as one of the free Christmas parking days. Should this be recommended, we would then need to determine the most suitable day for the second free Saturday we normally provide, and Members are asked whether the 21 December would be the most suitable.
- 50 We are in the process of inviting the views of the Sevenoaks Chamber of Commerce, the Sevenoaks Town Council and the Westerham Town Council regarding the Small Business event and the preferred dates for the free parking concession, and will report any responses received at the time of the meeting.
- 51 It should be noted that the provision of free parking will enable people to park up to the maximum period of stay should they so wish, which is likely to reduce the turnover of spaces. However, all parking areas will be enforced as normal to ensure compliance with general conditions of use.
- 52 As last year, all ticket machines would be closed-off with suitable signing provided to advise users that they do not need to pay.
- 53 The parking areas operated by Sencio at the Sevenoaks leisure centre form part of the Suffolk Way car park. Sencio will be requested to confirm its support for the Christmas free parking concession again this year.
- 54 It is estimated that the loss of income for all car parks and on-street areas throughout the district for each Saturday would be in the region of £8,000. Therefore, the total cost of providing free parking for the two Saturdays is estimated at £16,000. It is suggested that should free parking be made available for Christmas 2013, it be funded from the Supplementary Estimates.

Agenda Item 8

Christmas Lights Events 2013

- 55 Members are advised that the provision of free parking in connection with Christmas Lights events being held in Westerham on 28 November (free parking from 5pm) and in Sevenoaks on 29 November (free parking from 6pm) is being considered by the Council's Portfolio Holder for Economic and Community Development. The Council is pleased to support these events. It should be noted that the Sevenoaks event is also traditionally supported by Sencio Leisure.

Key Implications

Financial

- 56 Proposals to increase parking income are required to meet the Council's budget targets set in respect to car park and on-street parking.
- 57 The financial implications are evident in the report and appendices.

Legal Implications and Risk Assessment Statement.

- 58 As mentioned earlier in this report, any changes to the car park charges will necessitate an amendment to the Car Park Order and similarly, any changes to the on-street parking charges will necessitate an amendment to the Traffic Regulation Order. There are set legal processes to be followed in respect to both of these Orders.
- 59 The estimated figures are based upon current levels of patronage. The introduction of higher parking charges could lead to reduced patronage and, hence, the under-achievement of the income levels estimated in this report.

Equality Impacts

- 60 There is a low risk that any of the options presented will have an adverse impact on people with 'protected characteristics' under the Equality Act. There are no apparent issues of direct relevance to parking charges as our car parks are open to use by anyone who chooses to do so. Free parking is generally available in roads just out from the town centres, although in some cases this might be limited to 2 hours. Free parking is offered for those with disabilities who hold a Blue Badge and this remains unaffected. Any issues will be monitored through complaints received.

Community Impact and Outcomes

- 61 The introduction of parking charge increases is likely to have an impact to some degree upon those people from the local community and visitors from outside the district who use the parking facilities, although it is impossible to quantify any likely resultant effect. Rather than pay any higher charges, people may instead decide to park for shorter periods, may lessen the frequency of their visits or may choose to go elsewhere.

Human Rights

62 There are no human rights issues or implications.

Conclusions

63 Proposals and options to meet the budget income targets are detailed in the appendices to this report. It is important that the proposals are considered making reference to the Parking Charges for Neighbouring Authorities, which are appended to this report.

Appendices

Appendix A – Parking Charges for Neighbouring Authorities

Appendix B – Options for Car Park Charges

Appendix C – Options for On-Street Parking Charges

Appendix D – Request regarding “UK Small Business Saturday”

Mr Richard Wilson

Chief Officer Environmental and Operations Services

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CURRENT PARKING CHARGES FOR NEIGHBOURING AUTHORITIES – AS AT OCTOBER 2013

(Charges shown relate to town centre car parks)

	Dartford ❶	Gravesham	Maidstone ❷	Orpington (L.B. of Bromley)	Oxted (Tandridge)	Sidcup (L.B. of Bexley)	Tonbridge & Malling ❸	Tunbridge Wells ❹	Sevenoaks
Charges apply:	8am – 6.30pm Mon - Sat	8am - 6pm Mon - Sat	8am – 6.30pm Mon - Sun	7.30am - 6.30pm Mon - Sat	7am–5pm Mon - Frid	8am - 6pm Mon - Sun	8am - 6pm Mon - Sat	8am - 6pm Mon - Sat and 10am - 5pm On Sundays	8.30am - 6.30pm Mon - Sat
Short Stay									
									(Blighs in brackets)
0 – 30 minutes	--	--	50p	--		--	50p	--	-- (70p)
0 – 1 hr	£1.00	80p	80p – 90p	30p	Up to 4 hours free parking except in one car park where the charge is £4.60 for parking before 10am.	50p – 90p	£1.00	£1.00 - £1.20	£1.00 (£1.30)
1 – 2 hrs	£1.00	£1.50	£1.60 – £2.00	30p		£1.00 – £1.20	£1.70	£1.70 - £2.20	£1.60 (£2.50)
2 – 3 hrs	£2.00	£1.50	£1.60 – £2.00	--		£1.30 – £1.60	£2.30	£2.40 - £3.20	£2.20 (£4.20)
3 – 4 hrs	£2.00	£2.00	£1.60 – £3.00	--		£1.30 – £1.60	£2.80 – £3.30	£3.20 - £4.20	£3.20 --
Evenings	£1.00	--	£1.50	--		--	--	--	£1.00
Long stay									
All day	£4.00	£3.00- £6.50	£6.00	n/a		£3.80 – £10.00	£4.90	£4.70 – £10.00	£4.20

- ❶ Dartford: one car park has 50p for up to 1 hour; the evening charge does not apply to all car parks
 ❷ Maidstone: charges apply 7 days a week; a £1.50 charge applies evenings and overnight.
 ❸ Tonbridge & Malling: the 50p charge for 30 minutes is not available in all car parks.
 ❹ Tunbridge Wells: charges apply 7 days a week (but from 10 to 5 on Sundays).

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OPTIONS FOR CAR PARK CHARGES

CAR PARK TARIFFS				Example		Proposed Increases			Estimated Income			
Item No.	Description	Charge Period	Current Charge	Income from 10p/£10 increase		Option 1	Option 2	Option 3	Option 1	Option 2	Option 3	
1.0	SEVENOAKS TOWN CENTRE - Blighs											
1.1	Short stay	30 minute	70p	10p	£8,000							
1.2	" "	1 hour	£1.30	10p	£10,800							
1.3	" "	2 hours	£2.50	10p	£7,300	20p	20p	20p	£13,800	£13,800	£13,800	
1.4	" "	3 hours	£4.20	10p	£1,500	20p	30p	30p	£2,800	£4,000	£4,000	
	Buckhurst 1, South Park, Suffolk Way											
1.5	Short stay	1 hour	£1.00	10p	£14,000							
1.6	" "	2 hours	£1.60	10p	£7,900	20p	20p	20p	£15,000	£15,000	£15,000	
1.7	" "	3 hours	£2.20	10p	£3,500	20p	20p	30p	£6,600	£6,600	£9,400	
1.8	" "	4 hours	£3.20	10p	£1,700	20p	30p	30p	£3,200	£4,600	£4,600	
	Buckhurst 2											
1.9	Long stay	all day	£4.20	10p	£3,500	20p	10p	20p	£6,600	£3,500	£6,600	
1.10	Season tickets	year	£819	£10	£1,500	£20	£10	£20	£3,000	£1,500	£3,000	
2.0	SEVENOAKS STATION											
2.1	Long stay	all day	£6.50	10p	£2,000	20p	20p	30p	£4,000	£4,000	£6,000	
	Season tickets:											
2.2	Bradbourne	year	£1,060	£10	£1,500	£20	£20	£30	£3,000	£3,000	£4,500	
2.3	Sennocke	year	£1,100	£10	£500	£20	£20	£30	£1,000	£1,000	£1,500	
3.0	SEVENOAKS ST JOHNS HILL											
3.1	Short stay	30 minute	20p	10p	£2,000	10p			£2,000			
3.2	" "	1 hour	40p	10p	£1,000	10p			£1,000			
3.3	" "	2 hours	60p	10p	£800	10p	20p		£800	£1,500		
3.4	" "	3-4 hours	£1.00	10p	£500	20p	30p		£1,000	£1,400		
3.5	Long stay	all day	£2.90	10p	£300	20p	20p	20p	£600	£600	£600	
4.0	SWANLEY											
4.1	Short stay	30 minute	20p	10p	£400	10p			£400			
4.2	" "	1 hour	40p	10p	£300	10p			£300			
4.3	" "	2 hours	60p	10p	£400	10p	20p		£400	£300		
4.4	" "	3-4 hours	£1.00	10p	£400	20p	30p		£400	£500		
4.5	Long stay	all day	£3.70	10p	£600	20p	20p	20p	£1,000	£1,000	£1,000	
5.0	WESTERHAM											
5.1	Short stay	30 minute	20p	10p	£200	10p			£200			
5.2	" "	1 hour	40p	10p	£700	10p			£700			
5.3	" "	2 hours	60p	10p	£1,000	10p	20p		£1,000	£1,900		
5.4	" "	3-4 hours	£1.00	10p	£900	20p	30p		£900	£4,900		
5.5	Long stay	all day	£2.90	10p	£800	20p	20p	20p	£800	£600	£600	
			Total:		£74,000				Total:	£70,500	£69,700	£70,600
			Percentage:		3.68%				Percentage:	3.50%	3.46%	3.51%

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ON-STREET PARKING TARIFFS				Proposed Increases			Estimated Income		
Item No.	Description	Charge Period	Current Charge	Option 1	Option 2	Option 3	Option 1	Option 2	Option 3
6.0	SEVENOAKS TOWN CENTRE (High Street, London Road, South Park)								
6.1	Short stay	30 minutes	20p						
6.2	" "	1 hour	60p	10p			£6,600		
6.3	" "	2 hours	£1.20	10p	20p	10p	£5,300	£10,600	£5,300
7.0	SEVENOAKS TOWN COMMUTER AREAS (Plymouth Drive, Holly Bush Lane)								
7.1	Short stay	30 minutes	20p						
7.2	" "	1 hour	60p	10p			£100		
7.3	" "	2 hours	£1.20	10p	20p	10p	£100	£200	£100
7.4	long stay	all day	£2.40			20p			£2,800
8.0	SEVENOAKS RAIL COMMUTER and COURTS AREAS (St Botolphs, Morewood Close)								
8.1	Short stay	30 minutes	20p						
8.2	" "	1 hour	60p	10p			£300		
8.3	" "	2 hours	£1.20	10p	20p	10p	£300	£600	£300
8.4	" "	4 hours	£2.20			20p			£1,200
8.5	long stay	all day	£5.30			20p			£3,200
9.0	SWANLEY (Azalea Drive, Goldsel Road)								
9.1	short stay	30 minutes	20p						
9.2	" "	1 hour	60p	10p			£50		
9.3	" "	2 hours	£1.20	10p	20p	10p	£50	£100	£50
9.4	" "	4 hours	£2.20			20p			£100
9.5	long stay	all day	£3.30			20p			£2,600
10.0	WESTERHAM (The Green, Market Square, Fullers Hill, Croydon Road)								
10.0	short stay	30 minutes	20p						
10.1	" "	1 hour	50p	10p			£3,700		
10.2	" "	2 hours	£1.00	10p	20p	10p	£5,000	£10,000	£5,000
11.0	KNOCKHOLT STATION								
11.1	short stay	4 hours	60p			20p			£150
11.2	long stay	all day	£3.00			20p			£2,200
						Total:	£21,500	£21,500	£20,650
						Percentage:	3.94%	3.94%	3.78%

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Department
for Business
Innovation & Skills



Department for
Communities and
Local Government

06 September 2013

Dear colleague,

We are writing to ask for your support for the first ever UK Small Business Saturday, which will be held on 7 December this year.

Small Business Saturday will be an excellent opportunity to raise the profile of small businesses of all kinds, both locally and nationally, and to encourage people and organisations to do business with them. Doing business with small business often means doing business locally - bringing life back to high streets and town centres and making them centres of the local community. Small Business Saturday should also allow us to highlight the wide variety of models which contribute to local growth, such as social enterprises, mutuals, charities and community run organisations.

As you may be aware, the initiative has been a great success in the United States, where it was pioneered by American Express and quickly taken up by Federal and state authorities, big businesses and many other organisations. We hope to be able to replicate this success in the UK, to help small businesses which are so important for growth. This is not a politician-led initiative - many organisations and businesses are getting behind it, each doing what they can within their field, and you may already be making plans. But the Prime Minister, government and all major political parties fully support this event and for our part are using our influence and contacts to open doors and prompt support.

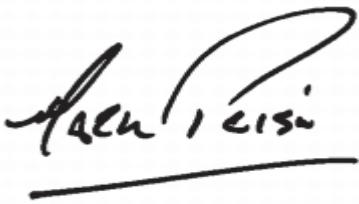
We would encourage you to think about how you can promote Small Business Saturday in your area and welcome feedback on what you plan to do. This could include co-ordinating with activities and events already planned, for example:

- waiving town centre parking fees on the day
- working with Town Centre Managers to encourage promotional activity on High Streets
- linking the day to plans you already have for Christmas markets
- encouraging and enabling pop-up shops
- space for community organisations to promote activities supporting and involving local small businesses
- Meet the Buyer events or clinics opening up council procurement opportunities to small businesses.

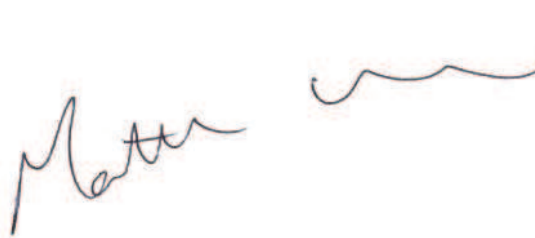
Agenda Item 8

We are very pleased that American Express is supporting this UK initiative and has agreed that local authorities can use the Small Business Saturday brand they have developed. Our officials will send details of this separately, along with further information about the day.

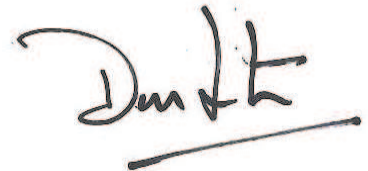
If you wish to be involved in this day, please inform our officials of a named contact if possible by Monday 30 September. If you have any queries, please get in touch with Sarah Fox (sarah.fox@communities.gsi.gov.uk or T: 0303 444 1173) or Val Hewson (val.hewson@bis.gsi.gov.uk or T: 0114 207 5116).



MARK PRISK MP



MATTHEW HANCOCK MP



RT HON DON FOSTER MP

2014/15 BUDGET AND REVIEW OF SERVICE PLANS

Economic and Community Development Advisory Committee - 24 October 2013

Report of Chief Finance Officer

Status: For Decision

Also considered by: Strategy and Performance Advisory Committee - 8 October 2013

Housing and Community Safety Advisory Committee – 15 October 2013

Finance and Resources Advisory Committee – 12 November 2013

Local Planning and Environment Advisory Committee – 19 November 2013

Key Decision: No

Executive Summary: This report sets out updates to the 2014/15 budget within the existing framework of the 10-year budget and 4-year savings plan. The report presents proposals that have been identified by Portfolio Holders and these need to be considered, together with further suggestions made by the Advisory Committees, before finalising the budget for 2014/15.

This report supports the Key Aim of effective management of Council resources.

Portfolio Holder Cllr. Hogarth

Contact Officer(s) Adrian Rowbotham Ext. 7153

Helen Martin Ext. 7483

Recommendation to each Advisory Committee:

- (a) Advise Cabinet with views on the growth and savings proposals identified by the Portfolio Holder in Appendix C.
- (b) Advise Cabinet with further suggestions for growth and savings for the services within the terms of reference of the Advisory Committee.

Reason for recommendation: It is important that the views of the Advisory Committees are taken into account in the budget process to ensure that the Council's resources are used in the most suitable manner.

Agenda Item 9

Introduction and Background

- 1 The Council's financial strategy over the past nine years has worked towards increasing financial sustainability and it has been successful through the use of a number of strategies including:
 - implementing efficiency initiatives;
 - significantly reducing the back office function;
 - improved value for money;
 - maximising external income;
 - the movement of resources away from low priority services; and
 - an emphasis on statutory rather than non-statutory services.
- 2 Over this period the Council has focused on delivering high quality services based on Members' priorities and consultation with residents and stakeholders through the Community Plan. In financial terms, the adoption of this strategy has to date allowed the Council to move away from its reliance on general fund reserves which has ensured that the general fund reserves have remained largely unchanged.
- 3 Due to the level of funding and other potential changes and uncertainties, it is increasingly difficult to anticipate with sufficient accuracy what the level of Government settlement is likely to be after 2014/15. However, using the data sources available to the Council, this report sets out a budget over the 10-year period but recognises that this is a constantly changing situation and more accurate data will become available in future months.
- 4 In setting its budget for 2011/12 onwards, the Council recognised the need to address both the planned reduction in Government funding as well as the longer-term need to reduce its reliance on reserves. The outcome was a 10-year budget, together with a four-year savings plan, that ensured the Council's finances were placed on a stable footing but that also allowed for flexibility between budget years.
- 5 The intention of this report is to provide Members of each Advisory Committee an opportunity to give their views on potential growth and savings items that could be included in the updated 10-year budget that will be presented to Council on 18 February 2014.
- 6 The 'Financial Prospects and Budget Strategy 2014/15 and Beyond' report has been presented to Cabinet to start the budget setting process for 2014/15.
- 7 This report presents members with the following documents relating to the budget for 2014/15:
 - Summary of Service Plans relating to the Advisory Committee (Appendix A);
 - Summary of the Council's agreed 4 year savings plan and growth items (Appendix B);

- New growth and savings items proposed by the Portfolio Holders (Appendix C);
- Service Change Impact Assessment forms (SCIAs) for the new growth and savings items relating to the Advisory Committee (Appendix D);
- 10-year budget (Appendix E);
- Budget timetable (Appendix F).

Summary of Service Plans

- 8 On an annual basis, Managers of each of the Council's services set out their objectives for the coming year within their Service Plans. The Service Plans, and the objectives Managers set, form the basis for decisions about performance indicators to be used to measure progress and an assessment of the operational risks that may prevent objectives being achieved. Service Plans are directly aligned to the Council's priorities and the resources available to deliver the service.
- 9 Appendix A is a summary of Service Plans for those services directly relevant to this Advisory Committee.

4 Year Savings Plan

- 10 Appendix B to this report sets out the 4 year savings plan, approved by Council in December 2010 and updated over the last two years, which is allowing the Council to deliver a 10 year balanced budget.
- 11 The savings plan requires a total of £4.2 million to be saved between 2011/12 and 2014/15 which is an average saving of over £1m per annum. In the ten years from 2005/06, over £10m of savings will then have been made.
- 12 Further savings are scheduled to be made in later years as agreed by Council on 18 October 2011.

Proposed Growth Items

- 13 Growth items are items that are in addition to non-service issues and risks, such as grant settlements, impacts of economic change and other pressures highlighted in the 'Financial Prospects and Budget Strategy 2014/15 and Beyond' report considered by Cabinet on 12 September 2013.
- 14 A list of the growth items proposed by the Portfolio Holders can be found in Appendix C and a summary by Advisory Committee is shown in the following table:

Advisory Committee	£000
Economic and Community Development	122
Finance and Resources	11
Local Planning and Environment	30
Total	163

Agenda Item 9

Proposed Savings Items

- 15 Portfolio Holders are also proposing a number of savings items which can also be found in Appendix C and a summary by Advisory Committee is shown in the following table:

Advisory Committee	£000
Economic and Community Development	(37)
Finance and Resources	(118)
Housing and Community Safety	(25)
Local Planning and Environment	(120)
Total	(300)

Financial Summary

- 16 It is increasingly difficult to produce an accurate forecast at this early stage due to the level of uncertainty being greater than ever before, in particular for Government Support. The assumptions currently included take into account the latest information available but no doubt a number of assumptions may change before the final budget meeting in February 2014..
- 17 Since the 'Financial Prospects and Budget Strategy 2014/15 and Beyond' report was presented to Cabinet on 12 September 2013, further information has been obtained concerning Government Support for 2014/15. The Government will be reducing the provisional amount announced in February 2013 by a further 1% resulting in a 7.5% reduction instead of 6.5%. This change has been included in the 10-year budget attached at Appendix E.
- 18 Interest receipts have also been reviewed taking in to account the latest interest rates forecasts together with investment balances.
- 19 The 10-year budget attached at Appendix E includes the changes in Government Support for 2014/15, interest receipts and the growth and savings proposals put forward by the Portfolio Holders.
- 20 It is proposed to put the remaining balance of £70,000 per year into the Financial Plan Reserve which would be able to fund year 11 (2024/25) of the budget, should it still be available when the budget is set in February, it will also provide further flexibility with the 10-year budget should it be needed.
- 21 Views of the Advisory Committees on the growth and savings items proposed by the Portfolio Holders together with any additional suggestions will be considered by Cabinet at its meeting on 5 December 2013.

Process and Timetable

- 22 This report is the second stage of the budget process as shown in the Budget Timetable (Appendix F).

- 23 It is possible that Advisory Committees may have to re-address service budgets in January if significant changes have taken place (including government support changes) leading to a large and unmanageable deficit.

Key Implications

Financial

All financial implications are covered elsewhere in this report.

Legal Implications and Risk Assessment Statement.

There are no legal implications.

For the effective management of our resources and in order to achieve a sustainable budget it is essential that all service cost changes and risks are identified and considered.

Major service financial risks are included in the Service Plans, risk analysis and SCIA's. Financial risks will be reviewed again when the Cabinet publishes its proposals for the annual budget.

Community Impact and Outcomes

The SCIA's set out the potential impact on the community of variations to the agreed budget.

Equality Impacts

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence
a. Does the decision being made or recommended through this paper have potential to disadvantage or discriminate against different groups in the community?	Yes	Individual equalities assessments have been completed for all of the Service Change Impact Assessments (SCIA's) to ensure the decision making process is fair and transparent.
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	No	
c. What steps can be taken to mitigate, reduce, avoid or minimise the impacts identified above?		

Conclusions

Members' consideration and scrutiny of the relevant services is an essential and key element in the business and financial planning process. Any growth items agreed which

Agenda Item 9

are outside the existing 10-year budget will require additional savings, and subsequent service changes, to ensure a balanced budget position.

By incorporating the proposed growth and savings items into the 10-year budget, it will allow an annual contribution to be made to the Financial Plan Reserve which will help to fund the council into year 11 (2024/25) and beyond.

Appendices

Appendix A – Summary of Service Plans relating to the Advisory Committee

Appendix B – Summary of the Council's agreed 4 year savings plan and growth items

Appendix C – New growth and savings items proposed by the Portfolio Holders

Appendix D – Service Change Impact Assessment forms (SCIAs) for the new growth and savings items relating to the Advisory Committee

Appendix E – 10-year budget

Appendix F – Budget timetable

Background Papers:

[Report to Council 19 February 2013 – Budget and Council Tax Setting 2013/14](#)

[Report to Cabinet 12 September 2013 – Financial Prospects and Budget Strategy 2014/15 and Beyond](#)

Adrian Rowbotham
Chief Finance Officer



Summary of 2013/14 Service Plans

Economic & Community Development Advisory Committee

Guidance Page

Table 1: Responsibility for Services							Table 2: Notes to accompany Summary of Service Plans	
Chief Officer	Services	Strat & Perf	Ec & Com Dev	Finance & Res	Hous & Safe	Plan & Env	Section	Description
Communities & Business	Community Plan		✓				1: Key Service Objectives	The key service objectives are drawn from the Service Plans completed each year by the Service Manager . The Summary of Service Plan selects only the key objectives for the service for 2013/14 and is not a full record of all objectives for the service.
	Community Safety				✓			
	Economic Dev.		✓					
	Health & Leisure		✓					
Corporate Support	Customer Services	✓					2a: Resources – Staff FTEs	Provided by the Human Resources team the number of full time equivalent staff demonstrates the resources available to deliver the service. Where services are shared only the staff employed directly by Sevenoaks District Council are included.
	IT			✓				
	Property & Facilities			✓				
Environmental & Operational Services	CCTV				✓		2b: Resources – 2013/14 Budget	Provided by the Finance team the net budget for each service for the three most recent years sets out the financial resources available to deliver the service. The data also demonstrates the direction of travel of the budget in recent years. For shared services only the SDC contribution is included.
	Direct Services		✓ Markets			✓		
	Env Health				✓			
	Licensing				✓			
	Parking & Surveying		✓					
Finance	Audit			✓			2c: Resources – Savings Plan	Provided by the Finance team is a record of savings achieved between 2008 and 2010 and those agreed for the next 4 years within the current savings plan. For details of the savings planned for 2014/15 for your Advisory Committee please see Appendix B to this report.
	Benefits				✓			
	Communications	✓						
	Finance			✓				
	Fraud				✓			
	HR	✓						
	Local Tax			✓				
	Trans & Strategy	✓						
Housing	Climate Change					✓	3a: Performance – Head of Service Level	A high level summary of the current performance of all local performance indicators (LPIs) overseen by the Head of Service. The colour coding represents the following performance levels: Green – At or above target; Amber – Within 10% of target Red – Missing target by 10% or more
	Housing Policy				✓			
	Housing Advice & Standards				✓			
	Leader Programme		✓					
Legal & Governance	Dem. Services	✓					3b: Service Performance Summary	A summary of the current performance of all LPIs at service level. More information is available to Members through Covalent - www.covalentcpm.com/sevenoaks - using the assigned Member log in and password.
	Legal			✓				
Planning	Dev. Management					✓	3c: Performance Notes	Where any performance indicator is missing target by 10% or more and is 'Red' Officers have provided a brief commentary. More detailed commentary is available in Covalent.
	Planning Policy					✓		

Economic & Community Development Advisory Committee Service Plan Summary 2013/14

Part 1: Key Service Objectives

<p>Communities & Business Chief Officer Communities and Business</p>	<p>Community Plan</p> <ul style="list-style-type: none"> ■ 80% of new Community Plan actions to be on target ■ Local arrangements in place in response to the County's 'Vision For Kent' ■ 90% of voluntary sector grant scheme performance indicators on target ■ Youth work sustained through partnership work with the voluntary and community sector <p>Economic Development</p> <ul style="list-style-type: none"> ■ 85% of Economic Development Action Plan to be on target ■ 75% of the West Kent Investment Strategy to be on target <p>Health and Leisure</p> <ul style="list-style-type: none"> ■ 82% of the Health & Wellbeing Board's Action Plan on target ■ Choosing Health programme indicators met ■ SLA in place with Visit Kent for the delivery of Tourism services ■ A suite of leisure targets is in place to ensure that the management contract is on target. 	<p>Parking and Surveying Chief Officer Environmental and Operational Services</p>	<ul style="list-style-type: none"> ■ Administer all aspects of the Building Control Service within performance indicators ■ Raise awareness & embed Emergency Planning & Business Continuity across the organisation ■ Administer all aspects of Local Land Charges within performance indicators ■ Administer all aspects of Street Naming & Numbering ■ Undertake parking reviews in response to requests from residents and businesses to improve parking facilities and controls. ■ Manage the parking enforcement service to ensure compliance with regulations and to maximise income to the Council. ■ Facilitate the transfer of relevant land/facilities/playgrounds to town/parish councils ■ Maintain Council owned playgrounds, parks and amenity areas in the District to an acceptable standard
<p>Direct Services Chief Officer Environmental and Operational Services</p>	<ul style="list-style-type: none"> ■ Deliver quality services and improve residents, businesses and stakeholder perception of services ■ Review basis of service provision, costs and operation of services. ■ Oversee on-going review and updating of Direct Services Health and Safety Risk Assessments and Safe Working Practices. Develop training needs database to include plans and programme. ■ Continue shared working in CCTV management for as long as financially and operationally viable. ■ Oversee integration of markets contract management to ensure compliant operation and income generation. ■ Implement the agreed objectives of the Kent Household Waste Strategy. 	<p>Leader Programme Chief Officer Housing</p>	<ul style="list-style-type: none"> ■ To continue to be responsible for the Leader Programme and to seek further Government funding to continue the scheme in to the future.

Part 2: Resources									
Part 2a: Staff(full time equivalent employees)	Part 2b: Net Budget (£ 000)			Part 2c: Savings Plan					
	Service	2011/12	2012/13	2013/14	Service	2008/11	2011/13	2013/14	2014/15
	Communities & Business	961	921	805	Communities & Business	237	532	25	-
	Markets	-194	-240	-240	Markets	-	-	-	-
	Parking and Surveying	-1,654	-1,596	-1,748	Parking and Surveying	544	177	14	-
	Leader Programme	Externally funded			Leader Programme	Externally funded			
	TOTAL	-865	-979	-1,248	TOTAL	781	833	39	-
	FTE Notes: Communities & Business +3.54 FTE Externally funded Markets – Work absorbed by Head of Direct Services Leader Programme +1.5 FTE Externally funded								

Part 3: Performance					
Part 3a: Strategy & Performance - Summary	Part 3b: Service Performance Summary (as at August 2013)				Part 3c: Performance Commentary (for Red Indicators)
	Service	Green	Amber	Red	Overall Performance
	Community Plan	1	-	-	-
	Economic Development	1	-	-	✓
	Health and Leisure	1	-	-	✓
	Markets	-	-	-	-
	Parking and Surveying	1	-	-	✓
	Leader Programme	-	-	-	-
There are no red indicators for Economic and Community Development Advisory Committee as at the end of August 2013.					

SCIA		Description	Year	Ongoing	2011/12 £000	2012/13 £000	2013/14 £000	2014/15 £000	Total £000
Year	No.								
		Economic and Community Development							
2010/11	24	STAG agreement expiry						(75)	
		Finance and Resources							
2011/12	49	Information Systems and IT Support - review staffing resources						(60)	
2011/12	62,63	Staff terms and conditions - savings reprofiled as agreed by Council 18/10/11. Greater savings made in later years.						35	
		Housing and Community Safety							
2013/14	9	Environmental Health partnership - further savings						(30)	
		Local Planning and Environment							
2011/12	28	Asset Maintenance (reduction for 3 years) - Playground equipment/CCTV equipment/depot/car parks (reversing short-term saving made in 11/12)						31	
		Total Savings			(2,984)	(841)	(314)	(99)	(4,238)
		Total Growth			371	45	50	0	466
		Net Savings			(2,613)	(796)	(264)	(99)	(3,772)

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New Growth and Savings Proposed by the Portfolio Holders

Appendix C

Growth					
SCIA Year	No.	Description	Year	Ongoing	£000
Economic and Community Development					
2014/15	1	Admin. costs for external funding - e.g. Leader & Business Support	2014/15	yes	10
2014/15	2	Broadband / Economic Development Reserve	2014/15	5 years	50
2014/15	3	Swanley market - reduced income	2014/15	yes	62
Finance and Resources					
2014/15	4	Treasury Management: increased cost of debit and credit cards	2014/15	yes	11
2014/15	5	Finance: improve financial resilience	2014/15	yes	28
Local Planning and Environment					
2014/15	6	Loss of glass recycling at Sainsburys	2014/15	yes	30
Total					191

Savings					
SCIA Year	No.	Description	Year	Ongoing	£000
Economic and Community Development					
2014/15	7	Community & Business: Efficiency review	2014/15	yes	(10)
2014/15	8	Civil Enforcement: Delete Officer post	2014/15	yes	(27)
Finance and Resources					
2014/15	9	Corporate Support: External print income increase	2014/15	yes	(10)
2014/15	10	Corporate Support: Efficiency review	2014/15	yes	(20)
2014/15	11	Finance: 66 London Road rent and rates	2014/15	yes	(76)
2014/15	12	Finance: Efficiency review	2014/15	yes	(40)
Housing and Community Safety					
2014/15	13	Housing: Efficiency review - Housing Initiatives	2014/15	part	(15)
2014/15	14	Licensing: Efficiency review	2014/15	yes	(10)
Local Planning and Environment					
2014/15	15	Planning: Use CIL funds for monitoring	2016/17	yes	(50)
2014/15	16	Planning: Efficiency review	2015/16	yes	(35)
2014/15	17	Planning: Income increase	2014/15	yes	(35)
Total					(328)

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SCIA # 1 (14/15)

Service Area:	Communities & Business	Service:	Economic Development
Activity	Business support	No. of Staff:	0.40 fte

Activity Budget Growth	14/15 £000	15/16 £000	16/17 £000	17/08 £000
Contribution to West Kent Partnership for co-ordination of Leader and business support funding	10	➔	➔	➔

Reasons for and explanation of proposed change in service

The West Kent Partnership is an economic partnership jointly funded by Sevenoaks District Council and Tonbridge & Malling and Tunbridge Wells Borough Councils. The Partnership employs a part-time Co-ordinator who works within the Sevenoaks District Council Business & Communities Team.

The Partnership was successful in attracting Leader funding of £1.2m which provided grants to rural businesses in the three Districts. This funding ended in 2013/14. The Leader Co-ordinator (externally funded) has just successfully bid for transition funding to enable a further major bid to be made for 2015/16 and onwards.

The Partnership has also just successfully attracted Regional Growth Funding of £5.5m for businesses in West Kent and the A21 corridor to provide low interest loans and business support. It has also just successfully attracted £393K for West Kent businesses to access funding and advice for energy efficiency measures. It has also just successfully attracted £50K for local business support.

The Councils' subscription to the Partnership was reduced in recent years from £15k to £7.5K. The contribution made by the Partnership to the Leader programme ceased two years ago. However, in order to co-ordinate activity on the additional external funding and to continue to seek Regional Growth Fund and European funding and press the local case for investment in the local economy, an increased contribution is being sought from all 3 partners.

Key Stakeholders Affected

Businesses

Likely impacts and implications of the change in service (include Risk Analysis)

The additional workload involved in making funding bids and subsequent administration is significant. In addition, the contribution that the Partnership made to the administration of the Leader Programme needs to be reinstated in order to take that funding opportunity forward.

2013/14 Budget	£ 000	Performance Indicators		
Operational Cost	44	Code & Description	Actual	Target
Income	0			
Net Cost	44			

SCIA # 2 (14/15)

Service Area:	Communities & Business	Service:	Economic Development
Activity	Broadband and business growth	No. of Staff:	# fte

Activity Budget Growth	14/15 £000	15/16 £000	16/17 £000	17/08 £000
Activity to improve/deliver broadband in local communities as well as funding for business growth initiatives	50			

Reasons for and explanation of proposed change in service

There is considerable demand in some parts of the District for improved Broadband. This Council has assisted the County Council with its 'Make Kent Quicker' campaign in order to prove the need for the County's BDUK provision in our District. Sevenoaks District had the highest response to this campaign in the County. In addition, Officers have made applications to DEFRA for funding for rural broadband, the outcome of which is awaited. The Members' Broadband Working Group is currently looking at additional activity that could be taken forward either to assist communities to help themselves or for the Council to work with other broadband providers to provide superfast or ultrafast broadband.

An example of this is the Crockham Hill project where a group of local people have formed a Community Interest Company to provide a broadband service. The service is up and running and they anticipate a profit for the local community. There are other examples of this sort of initiative which does not rely on BDUK. If the Council were to be involved in the procurement of a similar service for other parts of the District, it would be necessary to buy the technical advice firstly to assess the need and then build a business case. If successful at this stage, it may be necessary to seed fund the implementation of any scheme. This would only be progressed if a profit for the Council, and therefore the community, were identified through the business plan and other technical studies.

In addition to the need for and the opportunity to

provide broadband services, the Economic and Community Development Portfolio Holder and the Communities & Business team are looking for opportunities to grow the local economy and increase the business rate base. Initiatives currently include the production of a prospectus and DVD that will market the District to businesses who may wish to locate to the District or grow within the District. There is also a need to obtain up-to-date information about commercial property in order to be able to promote the District as a business location.

It is not possible accurately to estimate how much this work might cost. The intention would be, wherever possible, to make use of existing knowledge and skills within the Council and wider community. However, it is clear that some expenditure will be necessary if progress is to be made. It is suggested that the sum of £50K per year over a 5 year period could be earmarked for development opportunities and needs as they arise and this fund should be used in order to assist the Council not only to take advantage of development opportunities and grow the local economy but, wherever possible, to raise an income.

Key Stakeholders Affected

Businesses, residents, broadband users

Likely impacts and implications of the change in service (include Risk Analysis)

This is a new budget in order to develop the local economy with potential for income to the Council. There is no adverse impact on existing services.

2013/14 Budget	£ 000	Performance Indicators		
Operational Cost	0	Code & Description	Actual	Target
Income	0	2013/14 n/a*		
Net Cost	0			

*An appropriate performance indicator for this budget would be the amount of increase in value to the local economy measured using the Experian Model.

SCIA # 3 (14/15)

Service Area:	Markets	Service:	Environmental & Operational Services
Activity	Swanley Market	No. of Staff:	# fte N/A

Activity Budget Growth	14/15 £000	15/16 £000	16/17 £000	17/08 £000
Reduced Income	62	→		

Reasons for and explanation of proposed change in service	New contract for Swanley Market commenced April 2013 for 3 years. Tender price accepted is £62,000 pa less income than currently budgeted for.
-----------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------

Key Stakeholders Affected	N/A
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Likely impacts and implications of the change in service (include Risk Analysis)	N/A
----------------------------------------------------------------------------------	-----

2013/14 Budget	£ 000	Performance Indicators		
		Code & Description	Actual	Target
Operational Cost	93			
Income	-354	N/A		
Net Cost	-261			

SCIA # 7 (14/15)

Service Area:	Communities & Business	Service:	Communities & Business
Activity	Community Plan, income and administration	No. of Staff:	# fte n/a

Activity Budget Reduction	14/15 £000	15/16 £000	16/17 £000	17/08 £000
Efficiency savings	(10)			

Reasons for and explanation of proposed change in service

Following savings of £450K in the current 4 year plan, further efficiency savings have been sought across the Communities & Business Service.

- 1) A saving of £5K will be made on the Community Plan budget. An external fund is available for projects that support the Community Plan. In addition, the cost of producing the Community Plan is reduced since Community Plan documents are on the website and there is less need for paper copies.
- 2) An increase in income of £3K from selling services to other District Councils, eg health monitoring for Tunbridge Wells
- 3) A reduction in the stationery budget as more work is done on line.

Key Stakeholders Affected

- 1) Members, residents, Officers, partner agencies,
- 2) Kent County Council, who monitor health outcomes
- 3) Staff

Likely impacts and implications of the change in service (include Risk Analysis)

- 1) A few copies of the Plan will be kept in print. However, everyone will be encouraged to use the on line version of the Community Plan. Any savings from the residual budget will be rolled forward to provide a fund for the design and launch of the new three year plan in 2016.
- 2) No adverse impact
- 3) No adverse impact

2013/14 Budget	£ 000	Performance Indicators		
Operational Cost	0	Code & Description	Actual	Target
Income	0			
Net Cost	0			

SCIA # 8 (14/15)

Service Area:	Parking Services	Service:	Environmental & Operational Services
Activity	Parking enforcement	No. of Staff:	# fte 13.75

Activity Budget Reduction	14/15 £000	15/16 £000	16/17 £000	17/08 £000
Civil Enforcement – Delete Officer post	(27)	→	→	→

Reasons for and explanation of proposed change in service

Reduction of one FTE Civil Enforcement Officer. CEO retired in May and issue of PCN's at same level, shared between 7 CEO's instead of 8. No loss in income.

Key Stakeholders Affected

Motorists

Likely impacts and implications of the change in service (include Risk Analysis)

No impact – efficiency saving.

2013/14 Budget	£ 000	Performance Indicators		
Operational Cost	464	Code & Description	Actual	Target
Income	872	LPIPA 01 – No of PCNs issued	9,429	11,112
Net Cost	-408			

Ten Year Budget - Revenue

	Budget 2013/14	Plan 2014/15	Plan 2015/16	Plan 2016/17	Plan 2017/18	Plan 2018/19	Plan 2019/20	Plan 2020/21	Plan 2021/22	Plan 2022/23	Plan 2023/24
	£000	£000	£000	£000	£000	£000	£000	£000	£000	£000	£000
Expenditure											
Net Service Expenditure c/f	13,443	13,800	14,657	15,045	15,407	15,802	16,130	16,520	16,956	17,369	17,783
Inflation	621	488	533	555	558	629	626	623	413	414	416
Superannuation Fund deficit: actuarial increase	0	520	0	0	0	0	0	0	0	0	0
Net savings (approved in previous years)	(264)	(99)	(117)	(143)	(162)	(301)	(186)	(187)	0	0	0
New growth	0	191	0	0	0	0	(50)	0	0	0	0
New savings	0	(243)	(28)	(50)	0	0	0	0	0	0	0
Net Service Expenditure b/f	13,800	14,657	15,045	15,407	15,802	16,130	16,520	16,956	17,369	17,783	18,199
Financing Sources											
Government Support (1)	(3,788)	(3,504)	(2,873)	(2,811)	(2,784)	(2,868)	(2,954)	(3,043)	(3,134)	(3,228)	(3,325)
New Homes Bonus	(976)	(1,276)	(946)	(1,126)	(1,126)	(1,126)	(1,126)	(1,126)	(1,126)	(1,126)	(1,126)
Govt Support - to be passed on to Towns/Parishes	(274)	(279)	(285)	(294)	(303)	(312)	(321)	(331)	(341)	(351)	(362)
Govt Support - passed on to Towns/Parishes	274	279	285	294	303	312	321	331	341	351	362
Council Tax	(8,728)	(8,955)	(9,188)	(9,519)	(9,861)	(10,216)	(10,582)	(10,962)	(11,355)	(11,762)	(12,183)
Council Tax Support grant	(734)	(749)	(764)	(747)	(740)	(762)	(785)	(809)	(833)	(858)	(884)
Interest Receipts	(229)	(255)	(386)	(406)	(382)	(349)	(318)	(293)	(272)	(255)	(247)
Contributions to Reserves	787	418	418	418	298	298	298	298	298	298	298
Contributions from Reserves	(795)	(510)	(510)	(510)	(510)	(510)	(510)	(510)	(510)	(335)	(335)
Total Financing	(14,463)	(14,831)	(14,249)	(14,701)	(15,105)	(15,533)	(15,977)	(16,445)	(16,932)	(17,266)	(17,802)
Budget Gap (surplus)/deficit	(663)	(174)	796	706	697	597	543	511	437	518	398
Contribution to/(from) Stabilisation Reserve	663	174	(796)	(706)	(697)	(597)	(543)	(511)	(437)	(518)	(398)
Unfunded Budget Gap (surplus)/deficit	0	0	0	0	0	0	0	0	0	0	0

Remaining balance / (shortfall) in Budget

Stabilisation reserve:

4,703	4,998	4,322	3,737	3,039	2,442	1,899	1,387	950	432	34
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Assumptions	
Government Support:	-7.5% in 14/15, -18% in 15/16, -2% in 16/17, -1% in 17/18, +3% later years
Council Tax:	2% in 14/15 - 15/16, 3% later years
Interest Receipts:	0.8% in 14/15, 1.2% in 15/16, 1.3% later years (based on Sector Bank Rate forecast + 0.3%)
Pay award:	1% in 14/15 - 15/16, 1.5% in 16/17 - 17/18, 2% later years
Other costs:	3% in 14/15, 2.25% later years
Income:	3.5% in all years
Note 1	Government Support includes Council Tax Freeze Grants

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2014/15 Budget Setting Timetable

	Date	Committee
Stage 1		
Financial Prospects and Budget Strategy 2014/15 and Beyond	29 August	Finance & Resources AC
	12 September	Cabinet
↓		
Stage 2		
Review of Service Plans and Service Change Impact Assessments (SCIAs)	8 October	Strategy & Performance AC
	15 October	Housing & Comm. Safety AC
	24 October	Economic & Comm. Dev. AC
	12 November	Finance & Resources AC
	19 November	Local Planning & Env. AC
↓		
Stage 3		
Budget Update (incl. Service Change Impact Assessments (SCIAs), feedback from Advisory Committees & Other Consultation)	5 December	Cabinet
↓		
Stage 4		
Budget Update and further review of Service Change Impact Assessments (if required)	January	Advisory Committees
↓		
Stage 5		
Budget Setting Meeting (Recommendations to Council)	6 February	Cabinet
↓		
Stage 6		
Budget Setting Meeting (incl. Council Tax setting)	18 February	Council

Note: The Scrutiny Committee may 'call in' items concerning the budget setting process.

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SEVENOAKS DISTRICT HEALTH INEQUALITIES ACTION PLAN

Economic & Community Development Advisory Committee – 24 October 2013

Report of Chief Officer Communities & Business

Status: For Consideration

Also considered by: Cabinet – 5 December 2013

Key Decision: No

Executive Summary: The Sevenoaks District Health Inequalities Action Plan sets out objectives and actions that will help to reduce health inequalities across the District.

This report supports the Key Aim of reducing health inequalities and improve health and wellbeing for all

Portfolio Holder Cllr. Hogarth

Contact Officer(s) Hayley Brooks Ext. 7272

Recommendation to Economic & Community Development Advisory Committee:

Members' views are sought.

Recommendation to Cabinet:

That the Sevenoaks District Health Inequalities Action Plan be agreed and adopted.

Reason for recommendation: Adoption of the Action Plan will assist in reducing health inequalities within the Sevenoaks District.

Introduction and Background

- 1 Members may recall that the Health & Social Care Act 2012 set up a new Public Health Service called Public Health England. At the local level in Kent, responsibility for the public health function has been given to Kent County Council.
- 2 District Councils in Kent have been asked to lead on the production of an action plan which can demonstrate how the County-wide objectives can be delivered locally. The Sevenoaks District Health Inequalities Action Plan is set out at Appendix A.
- 3 Widespread consultation has taken place starting with workshops led by Professor Chris Bentley to help determine local actions to meet identified priorities. The

Agenda Item 10

Sevenoaks District Health Action Team and the Health Liaison Board have also been consulted.

Sevenoaks District Health Overview

- 4 Calculation of life expectancy at birth is a national measurement used to assess differences between affluent and deprived wards. The draft Action Plan shows that the overall difference in life expectancy in the Sevenoaks District based on ward differs by 6 years for men and 11.6 years for women.
- 5 The 2012 Sevenoaks District Health Profile set out the key health priorities for the Sevenoaks District:
 - There is a significant difference in life expectancy between the most deprived and most affluent wards.
 - The District has the second highest prevalence of Type 2 Diabetes in West Kent and this number is expected to rise over the next 15 years.
 - Around 16.1% of year 6 children in the District are classified as obese and with 23.9% of adults being classed as obese.
 - An estimated 18% of adults smoke.
 - Six out of the 74 smallest measurable areas in the District are more deprived than the UK average.
 - 11.6% of children in this District are in families on out of work benefits and children in two wards are within the top 20% of child poverty levels in relation to the county and national average.
- 6 The Action Plan provides a framework and tools to identify, analyse and evaluate actions that can contribute to reducing health inequalities in the Sevenoaks District.
- 7 The Action Plan sets out six objectives and actions to reduce health inequalities across the District:
 - Give every child the best start in life
 - Enable all children, young people and adults to maximise their capabilities and have control over their lives
 - Create fair employment and good work for all
 - Ensure a healthy standard of living for all
 - Create and develop healthy and sustainable places and communities
 - Strengthen the role and impact of ill health prevention

- 8 A copy of the draft Action Plan is available on the Council’s website with the agenda papers and a copy is available in the Members’ Room. Officers will be pleased to answer any questions relating to the detail of the draft Action Plan in advance of the meeting.
- 9 The draft Action Plan will also be considered at an informal meeting of the Health Liaison Board in November 2013.

Key Implications

Financial

- 10 Sevenoaks District Council received £130,741 from Kent County Council in 2013/14 for the delivery of prevention programmes and it is hoped that this funding will also be received in 2014/15.

Legal Implications and Risk Assessment Statement.

- 11 There are no legal implications relating to this report.

Risk	Mitigation
Health interventions are scaled back for 2014/15 due to a reduction in funding	Health interventions will be targeted at those in the greatest need

Equality Impacts

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence
a. Does the decision being made or recommended through this paper have potential to disadvantage or discriminate against different groups in the community?	No	The Action Plan will have a positive impact in reducing health inequalities across the District.
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	Yes	
c. What steps can be taken to mitigate, reduce, avoid or minimise the impacts identified above?		N/A

Sustainability Checklist

- 12 A sustainability checklist has been completed and published on the website.

Agenda Item 10

Conclusions

- 13 The Sevenoaks District Health Inequalities Action sets out objectives and actions that will help to reduce health inequalities across the District. Members' views will be taken into account in the final Action Plan.

Appendices

A copy of the Sevenoaks District Health Inequalities Action Plan is available on the website and a hard copy is available in the Members' Room and Argyle Road Reception.

Background Papers:

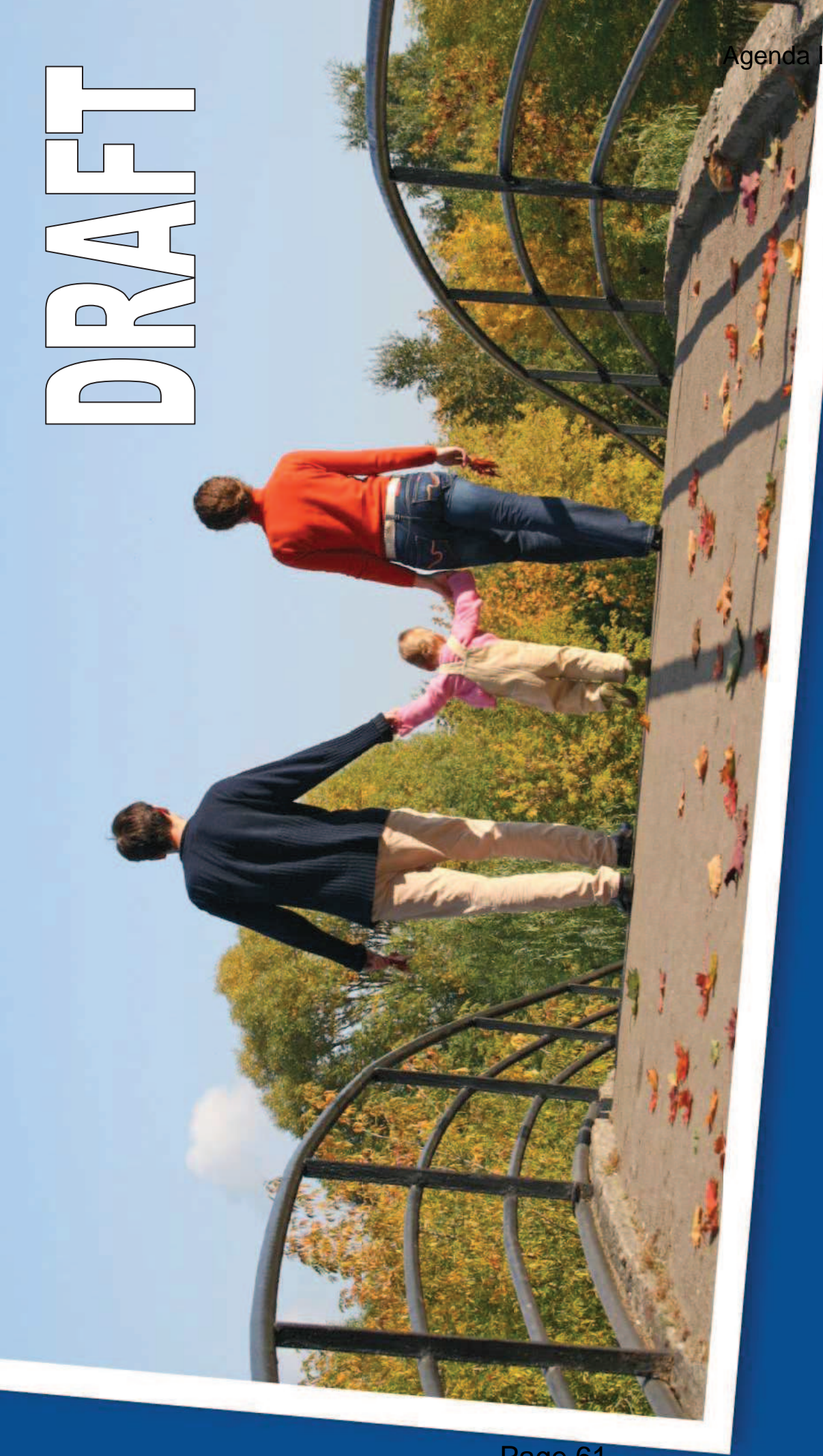
[Sevenoaks District Community Plan](#)

[Public Health Outcomes Framework Indicators](#)

Lesley Bowles

Chief Officer – Communities & Business

DRAFT



Sevenoaks District's Health Inequalities Action Plan

MIND THE GAP Building bridges to better health for all



Sevenoaks
DISTRICT COUNCIL

2013/15

Foreword

*Cllr Peter Fleming
Leader of Sevenoaks District Council*



The Sevenoaks District Community Plan is delivered by a range of partners who are committed to working together to deliver outcomes for residents of the Sevenoaks District.

The Mind the Gap Action Plan supports key actions in the Sevenoaks District Community Plan. We want Sevenoaks to be a place where people have healthy lifestyles and where health inequalities are reduced.

From our consultations, we know that transport to local health facilities is an issue for many people who do not drive, particularly in rural areas. Residents are concerned to make sure that the health needs of children and young people are taken into account and that we improve access to health advice and information including advice about drug and alcohol misuse. It is also important to maintain access to the District's leisure facilities, open spaces and to the countryside and to continue to provide healthy lifestyle activities.

We are aware of the challenges we face in planning the health and social care needs of an ageing population because people are living longer and we know that both diabetes and dementia will increase over the next 15 years. This is why it is so important to reduce health inequalities across the District now, to prepare for the challenges of the next 15 years. I welcome this plan and look forward to seeing the improvements that it will make.



*Professor Chris Bentley
Visiting Chair of Public Health at
Sheffield Hallam University*

Kent County Council, together with its strategic partners, is strongly committed to addressing the health inequalities, which they have identified as a significant issue across the County.

Through my former role as Head of the Health Inequalities National Support Team, I worked with the 70 most deprived areas with the poorest health across England, supporting them to develop and deliver on effective strategies to narrow the gap with those more fortunate. Kent has been keen to draw on the lessons learned from this national programme.

The Strategy is evidence based, and in order to achieve a real difference in the health and wellbeing of the population, they are taking good account of system, scale and sustainability of the constituent programmes. I am very pleased to acknowledge the extensive use that is being made of my 'Christmas Tree' framework in this plan. This brings together an approach which balances development of good quality services with attention to how the population uses the services, and is supported to do so. This is often neglected. I am confident that, with practical action, this approach can have a real impact.

Contents

Introduction

1. Health Inequalities in Kent
2. Who Will do what
3. What this Plan will do to tackle Health Inequalities in Kent
4. The Tools We Use

Pg 4

Objectives

1. Give every child the best start in life
2. Enable all children, young people & adults to maximise their capabilities and have control over their lives
3. Create fair employment & good work for all
4. Ensure a healthy standard of living for all
5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of ill health Prevention

Pg 10

Pg 23

Pg 33

Pg 39

Pg 44

Pg 52

What people in Sevenoaks District think

“High priority should be given to helping people get out and about”

“Encouraging a healthy lifestyle and addressing drug and alcohol misuse can only improve the lives of our communities and help cut down anti-social behaviour & crime”

“Reducing fuel poverty could also help the ageing population.”

“Schemes such as the Why Weight programmes are valuable”

“Leisure facilities are critically important especially if we are to harness the legacy of the Olympics”

Agenda Item 10

Introduction

1. What is Health Inequalities?

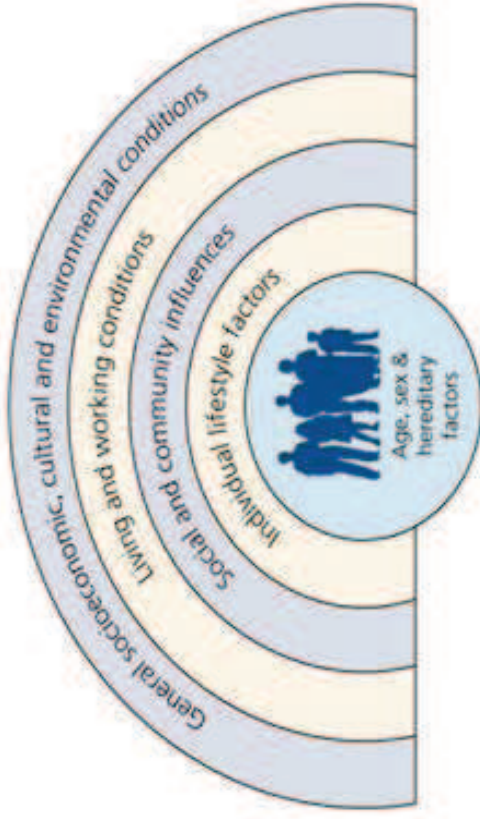
Health inequalities is the result of a mixture of factors including:

- the long-term effects of a disadvantaged social position
- differences in access to information, services and resources
- differences in exposure to risk
- lack of control over one's own life circumstances
- a health system that may reinforce social and economic inequalities.

These factors all affect a person's ability to withstand the biological, social, psychological and economic that can trigger ill health, these factors are demonstrated in Figure 1. They also affect the capacity to change behaviour.

Measures of health inequality are not primarily about health but about socio-economic status which has an impact on health and can lead to disease. Relative deprivation impacts on a person's ability to participate in or have access to employment, occupation, education, recreation, family and social activities and relationships which are commonly experienced by the mainstream. People in deprived circumstances often do not present with major health problems until too late. Barriers to presentation include structural issues such as poor access and transport; language and literacy problems; poor knowledge; low expectation of health and health services; fear and denial and low self esteem.

Figure 1



Dahlgren and Whitehead (1991)

2. Sevenoaks District Health Overview

The overall impression of affluence in Sevenoaks District masks local pockets of urban and rural deprivation. Forecasts show that in the period of 2010-2026, we will see a 31% increase in people over the age of 65 and a 62.99% increase in the people over 85. This will have a significant impact on the future provision of housing and health services in this District. In addition, we know that both diabetes and dementia will continue to increase over the next 15 years. Although the District overall is relevantly healthy, in comparison with England and Kent averages, when this data is broken down to ward level it shows inconsistencies relating to access to services and significant health inequalities across areas.

From the 2012 Sevenoaks District Health Profile we know that the key health priorities for this District include:

- There is a significant difference in life expectancy between the most deprived and most affluent wards, therefore increasing health inequalities within the District.
- The District has the second highest prevalence of Type 2 Diabetes in West Kent and this number is expected to rise over the next 15 years. Type 2 Diabetes increasing the risk factors of long term health conditions including heart disease, stroke, kidney failure and blindness and can reduce the life expectancy of a person by up to 10 years.
- Around 16.1% of year 6 children in the District are classified as obese and an estimated 18% of adults smoke with 23.9% of adults being classed as obese. These are all below the England average but still cause health inequalities within the District. The rate of higher risk drinking is higher than the UK average at 23.7%.
- Six out of the 74 smallest measurable areas in the District are more deprived than the UK average.
- 11.6% of children in this District are in families on out of work benefits and children in two wards are within the top 20% of child poverty levels in relation to the county and national average.

2013 Sevenoaks District Community Plan Consultations

Recent changes introduced by 2012 Health & Social Care Bill means significant changes came into force from April 2012 which will change the way health services are delivered, giving greater control for spending and commissioning services to GP's and upper tier local authorities taken over the responsibility for public health services.

From this Council's Community Plan consultations with local residents and stakeholders, we know that:

- Not all groups have equal access to services, facilities and opportunities
- Transport to local health facilities is an issue for many people who do not drive, particularly in rural areas.
- Residents were concerned to make sure that the health needs of children and young people were taken in to account
- Access improvements are needed to health advice and information including advice about drug and alcohol misuse.
- Local residents also told us that it is important to maintain access to the District's leisure facilities, open spaces and countryside to provide healthy lifestyle activities.

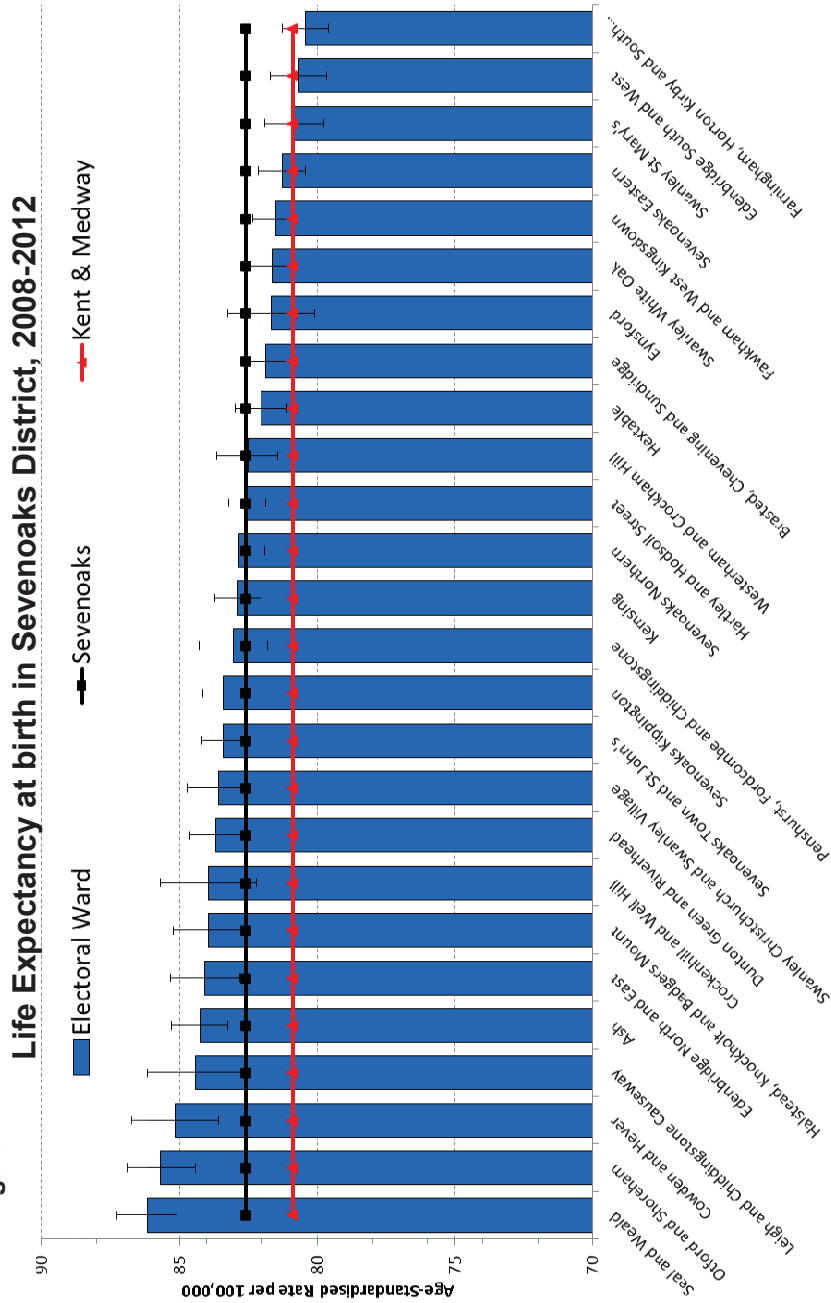
Health Inequalities in Sevenoaks District

The calculation of life expectancy at birth is a national measurement used to assess the differences between more affluent and deprived wards. The chart at Figure 2 demonstrates the difference in life expectancy at ward level across Sevenoaks District which shows the health inequalities across this District. This shows that the overall difference in life expectancy based on the ward in which you live can differ by 6.2 years. Areas of isolation and deprivation have contributing factors as well as lifestyle, environment, and social standings.

“All age All Cause Mortality” is the accepted measure of the overall health status of communities. By showing mortality rates charted to deprivation we can demonstrate the overall mortality gap between the richest and poorest in Sevenoaks District.

There is also a difference in life expectancy between different wards in the District with men in more deprived areas having 6 years shorter life expectancy than those from less deprived areas and women having 11.6 years shorter life expectancy.

Figure 2



Source: PHMF, ONS, Kent & Medway Public Health Observatory

3. What this Plan will do to tackle Health Inequalities in Sevenoaks District

We will aim to reduce health inequalities in this District by reducing the gap in health status between our richest and poorest communities, through effective partnership working with key agencies, the voluntary sector and local residents.

Most importantly we will improve health and wellbeing for everyone in Sevenoaks District but we will aim to “improve the health of the poorest fastest” so that more people will live longer in better health and the difference in life expectancy within and between communities will reduce.

This action plan will be delivered and monitored by the Sevenoaks District Health Action Team which provides a health deliver sub-group of the locality Health and Wellbeing Boards and the Local Strategic Partnership and contributes to delivering the key priorities identified by residents within the Sevenoaks District Community Plan. It will also contribute to the wider Kent ‘Mind the Gap’ Health Inequalities Action Plan.

The Economic Benefit of Reducing Inequalities will yield tangible results for individuals, families and communities. For example, each teenage pregnancy avoided will save a total of £400,000 in extra costs to the taxpayer in health, benefits, tax from earnings and lost productivity. 1,180 more people in Sevenoaks District were helped to stop smoking in 2012/13 and on average every smoker who quits will save over £2000 pa. Every pound invested in tobacco control and smoking cessation will save £11 in health, social care and related costs.

4. Who will Do What

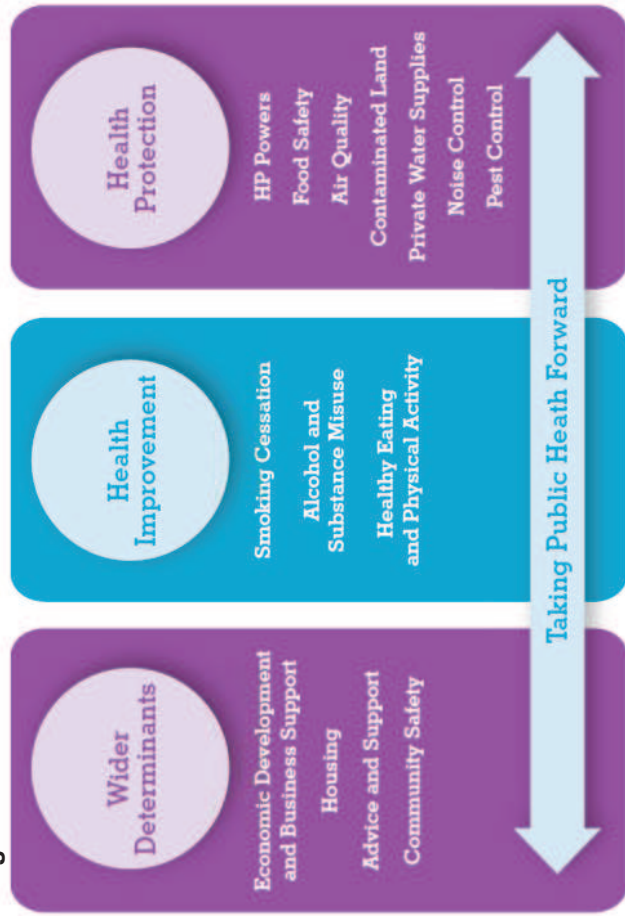
This Action Plan provides a framework and tools to identify, analyse and evaluate actions that can contribute to reducing health inequalities in Sevenoaks District. This Action Plan uses the Marmot principles to reduce health inequalities and his recommended life course objectives, from birth to end of life, to improve people’s health throughout each stage of their life course. Within the Action, each objective maps the priorities for this District, in line with the Kent priorities, and highlights the higher priorities for this District that need additional work, through targeted interventions and partnership working.

Each objective provides the evidence data to support the high priorities, whether this is because it being worse than the England or Kent average, or a gap in service provision has been identified. From pages 35, the detailed Action Plan sets out the actions that partners will deliver to achieve the health outcomes and highlights the higher priorities which will be monitored through the Sevenoaks District Health Action Team. Other identified priorities (highlighted grey in the Action Plan) will also be monitored to assess the direction of travel of each action to ensure this work continues to be delivered to make improvements.

Sevenoaks District Council

Although the main responsibility for Public Health sits with the upper tier local authority ie Kent County Council, the public health reforms enhance the role of District Councils in improving health and wellbeing outcomes for local residents. From environmental services, housing and open spaces, to the provision of leisure facilities and supporting economic growth, district council services have a vital impact on the wider determinants of health, as well as a major role in health improvement and health protection, as shown in Figure 3.

Figure 3



Source: District Councils' Network – District Action on Public Health

Sevenoaks District Council recognises the importance of reducing health inequalities. The Sevenoaks District Community Plan creates a long-term, sustainable vision for the Sevenoaks District and sets out the community's priorities for a action, reflecting what people have told us is important to them. Improving the health and wellbeing of residents and reducing health inequalities plays a vital role within all six elements of this Council's vision, including making Sevenoaks District a place with:

- **Safe Communities**
A safer place to live, work and travel
- **Healthy Environment**
People can have healthy lifestyles, access to quality healthcare and health inequalities are reduced.

- **Caring Communities**
Children are enabled to have the best start, people can be supported to lead independent and fulfilling lives
- **Dynamic Economy**
A thriving local economy where businesses flourish, where people have skills for employment and tourism is supported.
- **Green Environment**
People can enjoy clean and high quality urban and rural environment.
- **Sustainable Economy**
People can live, work and travel more easily and are empowered to shape their communities.

Kent County Council

Kent County Council is taking on new responsibilities for Public Health and for tackling the social determinants of health inequalities. However they recognise that this will only succeed if all District and Borough Councils and our key partners across each area are engaged and committed to reducing health inequalities in their areas.

The objectives and priorities for the County are set by the Marmot review and the Kent Joint Strategic Needs Assessment and the priorities and actions within the Kent ‘Mind the Gap’ Health Inequalities Plan adjusted to meet the needs of local communities within each District.

Clinical Commissioning Groups (CCGs)

As part of the new health commissioning arrangements, the NHS Commissioning Board and CCGs will need to adopt a process that demonstrates what they have done to fulfill their health inequalities duties and partnership working. Emphasis on reducing inequalities should be focused on delivering screening and prevention programmes including Health Checks, immunisations, early diagnosis and reducing the burden of long term conditions to the right populations not just those that present themselves.

There are two CCGs covering Sevenoaks District which includes the West Kent CCG covering Sevenoaks central and south, Tunbridge Wells, Tonbridge & Malling and Maidstone locality areas. The north of the District is covered by the Dartford, Gravesend & Swanley (DGS) CCG which covers Swanley and the northern parishes of Sevenoaks District, Dartford Borough and Gravesend. Although the DGS CCG looks like it covers a smaller demographic area of the District, due to the population spread across the District and the amount of green belt land, this CCG incorporates almost half of this District’s population (42%).

Local Health and Wellbeing Boards

Each District Council holds two seats (one Member and one Officer) on the Health and Wellbeing Boards co-ordinated by each CCG clinical lead. The Boards will focus on partnership working to deliver targeted commissioned services to meet population needs and will feed into the overarching Kent Health and Wellbeing Board. Information will flow to and from the Kent level Health and Wellbeing Board and the local Boards.

Acute Services

The NHS Outcome Framework defines and supports clinical outcomes, including the reduction of health inequalities for NHS commissioners, encouraging them to work in partnership with the public health system to improve health and wellbeing and reduce health inequalities, underpinned by NICE quality standards or other accredited evidence. In particular, the outcomes frameworks should be aligned, with further shared outcomes across the NHS and public health system.

5. The Tools We Use

What do we need to do: The action this Council needs to take is summarised in this Four Point Approach, in line with the Kent Health Inequalities Action Plan:

Deliver this 4 POINT APPROACH:

- i) **Target the population appropriately** by using local intelligence, data from the JSNA, locality health profiles, community consultations
- ii) **Apply the HINST Christmas Tree Tool** to commissioning to ensure interventions are delivered effectively to achieve population outcomes.
- iii) **Assess impact** on health inequalities by applying the wellbeing screening tool and by listening to local communities
- iv) **Ownership** and delivery of priorities through locally agreed action plans and partnership working

i) **Targeting the population** - Understanding the needs of our communities.

The focus of response strategies, both county and locality based, should be targeted in accordance with the principles of equity (greater attention and investment to areas and issues of greatest need) in order to maximise and improve overall outcomes.

There is a wealth of research, information, data and sophisticated profiling tools available in Kent to help identify those areas and issues of greatest need.

- o Joint Strategic Needs Assessment and Social Care maps (www.kmpho.nhs.uk/jsna/)
- o District and Kent Health Profiles from the Department of Health (www.apho.org.uk/resource/view.aspx?QN=HP_RESULTS&GEOGRAPHY=29)
- o Key facts about the County of Kent including Deprivation, population, employment, housing can be found at KCC Research and Intelligence Unit website (www.kent.gov.uk/your_council/kent_facts_and_figures.aspx)

ii) **Strategic Commissioning**

Using the HINST Christmas Tree Model (Figure 4), The Department of Health Inequalities National Support Team (HINST) developed the Christmas Tree model to introduce greater emphasis on the Population Focus (left hand side of the model). This is needed to fully achieve effective outcomes.

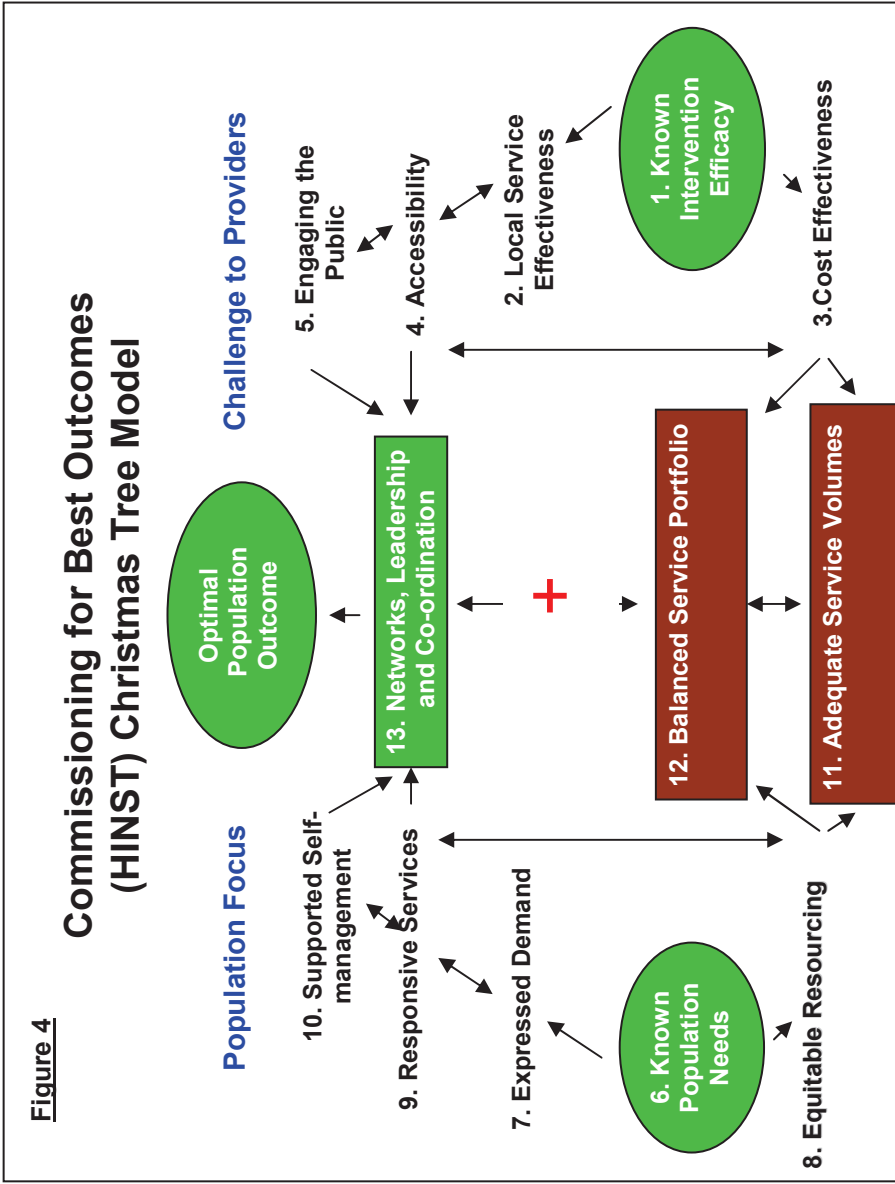
It has the potential to support commissioners to engage in the systematic delivery of the best health outcomes from a given set of interventions and ensure that local people have a voice.

iii) **Impact Assessment**

Supporting Operational effectiveness through the development of a health inequalities wellbeing screening tool will provide a model for assessing and measuring the of impact of interventions which are integral to cost effective commissioning and delivering targets and positive outcomes for the population. For example, the Mental Well-being Impact Assessment screening tool developed by the National MWIA Collaborative (England) and published in May 2011 will put wellbeing at the centre of our planning as a key part of addressing inequalities.

This approach will also provide the Health and Wellbeing Boards with evidence of improvements to facilitate access to the health premiums that the Government is proposing to use to reward progress on specific public health outcomes.

Commissioners should be aware of a range of tools available to help them assess cost benefits. The National Institute for Health and Clinical Excellence (NICE) proposed a three step approach to determine the benefits of public health interventions (2010) and recommended the need for benefits to be reported in ‘natural units’, such as life years saved and reductions in hospital admissions as well as through financial modeling.



1: Give every child the best start in life

Page 72

Improving health in the early years of life contributes considerably to better health outcomes in later life, with reduced levels of diabetes, coronary heart disease and hypertension, all of which have a significant impact on the NHS as well as wider society, children and their families.

The foundations for virtually every aspect of human development – physical, intellectual and emotional – are laid in early childhood. (Marmot Review 2010)

Key Priority for Sevenoaks District:

- **Help increase number of healthy births**
- **Encourage access to health services for all**
- **Promote healthy weight for children**

Objective 1(a): Give every child the best start in life (Conception-9 months)

Delivered through: Maternity Matters, Infant Feeding Action Plan, Children Centres Delivery Action Plan, Sevenoaks District Teenage Pregnancy Action Plan

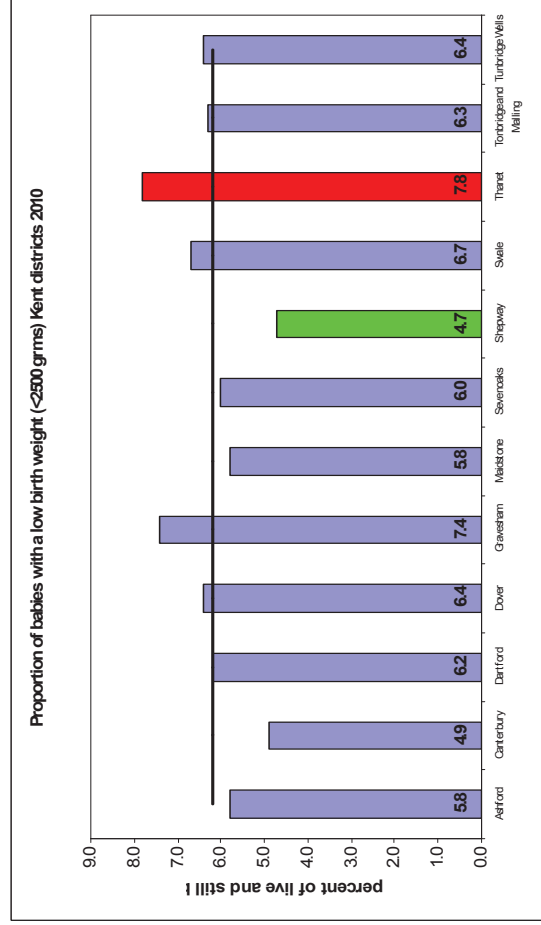
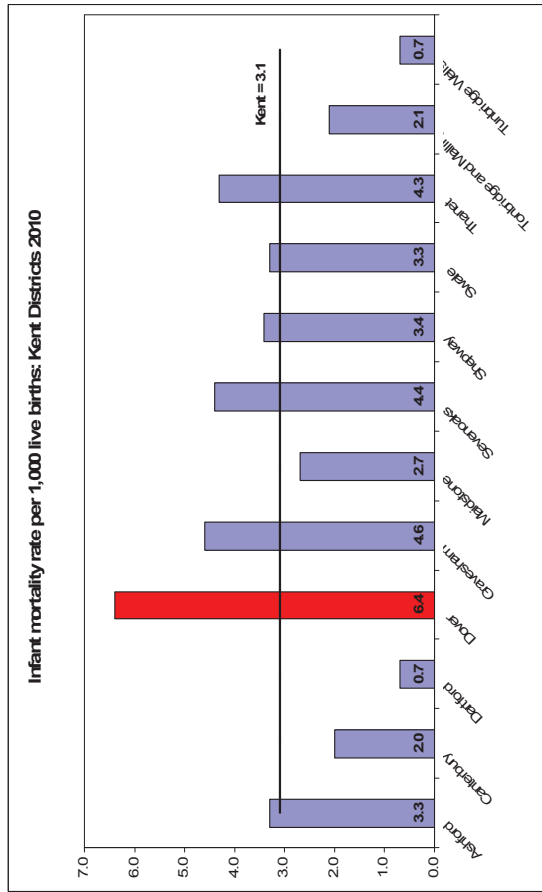
Local Priorities:	
Actions:	

1.1 Help increase the number of healthy births (High priority for Sevenoaks District)	
1.1.1	Run campaigns and deliver initiatives to promote good health in pregnancy and promotion Start4Life
1.1.2	Ensure teenage parents receive holistic support
1.1.3	Early identification of vulnerable parents smoking in pregnancy and work to reduce

1.2 Increase breast-feeding initiation rates at 6-8 weeks through Children Centre targeted locations	
1.2.1	Positive promotion and creation of breast-feeding friendly environments
1.2.2	Provide support to new mothers to increase the initiation and continuation of breast-feeding

Objective 1(a) - Give every child the best start in life

Priority 1.1 Help increase number of healthy births



The NHS Information Centre for health and social care. © Crown Copyright.

- The overall rate for infant mortality for Kent has been consistently lower than the England and Wales rate. Infant mortality rate in Sevenoaks District is higher than the Kent average and is the third highest in Kent. This could point to a health inequality based on socio-economic circumstances.
- Low birth weight has serious consequences for health in later life. Increased viability and survival of very pre-term infants due to advances in medical technology will account for some of the very low birth rate weights. In 2008-2010 1.1% of babies born within the District had a Very Low Birthweight, higher than the Kent average of 1%. During the same time frame, 5.5% of babies born within the district were classified as Low Birthweight, below the Kent average of 6.2%.
- Smoking in pregnancy is known to affect both birth weight and incidence of infant mortality and continues to impact on the health of a child. Smoking status at time of delivery for Sevenoaks District is 12.2% (Local Tobacco Profiles for England, 2012), this rises to 43% for teenage mothers. The rate of change in smoking status amongst under 18's who are pregnant is one of the highest in Kent.
- Domestic violence is more likely to occur to women in their reproductive years, from lower socio-economic areas and often increases during pregnancy. 30% of new domestic abuse cases in England are against pregnant women.
- A particularly vulnerable group is teenage mothers who are much more likely to be posing considerable risk to both themselves and their babies. They are also highly likely to access services late, potentially further compromising their care. Teenage mothers had a statistically significant higher rate of stillbirths. Postnatally they had much lower rates of breastfeeding at both birth and at 6-8 weeks.

Objective 1(b): Give every child the best start in life (From 9 months upwards)

Delivered through: Kent Early Intervention and Prevention Team; KCHT Child and Young People’s Wellbeing Team; Putting Children First - Safeguarding and Looked After Children’s Services Improvement and Development Plan; Smokefree Homes initiative; SDC Family Healthy Weight Programmes; Troubled Families Project, Community Safety Partnership; CCGs; Patient Participation Groups; Children Centres

<p>Local Priorities:</p>		
<p>Actions:</p>		
<p>1.3 Support parents so that they can raise emotionally and mentally healthy children</p>	<p>1.3.1 Improve outcomes for families with crime and anti-social behaviour, absence and worklessness through the Troubled Families Programme</p>	<p>1.3.2 Reduce repeat incidents of Domestic Abuse</p> <p>1.3.3 Supporting carers and child minders</p> <p>1.3.4 Give a better start for children through early intervention services for children 0-5 and their parents</p> <p>1.3.5 Help young people to feel safe from bullying at home, at school and be safe on the internet</p>
<p>1.4 Encourage access to health services for all (High priority for Sevenoaks District)</p>	<p>1.4.1 Improve access to GP services and to hospitals, particularly in rural areas</p>	<p>1.4.2 Making more localised – bring services out of traditional settings.</p> <p>1.4.3 Provide support for vulnerable groups to access health services</p>
<p>1.5 Promote Healthy Weight for Children (High priority for Sevenoaks District)</p>	<p>1.5.1 Support parents and children to maintain a healthy weight</p>	<p>1.5.2 Increase interaction between parents and children including healthy lifestyles and active play</p>

Objective 1(b): Give every child the best start in life (9 months+)

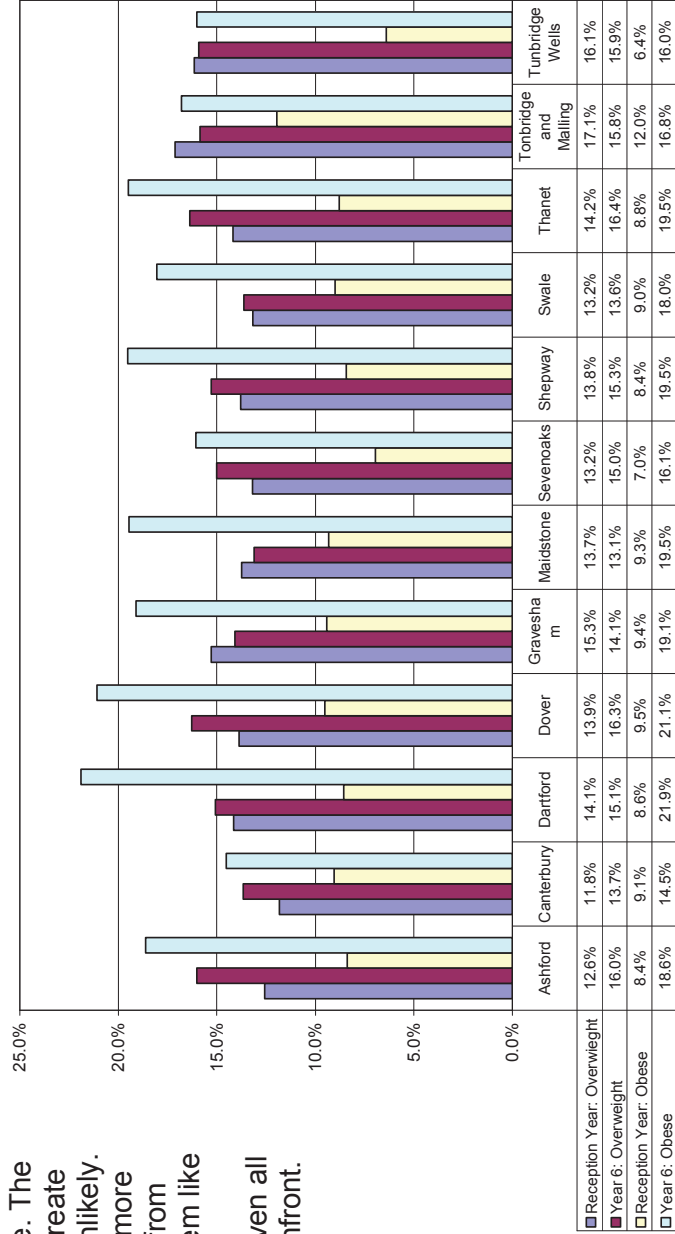
Priority 1.4 Encourage access to health services for all

GP and Dentist registrations- access to health professionals is vital to support good health outcomes and finding and visiting a GP can be more difficult for those experiencing disruption in their lives- including looked after children and the homeless. Due to the rural nature of the District, 5.7% of residents are further than 4 kilometers from a GP and 23% are further than 4km from a Dentist. Only 73% live within 8 kilometers of a hospital, drastically increasing the time it takes to receive emergency medical aid.

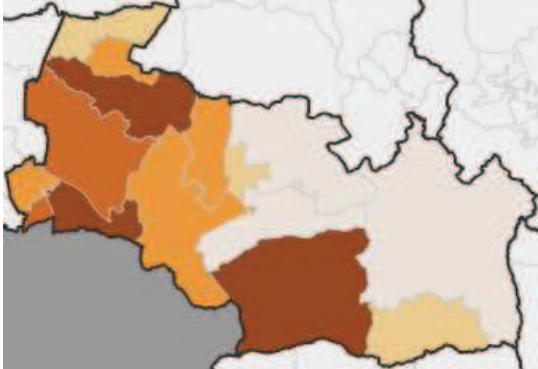
Priority 1b.3 Promote Healthy Weight for Children

Mounting evidence suggests that a critical period during which to prevent childhood obesity and its related consequences is before the age of five. The best thing we can do for children from 0-5 is create ways of life which continue to make obesity unlikely. Children who live in more deprived areas are more likely to be overweight and obese than those from the most affluent areas. Making what may seem like simple changes to daily habits (physical and nutritional) is sometimes simply too difficult given all the other difficulties many families have to confront.

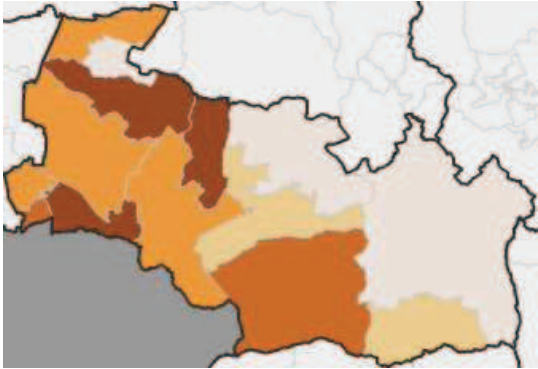
National Childhood Measurement Programme 2010/11: Percentage of overweight and obese children by year group and district



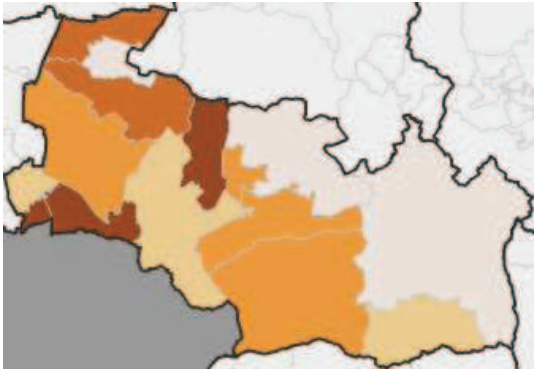
2009/2010 – 2010/2011



2008/2009 – 2009/2010








2007/2008 – 2008/2009

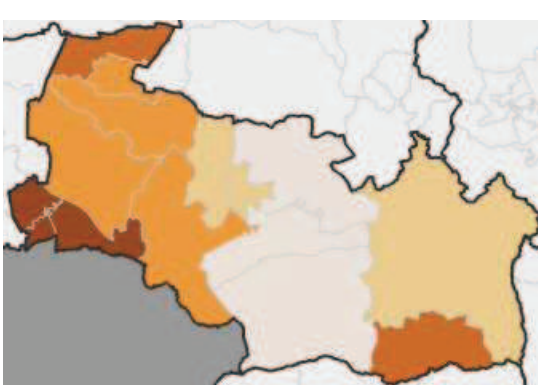
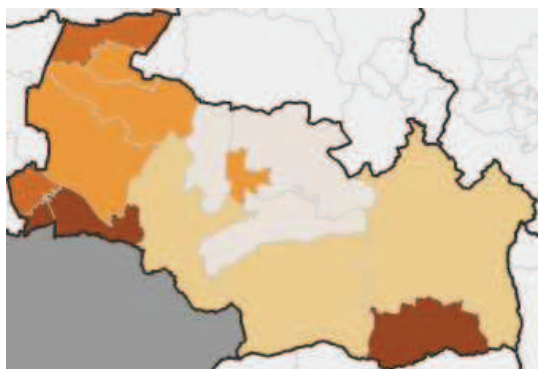
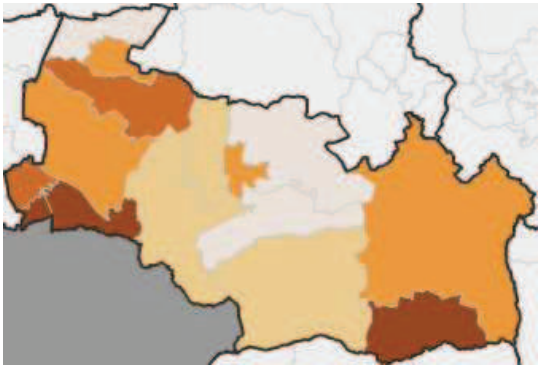


Prevalence of obesity at:

Reception year

	4.1% - 5.3%
	5.4% - 7.2%
	7.3% - 8.1%
	8.2% - 8.6%
	8.7% - 11.5%

Year 6



Source: Figures and maps from the National Obesity Observatory

2. Enable All Children, Young People and Adults to Maximise Their Capabilities and Have Control over Their Lives

Central to our vision is the full development of people's capabilities across the social gradient.

Key Priority for Sevenoaks District:

- **Improve educational attainment particularly at GCSE level**
- **Support older people to keep them safe, independent and fulfilled lives**

Without life skills and readiness for work, as well as educational achievement, young people will not be able to fulfil their full potential, to flourish and take control over their lives (Marmot review 2010)

Objective 2: Enable all children, young people and adults to maximise their capabilities and have control over their lives

Delivery through: Kent Teenage Pregnancy Strategy; Adult Social Care Transformation Programme; 14-24 Strategy; Primary and Secondary Improvement Strategy; Youth Justice Plan; Anti-social behaviour Strategy; CYP; Falls Strategy; Active Lives Now; Valuing People Now

Local Priorities:	
Actions:	

2.1 Improve educational attainment particularly at GCSE level (High priority for Sevenoaks District)	<p>2.1.1 Enable more young people to have their achievements recognized</p> <p>2.1.2 Build in support and services within schools for vulnerable young people to engage</p> <p>2.1.3 Manage and support school non-attendance and increase access to services</p>
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2.2 Reduce the risk taking behaviours of young people	<p>2.2.1 Divert children and young people from crime and anti-social behavior</p> <p>2.2.2 Specialist support for alcohol and drug misuse</p> <p>2.2.3 Promote peer support interventions including youth peer educator, SAFE, health champions etc.</p>
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2.3 Support older people to keep them safe, independent and living fulfilled lives (High priority for Sevenoaks District)	<p>2.3.1 Provide access to healthy lifestyle interventions to enable older people to remain healthier and independent</p> <p>2.3.2 Partnership working to promote and develop self help services</p> <p>2.3.3 Increase referrals for home adaptations and falls prevention pathways to reduce the risk of falls</p> <p>2.3.4 Support older people and vulnerable people to remain in their own homes and live independently</p>
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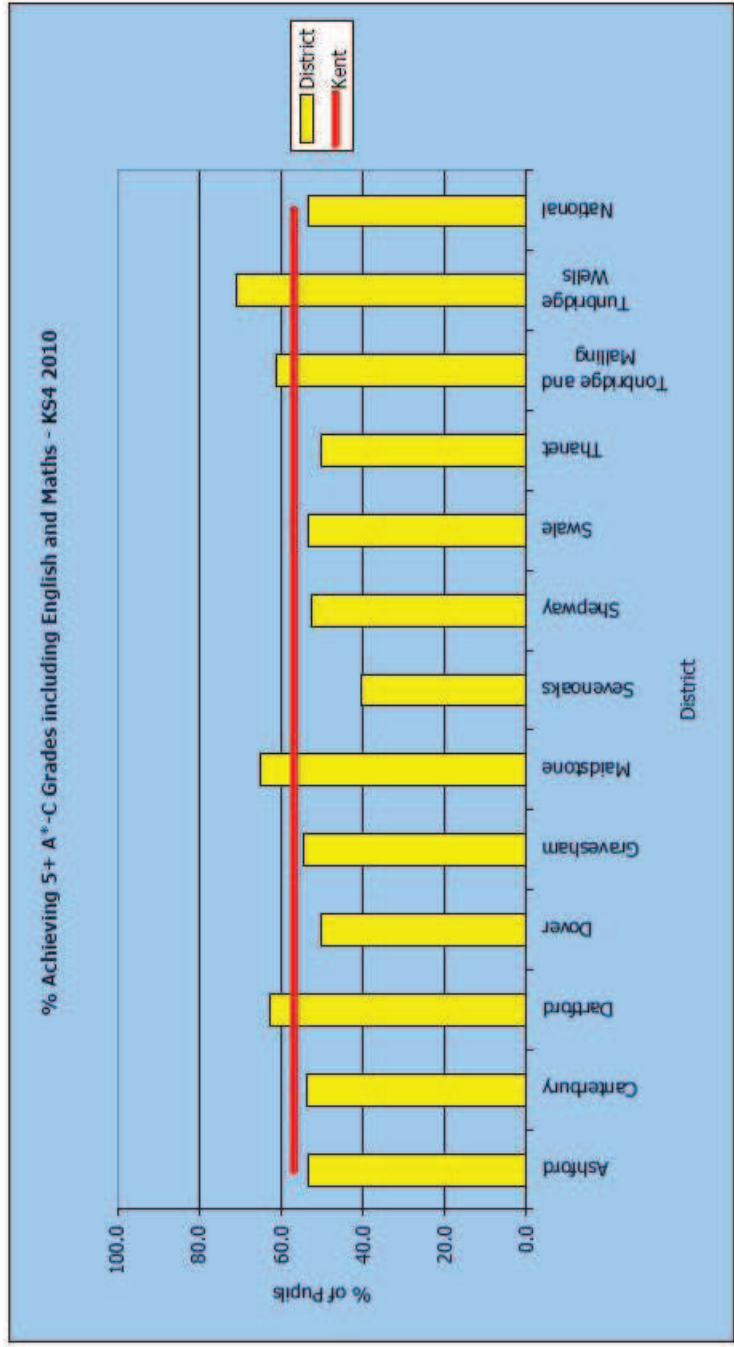
Objective 2 – Enable all children, young people and adults to maximise their capabilities and have control over their lives

Priority 2.1 Improve educational attainment particularly at GCSE level

There is a clear relationship between low educational attainment and poor health over a lifetime. For young people educational attainment supports economic wellbeing- the ability to get and keep a job which indicates better mental wellbeing and health outcomes for the rest of their lives.

There are a high number of individuals with no qualifications in the District. The proportion of individuals with no qualifications is higher than for South East as a whole but lower than Great Britain (11.1% in Sevenoaks District compared to 9.1% in the South East and 12.3% in Great Britain). The wards with the highest level of people with no qualifications or qualifications unknown are Swanley St Mary's (48.8%), Swanley White Oak (44.6%), Fawkham and West Kingsdown (41.4%), Edenbridge North and East (37.1%) and Swanley Christchurch and Swanley Village (36.9%). The level of GCSE attainment in state schools within the district is the worst in England. Sevenoaks District state schools have the worst GCSE results in the country with only 38.4% of pupils getting 5 A*-C GCSEs. Primary school results in the district vary considerably from excellent to very poor.

In Kent, children who take free school meals experience marked inequality in comparison to the achievement of their peers- including significantly lower outcomes at GCSE. Those children achieving 5+ A*-C GCSEs are more likely to experience longer term employment and have the capability to retrain at least twice during a working life. The highest uptake of Free School Meals in primary education comes from students who are residents of Swanley St Mary's, Sevenoaks Eastern and Swanley White Oak.



Priority 2.3 Support older people to live independently

The results of the 2001 Census indicated the number of people with a limiting long term illness (LLTI). Sevenoaks District has one of the lowest rates of LLTI in Kent. At 13.8% Sevenoaks District is also below the national, regional and county proportion of people with LLTI. The top three wards by disability claimants are Swanley St Mary's (1.8%), Fawkham and West Kingsdown (1.4%) and Edenbridge North and East (1.2%).

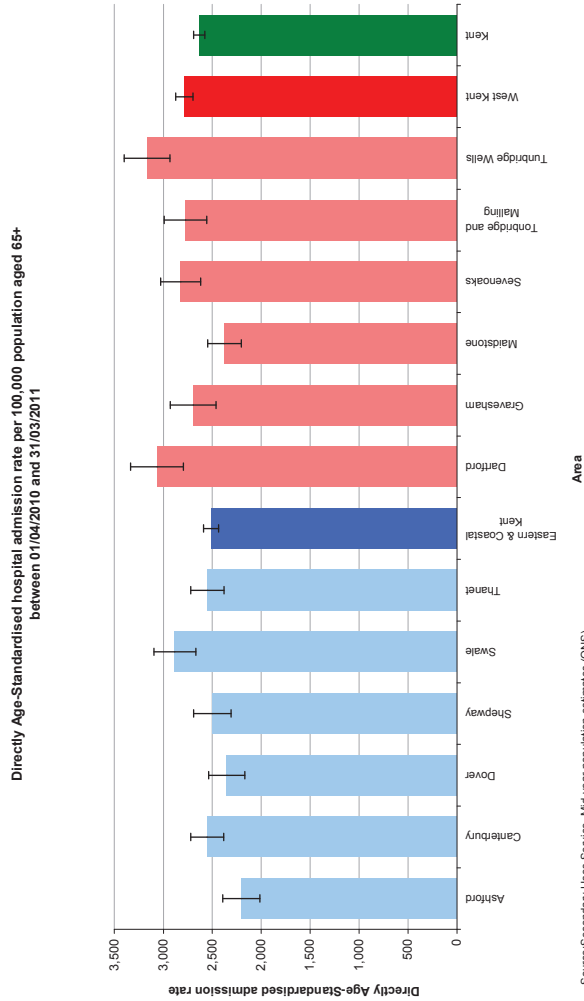
In rural areas like Sevenoaks District, elderly people can feel alienated due to various barriers to service and inadequate transport links. The wards with the highest level of older people in receipt of part of Pension Credit are Swanley White Oak (19%), Swanley St Mary's (18%), Sevenoaks Eastern (13%) and Edenbridge South and West (13%). Older people with multiple long term conditions are the main driver of cost and activity in the NHS as they account for around 70% of overall health and social care spend. They are disproportionately higher users of health services – representing 50% of GP appointments, 64% of outpatient attendances, 70% of inpatient bed days, 58% of A&E attendances and 59% of practice nurse appointments.

Falls and Fractures

Falls and fractures are a major cause of disability and the leading cause of mortality due to injury in older people aged over 65 in the UK, with large implications for the quality of life of older people who survive a fall.

Hip fracture is the most serious injury related to falls in older people, and can lead to loss of mobility and loss of independence, forcing many to leave their homes and move into residential care. Mortality after hip fracture is high: around 30% after one year. Current specialist services, particularly in West Kent, are not adequately resourced enough to risk assess all fallers (early enough) and provide or refer them to suitable interventions such as community exercise, adaptations at home and assistive technologies like telecare.

The lack of timely specialist risk assessment represents an important inequity in service leading to health inequalities both geographically as well as by age. For example the graph above suggests higher falls admission rates in West Kent compared to East Kent because of the lack of suitable specialist services in the hospital and community to deal with at risk fallers.



3. Create fair employment & good work for all

The recession is leading to increasing unemployment across Kent. The quality of work is also important with underlying low levels of stress connected to low paid and insecure work in poor conditions contributing to poorer health outcomes.

Work is good – and unemployment bad – for physical and mental health. Work cannot provide a sustainable route out of poverty if job security, low pay and lack of progression are not also addressed (Marmot review 2010)

Key Priority for Sevenoaks District:

- Increase proportion of young people (16-18) & (18-24) in fulltime education, employment or training

Objective 3: Create fair employment & good work for all

Delivery through: Economic Development Strategy; Backing Kent Businesses; 14-24 Strategy; Employability Strategy

<p>Local Priorities:</p>		
<p>3.1 Improve chances of employment for people facing disadvantage</p>	<p>3.1.1 Improve opportunities for employment for disadvantaged, vulnerable groups and people on benefits</p>	<p>3.1.2 Support local charities and community groups to support adults with disabilities into work and training</p>
<p>3.2 Increase proportion of young people (16-18) & 18-24) in fulltime education, employment or training (High priority for Sevenoaks District)</p>	<p>3.2.1 Support 16-18 year olds into employment and training</p>	<p>3.2.2 Increase the number of people accessing apprenticeship and graduate opportunities</p>
<p>3.3 Support businesses to have healthy workplaces</p>	<p>3.3.1 Support employers to create healthy work places and environments for staff</p>	<p>3.3.2 Place defibrillators as AED in workplaces or as public access defibrillators (PAD) in communities</p>
<p>Actions:</p>		

Objective 3: Create fair employment & good work for all

Priority 3.2 Increase proportion of young people (16-18) & 18-24) in fulltime education, employment or training

Just under 32% of Sevenoaks pupils continue in education which is the lowest figure in the County. This figure is significantly worse than any other district and some way below the Kent average. However that's not to say that they simply just leave school. These figures do not represent the numbers of students who leave the district to continue their Post 16 education. This can be seen in the figures where 43% of students continue their education in colleges. Given that there are no colleges in Sevenoaks means that many travel across district boundaries to attend them. There are college facilities in nearby Tonbridge for example where many students from the district choose to attend. This figure more than anything represents the lack of educational facilities in the district and does not necessarily represent the quality of existing schools in Sevenoaks. The district has just 6 secondary and specialist schools which is considerably lower than boroughs like Maidstone with 14 and Canterbury with 13. Source: DfE Edubase

District	Not in Education, Employment or Training (NEET)	
	Number	%
Ashford	52	3.9
Canterbury	45	2.6
Dartford	34	2.5
Dover	42	2.9
Gravesham	26	1.9
Maidstone	55	2.8
Sevenoaks	55	9.7
Shepway	49	4.2
Swale	33	2.1
Thanet	55	3.4
Tonbridge and Malling	38	2.5
Tunbridge Wells	16	1.0
Kent	500	2.9

District	Continued in Education (School)		Continued in Education (College)	
	Number	%	Number	%
Ashford	853	63.2	319	23.6
Canterbury	1032	59.1	538	30.8
Dartford	846	61.8	378	27.6
Dover	834	56.8	467	31.8
Gravesham	770	56.5	475	34.8
Maidstone	1273	63.9	525	26.4
Sevenoaks	180	31.9	243	43.0
Shepway	662	56.5	330	28.2
Swale	1024	65.1	387	24.6
Thanet	771	47.5	660	40.6
Tonbridge and Malling	898	58.4	479	31.1
Tunbridge Wells	1174	72.1	357	21.9
Kent	10317	59.3	5158	29.7

Sevenoaks has the highest percentage of young people NEETS (not in education, employment or training) in the county at 9.7%. This is significantly higher than the Kent average and large and way above any other district. The second highest area, Shepway recorded figures of only 4.2%. Although the actual figures are similar it is the proportion within Sevenoaks that makes the district stand out. This can be related to the relatively poor GCSE results that some pupils from the district gain who are either under qualified or discouraged from entering further education, jobs or training.

It is vital to provide the right support to the right people at the right way. Poor standards of living contribute to ill health and negative mental wellbeing.

4: Ensure healthy standard of living for all

Having insufficient money to lead a healthy life is a highly significant cause of health inequalities
(Marmot Review 2010)

Key Priority for Sevenoaks District:

- **Meet the housing needs of people living in the District include affordable and appropriate housing**

Objective 4: Ensure healthy standard of living for all

Delivery through: Backing Kent People Programme; Sevenoaks District Community Plan; CYPP Kent's Poverty Strategy
 Economic Development Strategy; Backing Kent Businesses; 14-24 Strategy; Employability Strategy

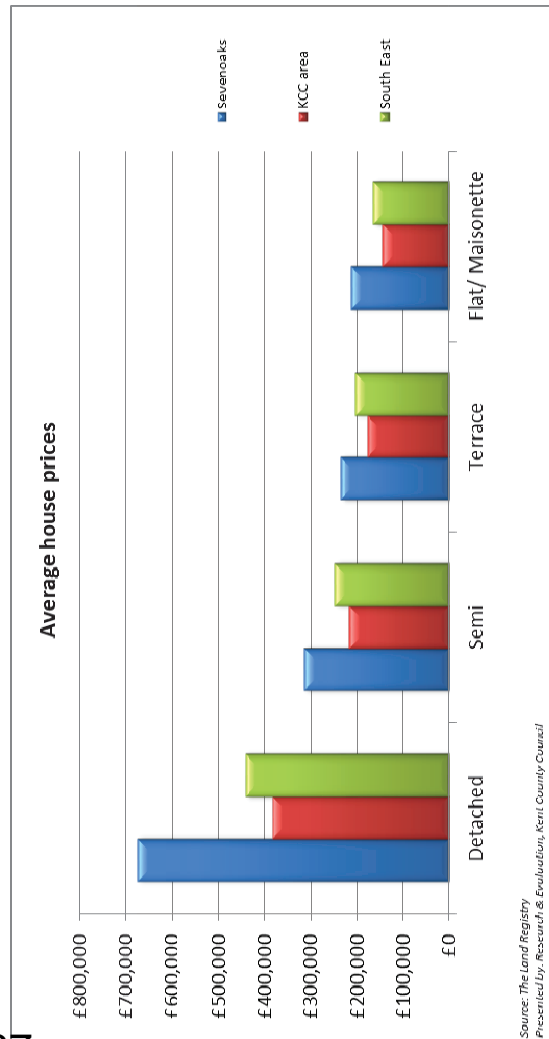
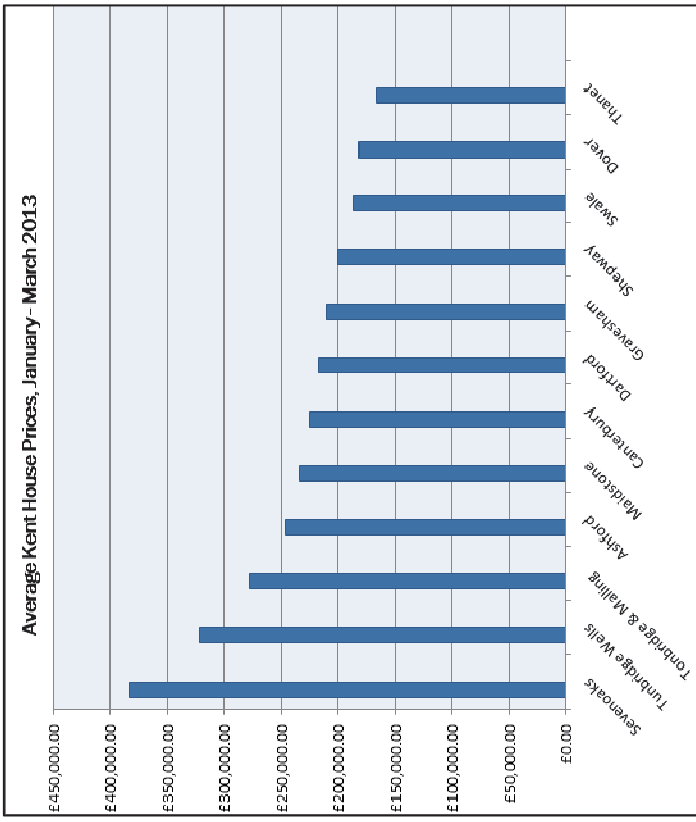
<p>Local Priorities:</p>			
<p>Actions:</p>			
<p>4.1 Provide the right support at the right time including financial capacity support and inclusion</p>	<p>4.1.1 Support people in accessing benefits and in the transition to universal credit</p>	<p>4.1.2 Provide support and advice for families regarding benefits and employment.</p>	<p>4.1.3 Interventions to assist older people to down-size to more affordable and suitable accommodation</p>
<p>4.2 Promote opportunities to support families in poverty</p>	<p>4.2.1 Meet the needs of vulnerable and lower income households.</p>	<p>4.2.2 Provide support, advice and information to residents about debt management and financial awareness</p>	
<p>4.3 Meet the housing needs of people living in the District include affordable and appropriate housing (High priority for Sevenoaks District)</p>	<p>4.3.1 Carry out an Older Persons Housing Needs Assessment to better understand the needs of older people</p>	<p>4.3.2 Provide affordable housing to meet identified needs of vulnerable groups</p>	<p>4.3.3 Work with developers, landlords and owner-occupiers to provide appropriate housing suitable for all demographics</p>

Objective 4: Ensure healthy standard of living for all

The average house price in Sevenoaks is now 383,000 (Jan- March 2013). A rise of £15,000 on 2007 house prices. A continued shortage of affordable housing has problems for job retention and leads to a shortage of applicants for low paid jobs because the district is unaffordable. Steps need to be taken to avoid Sevenoaks becoming a 'gated' community for the wealthy.

The national Housing Federation says that in the last ten years, average house prices have risen from £126,000 to £229,000. These are even higher average prices than in our towns and cities – but wages in rural areas are on average lower than in urban centers. So the only ones who can afford to live in villages are people who have homes passed down through their family or older, wealthy people who can afford to move to the countryside to retire – or even to buy a second home that they only live in sometimes. It's pretty difficult for those under 40 to buy a home in our cities. It's even harder, indeed almost impossible, in our villages and market towns.

Not only does affordable housing help local people to continue to live in the same area as their friends and family, it also maintains the economic viability of rural communities by ensuring continued demand for key services such as shops, schools, post offices and pubs. Just a small number of new affordable homes can benefit the whole community. The number of over-65s in rural areas has risen 61% faster than in towns and cities (18% rise in rural areas compared to 11% rise in towns and cities).



Source: The Land Registry
Presented by: Research & Evaluation, Kent County Council

The relatively low level of projected housing growth. Some 3,300 homes are due to be built in the district between 2006 and 2026. This is compared to Ashford where over 22,000 homes are expected to be built in the same period. House prices are some of the most expensive in the country and are unaffordable to many first time buyers. 93% of the district is designated green belt which restricts many development opportunities. Greenbelt restrictions on land that is able to be developed combined with unaffordable housing stock make Sevenoaks in need of affordable housing.

At the same time the amount of people aged 25-44 is expected to decrease by 12.1%. This may be due to economic factors such as unaffordable housing. The youth homelessness charity Centrepoint says nearly a million affordable homes are needed nationally by 2021 to avoid a housing crisis. Acute housing crisis combined with tough economic conditions for house builders, first time buyers and rising population makes everything worse.

5. Create and Develop Healthy and Sustainable Places & Communities

Promoting wellbeing is at the heart of what local government is about: supporting a better life for its citizens and helping to build resilient communities, now and over the longer term

Key Priority in Sevenoaks District:

- **Sustain and support safe communities**

'Dream with me of a fairer world, but let us take the pragmatic steps necessary to achieve it'

Sir Michael Marmot October 2011

Objective 5: Create and develop healthy and sustainable places and communities

Delivery through: Find ways to integrate planning, transport, housing, environmental and health policies to address the social determinants of health in each locality. Delivery through Kent housing strategy, Supporting people, Regeneration strategy; District Community Strategies; Keep Warm Keep Well and Warm Homes Healthy people

<p>Local Priorities:</p>		
<p>Actions:</p>		
<p>5.1 Reduce homelessness and is negative impact for those living in temporary accommodation</p>	<p>5.1.1 Intervention for young people especially around mentoring on budgeting and housing</p>	<p>5.1.2 Training for front line workers on the welfare change</p>
<p>5.2 Develop our communities to be healthy places</p>	<p>5.2.1 Maintain cleanliness standards and seek to remove incidents of fly tipping as soon as possible</p>	<p>5.2.2 Work with residents on the benefits of healthy places including parks, and open spaces</p>
<p>5.3 Sustain and support safe communities (High priority for Sevenoaks District)</p>	<p>5.3.1 Consult with and involve local communities in community safety and crime issues that affect them</p>	<p>5.3.2 Working with Fire services and housing to target most vulnerable households including older people</p>
<p>5.4 Reduce Fuel Poverty by supporting development of warm homes</p>	<p>5.4.1 Support vulnerable groups who find it difficult to heat their homes</p>	<p>5.4.2 Ensure planning applications adhere to all government legislations.</p>

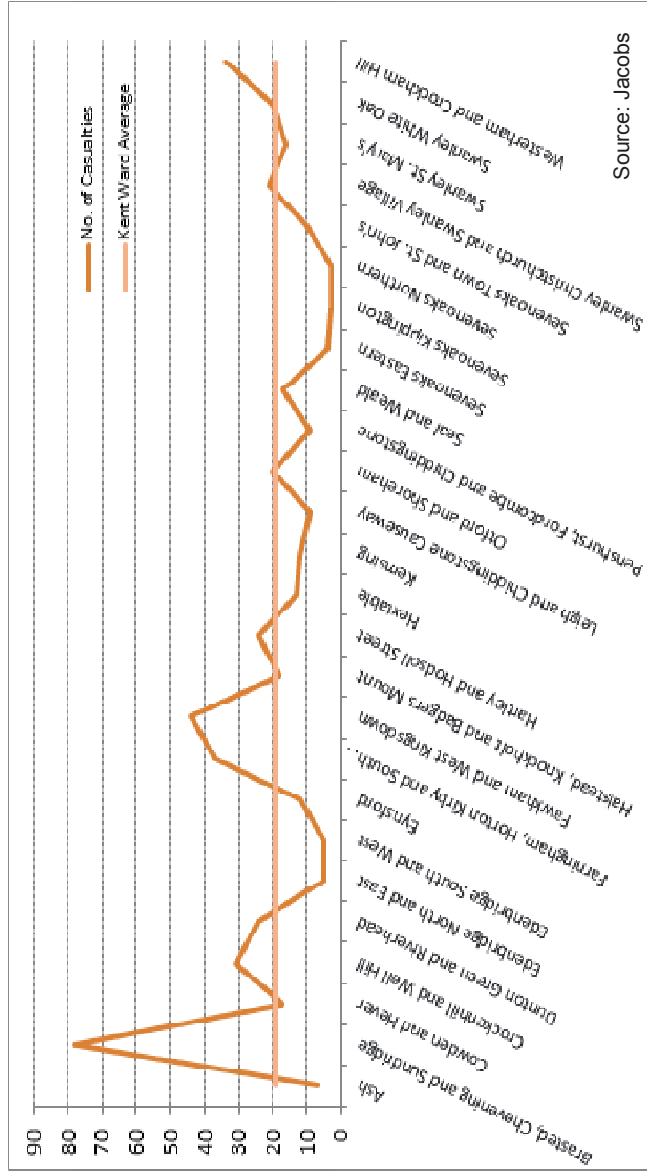
Objective 5: Create and Develop Healthy and Sustainable Places & Communities

Promoting wellbeing is at the heart of what local government is about: supporting a better life for its citizens and helping to build resilient communities, now and over the longer term

Priority 5.3 Sustain and support safe communities

Throughout Sevenoaks there are major trunk roads i.e. M25/A21 which facilitate the majority of traffic through the District. As a result figures for Road Traffic Accidents (RTAs) fluctuate depending on the area that is being assessed.

No. of Road Traffic Accident Casualties 2011-2012



Source: Jacobs

Road Safety: Injury is not only most often the cause of child death in the UK. Casualty rates for child pedestrians are estimated to be five times higher in the most affluent than least affluent wards (Social Exclusion Unit 2003).

Roads under the responsibility of KCC have seen a 2.3% decrease (493 incidents) in the total number of casualties over the past three years (2009-2012). However, when figures for Highways Agency roads are included the results see an overall **increase of 4%** across Sevenoaks District.

Sevenoaks District wards located close to motorway junctions have seen higher than average number of accidents (as shown in the diagram). Brasted, Chevening and Sundridge had the highest count of RTA casualties in Sevenoaks with a figure of 78 and ranks 11th highest of all wards in the KCC area. From the above chart it's clear to see that the wards displaying a higher than average casualty rate are those within close proximity to the junctions of the M25 (Brasted, Chevening and Sundridge) and M20 (Farningham, Horton Kirby and South Darent). Speeding and perception of speed is a high concern for residents across the District and has featured in all PACT Panel's action plans. Speed Watch training has worked well in the District with residents being trained by Kent Police to monitor the speed of vehicles passing through their community.

Fire Safety: In 2010-11 Kent Fire and rescue services attended 677 accidental dwelling fires. 2 people died and 77 people were injured as a result of accidental fires. In Kent there are on average 46 fires per year in households and household dwellings caused by smoking. This results in a total cost of £1,150,000 pa in Kent. A child from the lowest social class is nine times more likely to die in a house fire than a child from a well off home. Kent Fire & Rescue report that in Sevenoaks District there has been 17.6% increase in the number of accidental dwelling fires from 2012 to 2013.

6. Strengthen the role and impact of ill health prevention

Reducing the gap in health inequalities and educating people to make behaviour changes to their lifestyle factors can strengthen the role and impact of ill health long term and make generational changes to whole families

Key Priorities for Sevenoaks District:

- Reduce the gap in health inequalities across the social gradient
- Provide support for people with mental illness and raise awareness of mental health issues

*Many of the key health behaviours significant to the development of chronic disease follow the social gradient: smoking, obesity, lack of physical activity, unhealthy nutrition.
(Marmot Review 2010)*

Objective 6: Strengthen the role and impact of ill health prevention

Delivery through: NHS Future Forum; Health Checks; QIPP; Live it Well; No Health Without Mental Health; Tobacco Control Plan; Healthy Weight Strategy; Kent Sport Framework; Alcohol Plan

<p>Local Priorities:</p>			
<p>6.1 Improve access to screening</p>	<p>6.1.1 Improve early diagnosis of dementia and provide services and activities to support sufferers and their carers</p>	<p>6.1.2 Promote sensible drinking and ensure treatment and support services are accessible for all</p>	<p>6.1.3 Increase access to sexual health and Chlamydia services for young people to reduce teenage pregnancy</p>
<p>6.2 Reduce the gap in health inequalities across the social gradient (High priority for Sevenoaks District)</p>	<p>6.2.1 Reduce the prevalence of smoking, particularly in areas of deprivation and young people</p>	<p>6.2.2 Reduce the increasing prevalence of Type 2 diabetes through early detection and prevention</p>	<p>6.2.3 Deliver activities to promote the benefits of increased physical activity and reduce obesity</p>
<p>6.3 Provide support for people with mental illness and raise awareness of mental health issues (High priority for Sevenoaks District)</p>	<p>6.3.1 Support vulnerable people to manage long-term mental health conditions</p>	<p>6.3.2 Raise awareness of mental health issues and signpost into relevant services</p>	
<p>6.4 Grow participants and partnerships to find new ways to target and deliver services</p>	<p>6.5.1 Work with Health & Wellbeing Boards to support the delivery of key priorities set out in the health inequalities agenda</p>	<p>6.5.2 Co-ordinate the Sevenoaks District Health Action Team for operational partners to work holistically</p>	<p>6.4.3 Develop the “Be Inspired, Be Active” legacy programme</p>

Objective 6: Strengthen Ill Health Prevention

Priority 6.2 Focus public health interventions to reduce the gap in health inequalities across the social

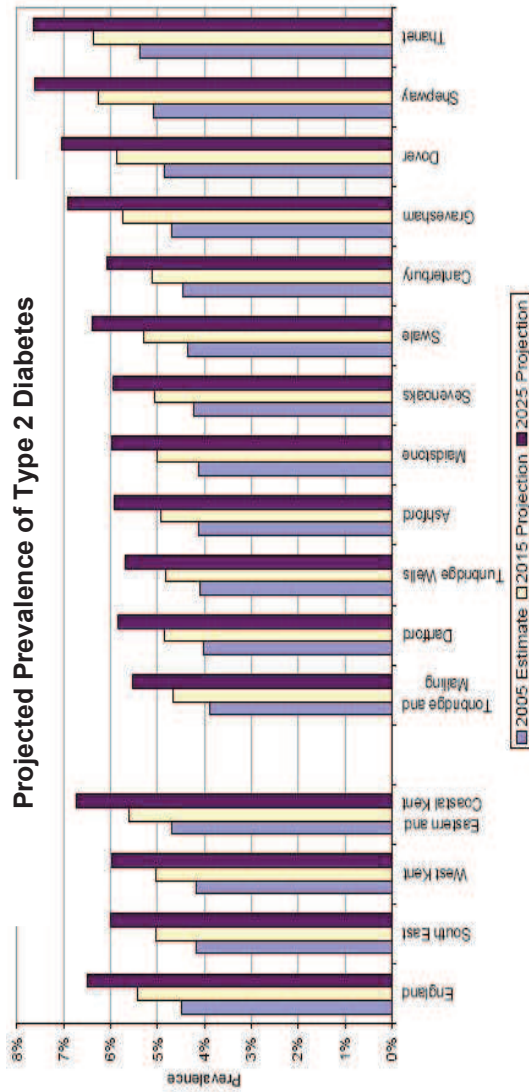
There is a huge increase in Type 2 diabetes across Diabetes prevalence predictions Kent districts 2005 – 2025 the UK, and in West Kent 10.7% of deaths in 20 – 79 year olds are estimated to be attributable to diabetes. The diagram on the right indicates that Sevenoaks District has the second highest prevalence in West Kent and is estimated that rates of diabetes will continue to increase over the next 15 years.

Obesity: Obesity can contribute to a range of health conditions, such as heart disease, high blood pressure, diabetes, indigestion and some cancers. Adult and child obesity levels are becoming an increasing issue for the health service, as greater numbers of people put on extra weight, through poor diet or insufficient exercise.

Adult obesity is far more prevalent in socially disadvantaged groups. It is estimated that approximately 28% of the Kent population is obese (354,022). In the Sevenoaks District approximately 24% of adults in the District are considered overweight or obese. Current trends indicate that more deprived wards have great problems with levels of obesity. The synthetic estimate of the prevalence of adult obesity has been mapped across electoral wards in Sevenoaks and show that Swanley St Mary's, Swanley White Oak and Fawkham and West Kingsdown have the highest level of obesity.

Smoking: Smoking is a major cause of lung cancer, cardiovascular disease and chronic obstructive pulmonary disease (COPD) and contributes to many other cancers and conditions, such as asthma or high blood pressure. Smoking prevalence in Kent is 21.34%; however there is a significant amount of variation across Kent and it is a major reason for our health inequalities. Of the 11,250 deaths of Kent residents aged 35 and over in 2008, approximately 2,250 (20%) can be attributed to smoking. Sevenoaks District has the second lowest rate of smoking prevalence rates in the County at 16.4% and with Swanley St Marys and Swanley White Oak being the only wards with prevalence more than 30%. However, a need for further work to reduce smoking in pregnancy has been identified for Sevenoaks District.

Substance Misuse: There are strong links between levels of deprivation, prevalence of problem drug use, drug related hospital admissions and mortality. Estimates indicate that there are between 3640 and 7591 problem drug users in Kent and that a further 2500 problem drug users are not engaged with services. Hospital admissions continue on an upward trend. Between October 2011 and September 2012 there was a total of 133 criminal offences relating to substance misuse which represents an increase from the previous year of 5.6%. This increase is against a county-wide decrease of 10.7%.



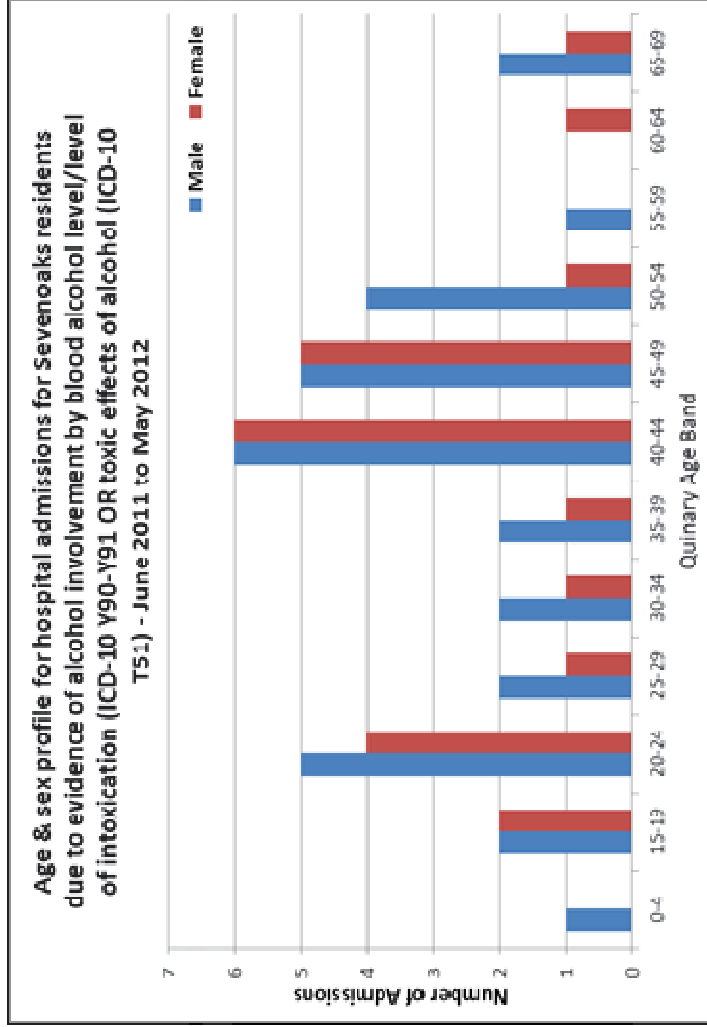
Source: York and Humber Public Health Observatory (YHPHO), 2008

Despite this, Sevenoaks still has the second lowest rate of hospital admissions relating to substance misuse in the County. 2012 data at ward level, shows that Swanley St Marys ward had the highest volume of Drug Offences, ranking 18th highest ward in the County (out of approx. 800 wards) which is in line with the trend of substance misuse linked to people in the most deprived wards.

From June 2011 to May 2012 there were a total of 281 hospital admissions for mental and behavioural disorders due to psychoactive substance use (including alcohol and drugs) in the District. This is the second lowest figure in Kent. The highest numbers of admissions in the District were found in Swanley White Oak (33 cases), Edenbridge South & West (23 cases) and Swanley St Mary's (20 cases).

Alcohol Misuse: The impact of alcohol misuse is widespread; it encompasses alcohol related illness and injuries as well as significant social impacts including crime and violence, teenage pregnancy, loss of workplace productivity and homelessness. Health inequalities are clearly evident as a result of alcohol-related harm; national data indicates that alcohol-related death rates are about 45% higher in areas of high deprivation. It is estimated that 259,103 adults in Kent are drinking at 'increasing risk' levels or 'high risk' levels.

Between October 2011 and September 2012, Sevenoaks District had a 10.2% increase on the previous year's alcohol emergency hospital admission rate. This increase is one of the largest increases in the County (only Dartford 17% and Gravesham 19% have seen a greater increase). When looking at these admission rates in greater detail, the rate for men is much higher per 100,000 population than for women which is consistent with County figures. There is also an identifiable peak in the age of those being treated; alcohol users between 20-24 and 40-50 have a significantly higher admission rate than any other age group.



Source: NHS

Priority 6.3 Mental Health

‘Mental Health, Resilience and Health Inequalities’ by Dr Freidli lays down the basic premise and research for what became the government’s strategy for mental health in 2011, “No Health without Mental Health”.

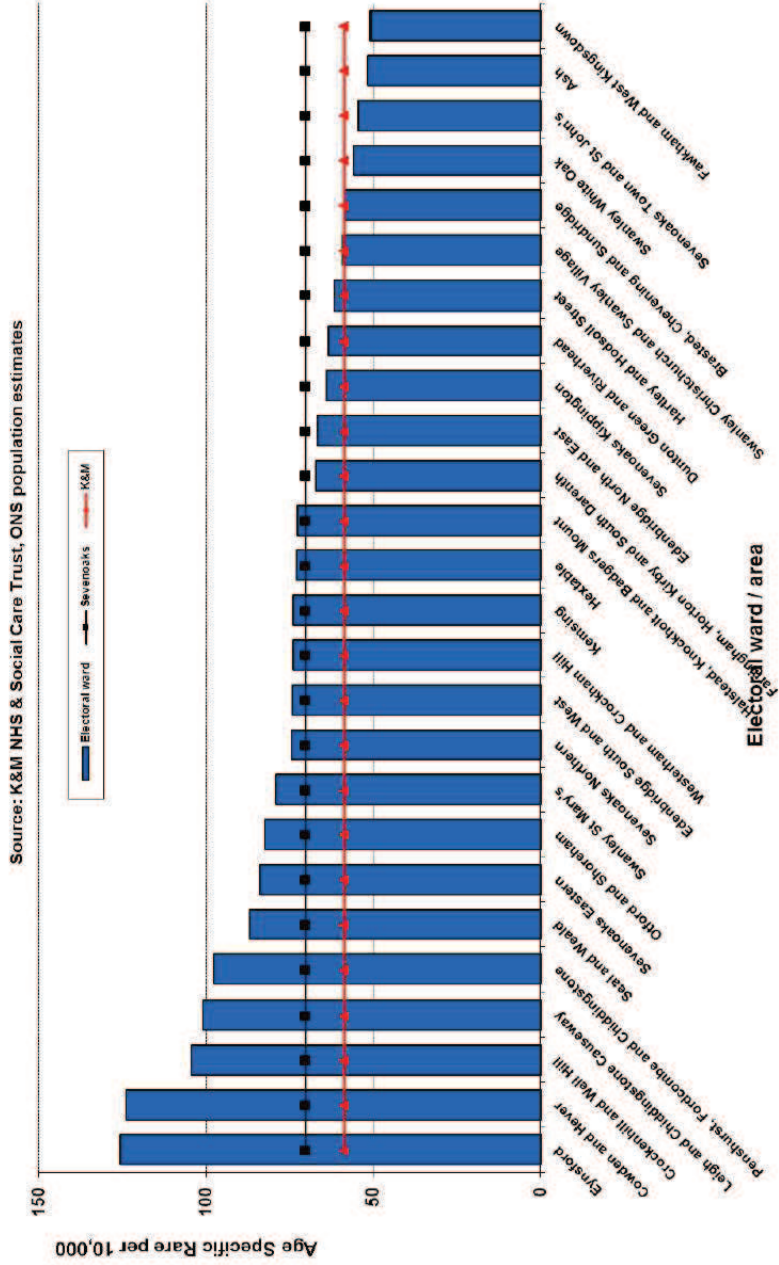
Endorsed by the WHO, Faculty of Public Health and Child Poverty Action Group it describes what we all know in our bones, that without our sense of well being, without our ability to be resilient to life’s slings and arrows *and* without understanding that chronic stress literally gets under our skin in the form of illness – we will become sick.

Sadly, although money can’t buy us happiness- it does by and large buy us security and ability to mitigate against some unexpected life events e.g. unemployment. Communities that exist in areas of greater deprivation need more than ever, the tools (both collective and individual) to cope with stresses and life events. It is fine to ask people to give up smoking, eat healthily, drink less and go to the gym more, but some of the reasons that people in more deprived areas engage in behaviours that on the surface are worse for health, are because they are struggling to find ways to cope with stress.

Chronic stress impacts on long term relationships and can even lead to violence, isolation and neglect. This is why mental well being is a core issue in tackling health inequalities. What is the antidote from a health perspective? Well obviously creating more jobs and being able to have skills to gain employment are central to this, and these are a key part of the wider Kent Strategy to tackle disadvantage. But from a well being and health perspective there are things we can do too: building social support and networks are essential for building communities (echoed in the Big Society), having good access to psychological support and places to go where you can find a shoulder to cry on, just by recognising ones emotional health and finding ways of coping can be the difference between suicide and hope. This links to the new health service mantra “make every contact count”. Everyone can do their bit.

In addition: People with a mental illness can suffer name calling, poorer access to routine services and on average live 15 years less life than other people.

Adult Mental Illness Contact* Rates per 10,000 for Electoral Wards in Sevenoaks LA - Dec 2011 to Nov 2012



Health Inequalities Action Plan 2013-15

Progress on all of the actions below have been identified as priorities for Sevenoaks District, in line with Kent health priorities. The grey actions below are already taking place and making significant progress, these will continue to be monitored to ensure that they continue to thrive. The high priority actions will be monitored closely by the Health Action as these have been identified to have the greatest need based on statistical data and health profiles.

Action	How	Key Partner(s)	Progress/Targets
1.1 Increase Numbers of Healthy Births (High priority for Sevenoaks District)			
1.1.1 Run campaigns and deliver initiatives to promote good health in pregnancy and promotion Start4Life	To offer information and support to women during their pregnancy, to achieve good health and wellbeing and signpost them to local services that will educate them in making positive lifestyle choices. This can be achieved by; <ul style="list-style-type: none"> • Promotion of Change4life and Start4life • Stop Smoking support • Promote local children's Centre and parents support groups. 	Lead: Children's Centre <ul style="list-style-type: none"> • Sevenoaks District Council • Dartford, Gravesham and Swanley Healthy Child Group • NHS Midwives • CCG's 	
1.1.2 Ensure teenage parents receive holistic support	<ul style="list-style-type: none"> • Work with partners to deliver teenage parent support actions within the Sevenoaks District Teenage Pregnancy LIG Action Plan. • Offering teenage parents support and health education through the young and pregnant support team (YAP's) • Identifying schools that have a high level of teenage parents and helping them link to support services. 	Lead: Children's Centre <ul style="list-style-type: none"> • Teenage Preg. LIG • YAP Groups • KIASS • SRE School Leads & governors 	
1.1.3 Early identification of vulnerable parents smoking in pregnancy and work to reduce	<p>Work with partners to engage with and support new parents and parents in pregnancy who smoke. Offer appropriate service including;</p> <ul style="list-style-type: none"> - Stop Smoking Support - Increase the uptake of the Healthy Start Scheme - Providing Kent midwives with community interventions information for referrals - Signposting identified parents to the children's 	Lead: Kent Community Health Trust <ul style="list-style-type: none"> • NHS Midwives • Children's Centre's • Stop Smoking Team • KIASS 	

Action	How	Key Partner(s)	Progress/Targets
1.2 Increase breast-feeding initiation rates and prevalence at 6-8 weeks in all parts of Kent			
<p>1.2.1 Positive promotion and creation of breast-feeding friendly environments</p>	<p>Centre</p> <ul style="list-style-type: none"> Identify and promote 'breast-friendly' feeding locations in the District e.g. provision of 'mother only' baby feeding rooms or public retail and catering areas including libraries, cafes etc. Work with local partners to raise awareness and promote of the importance of breastfeeding, particularly for teenage mothers through a social marketing style project so it becomes the 'social norm'. 	<p>Lead: KCHT</p> <ul style="list-style-type: none"> Children Centre's Sevenoaks District Council 	
<p>1.2.1 Provide support to new mothers to increase the initiation and continuation of breast-feeding</p>	<p>Increase access to trained advisors, champions and peers to promote and support breast feeding through:</p> <ul style="list-style-type: none"> Breast Buddy training Post natal ward support visit Monthly breast-feeding workshops Out of hours peer support 	<p>Lead: Children's Centres</p> <ul style="list-style-type: none"> KCHT Midwives and Health Visitors YAP's Groups 	
1.3 Support parents so that they can raise emotionally and mentally healthy children			
<p>1.3.1 Improve outcomes for families with crime and anti-social behaviour, absence and worklessness through the Troubled Families Programme</p>	<ul style="list-style-type: none"> Sevenoaks District Council, Kent County Council and partners to identify and support at least 40 families within the District each year for the next three years. 	<p>Lead: KCC</p> <ul style="list-style-type: none"> Sevenoaks District Council Kent Police KCC Adult Social Services 	
<p>1.3.2 Reduce repeat incidents of Domestic Abuse</p>	<ul style="list-style-type: none"> Community Safety Partnership and Domestic Abuse Task Group raise awareness and sign post to services through West Kent Directory and Community Safety Partnership particularly targeting repeat victims. Domestic Task Group and Local Children's Trust Board to commission domestic abuse work with 	<p>Lead: Community Safety Unit</p> <ul style="list-style-type: none"> Sevenoaks District Council Local Children's Trust Board Kent Social Services Kent Police 	

Action	How	Key Partner(s)	Progress/Targets
	<ul style="list-style-type: none"> children and young people to raise awareness improve self esteem and respect and improve healthy and respectful relationships. The promotion of targeted domestic abuse interventions to reduce repeat offending including Freedom Programme, DAVSS, CDAP, ISVA New mothers to be assessed in a way similar to the Common Assessment Framework process at the new birth visit. 	<ul style="list-style-type: none"> Faith groups 	
1.3.3 Supporting carers and child minders		<p>Lead: KCC</p> <ul style="list-style-type: none"> Sevenoaks District Council KCC <ul style="list-style-type: none"> Early Intervention Team Social Services West Kent Housing Moat 	
1.3.4 Give a better start for children through early intervention services for children 0-5 and their parents	<ul style="list-style-type: none"> Sevenoaks District Council to produce a directory of early intervention projects and diversionary activities for young people, families and front line practitioners. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> KGHT Children and Young Peoples Team KIASS HAT Children's Centres 	
1.3.5 Help young people to feel safe from bullying at home, at school and be safe on the internet	<ul style="list-style-type: none"> Kent County Council Education Team, Sevenoaks District Council Community Safety Unit and Kent Police to deliver a programme in schools to address cyber bullying and internet safety. 	<p>Lead: SDC, KCC and Kent Police</p> <ul style="list-style-type: none"> Schools 	
1.4 Encourage access to health services for all (High priority for Sevenoaks District)			
1.4.1 Improve access to GP services and to hospitals, particularly in rural areas	<ul style="list-style-type: none"> Individual GP surgeries to review surgery hours in partnership with CCG arrangements, focussing on the possibility of late night and weekend opening hours. Increase internet booking and patient facilities for GP surgeries 	<p>Lead: Clinical Commissioning groups</p> <ul style="list-style-type: none"> Patient Participation Groups 	
1.4.2 Making more	<ul style="list-style-type: none"> Encourage health professionals to look at 	<p>Lead: CCG's</p>	

Action	How	Key Partner(s)	Progress/Targets
Localised – bring services out of traditional settings.	alternative venues for their services, for example encouraging GP's to use Children's Centres for children's clinics, community centres and halls	<ul style="list-style-type: none"> Children's Centre Sevenoaks District Council Town/Parish Councils 	
1.4.3 Provide support for vulnerable groups to access health services	<ul style="list-style-type: none"> Work with Learning Disability Partnership, community groups and Seniors Actions Forum to promote health services and local/national health campaigns. Promote community transport schemes to residents living in rural and isolated communities to enable them to access medical appointments 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Community Transport Schemes KCC VAWK Seniors Action Forum Learning Disability Partnership GP's 	
1.1.5 Promote Healthy Weight for Children (High priority for Sevenoaks District)			
1.5.1 Support parents and children to maintain a healthy weight	<ul style="list-style-type: none"> Sevenoaks District Council to work with 50 families through the Family Weight Management Programme Kent Adult Education to run family specific exercise and healthy eating workshops 	<p>Lead: Sevenoaks District Council & Kent Adult Education</p> <ul style="list-style-type: none"> KCHT Children and Young people Team KCC Public Health KCC Early Interventions Team School Leads and school nurses 	
1.5.2 Increase interaction between parents and children including healthy lifestyles and active play	<ul style="list-style-type: none"> Partners to work with Childrens Centres to offer interactive play and learn sessions for parents and their children (0-5 year olds) Sevenoaks District Council to run targeted exercise and healthy eating sessions with Childrens Centres, for example Fathers Projects, Active Play, cookery 	<p>Lead: Children's Centre</p> <ul style="list-style-type: none"> Sevenoaks District Council KCC South East Dance KCHT 	
2.1 Improve educational attainment particularly at GCSE level (High priority for Sevenoaks District)			
2.1.1 Enable more young people to have their achievements	<ul style="list-style-type: none"> Community recognition in addition to school recognition, through outreach programmes such as the HOUSE projects, youth groups and Youth 	<p>Lead: West Kent Extra</p> <ul style="list-style-type: none"> Town/Parish Councils VAWK 	

Action	How	Key Partner(s)	Progress/Targets
recognized.	<ul style="list-style-type: none"> Forums. Positive focus on young people in the local press through positive messages District wide partner and voluntary organisation to work with young people to deliver award schemes for young people to be promoted. Partners with positive work with young people to consult them about best rewards and how they want their achievements recognised. 	<ul style="list-style-type: none"> Sevenoaks District Council Sevenoaks Area Mind Youth Forums KCC Youth Providers 	
2.1.2 Build in support and services within schools for vulnerable young people to engage	<ul style="list-style-type: none"> Increase referrals from schools and health professionals to domestic abuse support services Improve the referral pathways between health providers and schools through CAF services Sevenoaks District Council to work with VAWK to deliver the SAFE project in schools across the District 	<p>Lead: SDC, KCHT and KCC</p> <ul style="list-style-type: none"> KCHT Childrens & Young Peoples Team School nurses KIASS VAWK SDC Community Safety Unit KCC Early Interventions Team Kent Police 	
2.1.3 Manage and support schools non-attendance and increase access services	<ul style="list-style-type: none"> Increase referrals to support organisations Young carers to be referred to Common Assessment Framework The Troubled Families Project to target the most absent pupils and offer additional support 	<p>Lead: KCC</p> <ul style="list-style-type: none"> KCC Early Intervention team KCHT Childrens young Peoples Team Sevenoaks District Council Children's Centre School Nurses Kent Social Services 	
2.2 Reduce risk taking behaviours in young people			
2.2.1 Divert children and young people from crime and anti-social behaviour	<ul style="list-style-type: none"> Anti Social Behaviour Task Group and Kent County Council Childrens Services, to work with families where possible, rather than individuals to deal with anti-social behaviour. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> SDC Community Safety team KCC Early 	

Action	How	Key Partner(s)	Progress/Targets
	<ul style="list-style-type: none"> Work with communities more actively to find solutions to ASB through PACT Panels 	<ul style="list-style-type: none"> Interventions Team Kent Police Kent Probation Services PACT Panels 	
2.2.2 Specialist support for alcohol and drug misuse	<ul style="list-style-type: none"> Increase partnership working with youth services to provide a focus on alcohol and drug reduction 	<p>Lead: Kenward Trust</p> <ul style="list-style-type: none"> Sevenoaks District Council Trading Standards Kent Police KCC Early Interventions Team 	
2.2.3 Promote peer support interventions including youth peer educator, SAFE, health champions etc.	<ul style="list-style-type: none"> Sevenoaks District to work with VAWK to deliver SAFE project in secondary schools Young peoples services and partners to work with schools and youth groups to deliver and training peer support volunteers amongst young people 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> KCC KCHT C&YP Team VAWK KIASS HOUSE Projects SRE School Leads 	
2.3 Support older people to keep them safe, independent and living fulfilled lives (High priority for Sevenoaks District)			
2.3.1 Provide access to healthy lifestyle interventions to enable older people to remain healthier and independent	<ul style="list-style-type: none"> Seniors Action Forum to campaign on older peoples issues and achieve membership of 500 Sevenoaks District Council to continue to run targeted chair based yoga interventions in targeted areas (3 across District). Sevenoaks District Council to continue to deliver Health Walks within the District (8 walks per week) Sencio to continue to deliver their over 50's Prime Time exercise sessions (over 1,200 attendances pa) 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Seniors Action Forum KCC Sencio Community Leisure HAT 	
2.3.2 Partnership working to deliver and promote self help services	<ul style="list-style-type: none"> Kent Home Library Service referrals Health partners to facilitate Expert Patient Programmes for people with specific long term conditions CCG's to promote and develop self care processes and systems within community and home settings 	<p>Lead: KCC & GP's</p> <ul style="list-style-type: none"> District Nurses KCC Libraries CCG's Kent Public Health 	

Action	How	Key Partner(s)	Progress/Targets
<p>2.3.3 Increase referrals for home adaptations and falls prevention pathways to reduce the risk of falls</p>	<ul style="list-style-type: none"> • Provide volunteer mentors to help people with disabilities to live independently • Promote funding, opportunities and Disabled Facilities Grants for home adaptations and assessments through SDC, KCC and Home Improvement Agency • Work in partnership to improve the falls pathway into postural stability interventions and services • SDC to continue to operate falls prevention classes across the District 	<p>Lead: KCC & SDC</p> <ul style="list-style-type: none"> • SDC Housing Team • HAT • Age UK • KCC Social Services • West Kent Housing • GP's & CCG's • Acute Services • VAWK • KGHT 	
<p>2.3.4 Support older people and vulnerable people to remain in their own homes and live independently</p>	<ul style="list-style-type: none"> • Reduce the number of inappropriate care that is residential rather than own homes • West Kent Housing delivering Care Navigator Service. Signposting help with visits and support plans and further promote the service • Come And Meet Each Other (CAMEO) project from Voluntary Action Within Kent to be run within the District • Encourage more older people to volunteer and promote staying active • Provider internet training and support enable older people to have better access to online services 	<p>Lead: KCC</p> <ul style="list-style-type: none"> • VAWK • West Kent Housing • Age UK • Sevenoaks District Council Housing Team • SDC Community Safety Unit • Kent Adult Education 	
<p>3.1 Improve chances of employment for people facing disadvantage</p>			
<p>3.1.1 Improve training, skills and education opportunities for employment for disadvantaged, vulnerable groups and people on benefits</p>	<ul style="list-style-type: none"> • SDC co-ordinates a quarterly employment and training forum for local partners to work together to address employment issues. • SDC's Economic Development to arrange employee training opportunities to help employers train staff. • Work with Job Centre Plus to identify candidates by promoting services through community fairs for pre-work readiness training. • Greater training for those affected by Dyslexia 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> • Job Centre plus • Moat • West Kent Housing • SDC Hero Project • Chambers of commerce • Colleges 	
<p>3.1.2 Support local charities and community groups to support adults with</p>	<ul style="list-style-type: none"> • Increase work with charities such as the Simon Paul foundation and Community Futures, which helps support people with physical and learning disabilities • Provide specific skills and training opportunities for 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> • KCC Libraries • Colleges 	

Action	How	Key Partner(s)	Progress/Targets
disabilities into work and training	<ul style="list-style-type: none"> vulnerable groups based on needs Create better links and understanding with local employers to increase opportunities 	<ul style="list-style-type: none"> VAWK Learning Disabilities Partnership Simon Paul Foundation Local businesses West Kent Extra 	
3.2 Increase proportion of young people in fulltime education, employment or training (High priority for Sevenoaks District)			
3.2.1 Support 16-18 year olds into training or employment	<ul style="list-style-type: none"> To work with Job Centre Plus to develop training opportunities locally. SDC to work with the Kent Foundation to identify young entrepreneurs across the district Continued partnership working with North West Kent College and K College to bring together young people and education. Work with HOUSE projects to identify needs and develop training and skills opportunities. And provide links to career and training partners. 	<p>Lead: Job Centre Plus</p> <ul style="list-style-type: none"> Sevenoaks District Council North West Kent College The Kent Foundation Chamber of commerce K College VAWK HOUSE KIASS Job Centre plus 	
3.2.2 Increase the number of people accessing apprenticeship and graduate opportunities	<ul style="list-style-type: none"> SDC to identify businesses and work with them to develop apprenticeships and training opportunities. Promote websites and agencies which offer apprenticeships. Promote Kent County Council apprenticeships Scheme. SDC to work with Voluntary Action Within Kent (VAWK) on the Graduate Volunteering Programme 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> KCC North West Kent Colleges VAWK Job Centre plus CXK KIASS 	
3.3 Support businesses to have healthy workplaces			
3.3.1 Support employers to create healthy work places and environments for staff.	<ul style="list-style-type: none"> SDC will support business growth and development, start up and home working. NHS Health checks service to be taken into workplaces to offer healthy lifestyle advice to employees. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> KCC KCHT Chambers of 	

Action	How	Key Partner(s)	Progress/Targets
	<ul style="list-style-type: none"> Support businesses to develop a Workplace Wellbeing Charter. Develop Smoke-Free Business Awards to reduce prevalence of smoking among workers 	Commerce	
3.3.2 Place defibrillators as Automated External Defibrillators in workplaces, or Public Access Defibrillators in public areas	<ul style="list-style-type: none"> Support South East Coast Ambulance service campaign for Public Access defibrillators across Kent Sevenoaks District Seniors Action Forum are campaigning for funds and locations within the Sevenoaks District. Charities such as the British Heart Foundation are also working to rise funding and awareness of the service. Sevenoaks District Council Coordinating defib and basic first aid training for communities. 	Lead: Sevenoaks District Council <ul style="list-style-type: none"> Seniors Action Forum South East Coast Ambulance BHF 	
4.1 Provide the right support at the right time including financial capacity support and inclusion			
4.1.1 Support people in accessing benefits and in the transition to universal credit	<ul style="list-style-type: none"> Sevenoaks District Council to deliver the Housing, Energy and Retraining Options (HERO) project to provide a holistic advice service to vulnerable people. The HERO project is delivered through surgeries in rural communities to ensure that outlying areas receive the same support as central areas. 	Lead: Sevenoaks District Council <ul style="list-style-type: none"> West Kent Housing Moat KCC / Children's Centre 	
4.1.2 Provide support and advice for families regarding benefits and employment.	<ul style="list-style-type: none"> West Kent Housing – Funding for a post under the Occupational Officer to provide debt advice, making better use of stock, and managing the under 35's age bracket. Landlords offering their flats as Houses of Multiple Occupancy (HMO) for five years in Swanley as an experiment. 	Lead: West Kent Housing <ul style="list-style-type: none"> Sevenoaks District Council Landlords Moat HIA 	
4.1.3 Interventions to assist older people to down-size to more affordable and suitable accommodation	<ul style="list-style-type: none"> Deliver actions within the Under-Occupation Action Plan including initiatives to offer additional financial incentives to help with removals costs etc. Joint funded officer appointed for an initial year to support down-sizing interventions Provide a hand-holding service to help and support 	Lead: SDC Housing <ul style="list-style-type: none"> West Kent Housing Moat Landlords KCC HIA 	

Action	How	Key Partner(s)	Progress/Targets
	<p>people through this service</p> <ul style="list-style-type: none"> Work with partners to identify suitable and attractive down-sizing options through local lettings plans 		
4.2 Promote opportunities to support facilities in poverty			
4.2.1 Meet the needs of vulnerable and lower income households.	<ul style="list-style-type: none"> SDC's HERO project provides financial advice and assists with benefit claims as necessary. Sevenoaks District Council to deliver actions within Sevenoaks District Housing Strategy 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Wes Kent Housing HIA 	
4.2.2 Provide support, advice and information to residents about debt management and financial awareness.	<ul style="list-style-type: none"> Increase partnership working between the HERO project, Citizens Advice Bureau, Food banks, Churches and Voluntary Organisations that specialise in debt management. Increase public awareness of agencies that can provide information and help with debt management Increase the number of key local services that can be accessed within local communities including rural and isolated parishes. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> CAB Food banks Churches together VAWK West Kent Housing 	
4.3 Meet the housing needs of people living in the District include affordable and appropriate housing (High priority for Sevenoaks District)			
4.3.1 Carry out an Older Persons Housing Needs Assessment to better understand the needs of older people	<ul style="list-style-type: none"> Undertake a Older Persons Housing Needs study Work with partners to ensure that findings and recommendations feed into relevant planning and policy arrangements including LDF and Community Plan Produce a Housing Action Plan to reflect findings and deliver appropriate actions in partnership with others 	<p>Lead: SDC Housing</p> <ul style="list-style-type: none"> West Kent Housing Moat Landlords KCC SDC Planning 	
4.3.2 Provide affordable housing to meet identified needs of vulnerable groups	<ul style="list-style-type: none"> Work with housing association partners to remodel and refurbish programmes to preserve existing stock and introduce current standards Utilise S106 affordable housing planning gains to make best use of the existing housing stock to meet current needs 	<p>Lead: SDC Housing</p> <ul style="list-style-type: none"> West Kent Housing Moat Landlords KCC 	
4.3.3 Work with developers, landlords	<ul style="list-style-type: none"> Work with developers to design housing that can sustain tenancies through all life stages including 	<p>Lead: SDC Housing</p> <ul style="list-style-type: none"> West Kent Housing 	

Action	How	Key Partner(s)	Progress/Targets
and owner-occupiers to provide appropriate housing suitable for all demographics	<ul style="list-style-type: none"> lifetime homes and wheelchair accessible homes Inspect and accredit private rented housing to promote good standards and quality housing SDC to bring Home Improvement Agency services in-house and service improvements to be made, as identified by the Older Persons Survey. 	<ul style="list-style-type: none"> Moat Landlords KCC HIA 	
5.1 Reduce homelessness and its negative impact for those living in temporary accommodation			
5.1.1 Intervention for young people especially around mentoring on budgeting and housing	<ul style="list-style-type: none"> The Hero project to help and support young people with their housing arrangements and provide essential skills to budgeting. Through the troubled families programme, services to support young targeted individuals to reduce the likelihood of homelessness. West Kent Extra to offer start up packs with essential resources. 	Lead: Sevenoaks District Council <ul style="list-style-type: none"> West Kent Extra KCC Landlords 	
5.1.2 Training for front line workers on the welfare change	<ul style="list-style-type: none"> Housing authorities and Sevenoaks District Council to work more closely and organize support with the Citizens Advice Bureau. 	Lead: <ul style="list-style-type: none"> Sevenoaks District Council Citizen Advice Bureau West Ken Housing 	
5.2 Develop our communities to be healthy places			
5.2.1 Maintain cleanliness standards and seek to remove incidents of fly tipping as soon as possible	<ul style="list-style-type: none"> Community Safety Unit and Task and Co-ordinating Strategy Group to undertake monthly Environmental Visual Audits across the District in conjunction with local businesses and residents to deal with litter and investigate ways for people to recycle more in public places. Community Safety Unit campaign to reduce the impact of Fly Tipping and improve public perception through positive media. Environmental services to investigate County Council charges and conditions for waste management solutions 	Lead: <ul style="list-style-type: none"> Sevenoaks District Council Community Safety Unit Kent Police KCC Direct services 	
5.2.2 Work with residents on the benefits of healthy places including parks,	<ul style="list-style-type: none"> Sevenoaks District Council's Community Development department to work with partner agencies and Town and Parish councils to promote AONB and open spaces. 	Lead: <ul style="list-style-type: none"> Sevenoaks District Council Town and Parish 	

Action	How	Key Partner(s)	Progress/Targets
and open spaces	<ul style="list-style-type: none"> Deliver conservation and environmental projects to improve the access for local people to parks and open spaces including Naturally Active, outdoor gyms etc. 	<p>Council</p> <ul style="list-style-type: none"> NWKCP 	
5.3 Support Safe (High priority for Sevenoaks District)			
5.3.1 Consult with and involve local communities in community safety and crime issues that affect them	<ul style="list-style-type: none"> PACT panels to involve the local community in looking at solutions to Anti Social Behaviour and sharing good practice. Promote the speedwatch service through different media streams. Daily Tasking, CSU and the Police to ensure the mobile CCTV is used effectively to deter crime and anti-social behaviour. Positively promote the work of the CSU to encourage residents to access services and report crime. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> PACT Local Champions CSU ASB Coordinator Kent Police 	
5.3.2 Working with Fire services and housing to target most vulnerable households including older people	<ul style="list-style-type: none"> Partners to work proactively with Kent Fire & Rescue to make service links to identify vulnerable people Partners to work together to reduce risks of fire, falls and other hazards within the home environment 	<p>Lead: Kent Fire & Rescue</p> <ul style="list-style-type: none"> SDC Housing Team West Kent Housing KCC SDC CSU 	
5.4 Reduce Fuel Poverty by supporting development of warm homes			
5.4.1 Support vulnerable groups who find it difficult to heat their homes	<ul style="list-style-type: none"> Sevenoaks District Council to work with Home Improvement Agency to offer grants to individuals that are in need. Community Safety Unit to identify vulnerable groups and provide homes with the service of the Community Wardens and PCSO to give advice SDC to encourage landlords to complete the Landlord Accreditation scheme by offering them funds to improve their homes. Sevenoaks District Council to run regular campaigns to promote energy efficiency and fuel poverty. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Landlords Community Safety Unit Kent Police PCSO KCC HIA Community Wardens Seniors Action Forum 	
5.4.2 Ensure planning applications adhere to	<ul style="list-style-type: none"> Planning Teams to work with partnership to consider legislation and implications related to planning 	<p>Lead: SDC Planning</p> <ul style="list-style-type: none"> SDC Housing 	

Action	How	Key Partner(s)	Progress/Targets
all government legislations	applications regarding health and wellbeing		
6.1 Improve access to screening			
6.1.1 Improve early diagnosis of dementia and provide services and activities to support sufferers and their carers	<ul style="list-style-type: none"> KCHT and Sevenoaks District Council to deliver NHS Health Checks across the district to identify those who might be at risk. Voluntary groups to work together to co-ordinate activity and support sessions across the District including dementia cafes and drop-ins GP surgeries working alongside their PPG group's to run awareness events around Dementia and improve early diagnosis. Progress with KCC dementia friendly communities project in the District. 	Lead: Sevenoaks District Council & KCHT <ul style="list-style-type: none"> Sevenoaks Area MIND Seniors Action Forum KCC CCG's PPG's Kent Libraries Age UK Alzheimer's & Dementia Support Services Alzheimer's Association 	
6.1.2 Promote sensible drinking and ensure treatment and support services are accessible for all	<ul style="list-style-type: none"> Promote sensible drinking within the District through the completion of the AUDIT-C Increase awareness of what constitutes unsafe drinking and support national and local campaigns Promote alcohol programmes and support services through the Community Safety Unit 	Lead: Community Safety Unit <ul style="list-style-type: none"> HAT Kenwood Trust CRI SDC CSU 	
6.1.3 Increase access to sexual health and Chlamydia services for young people	<ul style="list-style-type: none"> Deliver the Sevenoaks District Teenage Pregnancy LIG Acton Plan Use 'The Blue Bus' as a mobile screening service to take services to rural communities and groups of young people. Increase signposting and access from other community services 	Lead: Teenage Pregnancy LIG <ul style="list-style-type: none"> Sevenoaks District Council KCC KCHT Sexual Health nurses School nurses School SRE Leads Kent Youth Providers Children's Centres West Kent Extra 	

Action	How	Key Partner(s)	Progress/Targets
6.2 Reduce the gap in health inequalities across the social gradient (High priority for Sevenoaks District)			
6.2.1 Reduce the prevalence of smoking, particularly in areas of deprivation and young people	<ul style="list-style-type: none"> Continue to reduce the number of people smoking, within the District Make it harder for people to take up smoking, reduce prevalence, advertising, smoking areas etc. Run stop smoking clinics locally The stop smoking team to run workshops in schools and attend community events to reach 	Lead: KCHT Stop Smoking Team <ul style="list-style-type: none"> NHS Sevenoaks District HAT GP's Schools Kent Youth Providers 	
6.2.2 Reduce the increasing prevalence of Type 2 diabetes through early detection and prevention	<ul style="list-style-type: none"> Deliver targeted NHS Health Checks to identify people at risk, particular focus on the most deprived wards Attend community events and provide healthy lifestyle and healthy eating information to residents Promote weight management and exercise activities 	Lead: Sevenoaks District Council <ul style="list-style-type: none"> KCHT KCC 4 Healthy Weight Sencio Community Chef 	
6.2.3 Deliver activities to promote the benefits of increased physical activity and reduce obesity	<ul style="list-style-type: none"> Deliver community weight management programmes across the district Improve referral pathways into weight management services and programmes Deliver healthy living activities in schools around healthy lifestyle Sencio to run a programme of exercise and physical activities and offer concessions for people with disabilities and on low income/older people 	Lead: Sevenoaks District Council <ul style="list-style-type: none"> KCHT KCC Sencio GP's 	
6.3 Provide support for people with mental illness and raise awareness of mental health issues (High priority for Sevenoaks District)			
6.3.1 Support vulnerable people to manage long-term mental health conditions	<ul style="list-style-type: none"> Partners to work with support organisations to deliver targeted and supportive interventions Encourage support groups such as West Kent Housing's Lifeways Support Groups 	Lead: Sevenoaks Area Mind <ul style="list-style-type: none"> West Kent Housing 	
6.3.2 Raise awareness of mental health issues and signpost into relevant	<ul style="list-style-type: none"> Sevenoaks Area Mind to continue to deliver a range of mental health awareness workshops. Sevenoaks District Council to run awareness workshops to front line staff to equip them with 	Lead: Sevenoaks Area Mind <ul style="list-style-type: none"> Sevenoaks District 	

Action	How	Key Partner(s)	Progress/Targets
<p>services</p>	<p>valuable skill to help people with mental ill health</p> <ul style="list-style-type: none"> Actively promote the ‘five ways to wellbeing’, World Mental Health Day and other national and local campaigns 	<p>Council</p> <ul style="list-style-type: none"> HAT KCC 	
<p>6.4 Grow participants and partnerships to find new ways to target and deliver services</p>			
<p>6.4.1 Work with Health & Wellbeing Boards to support the delivery of key priorities set out in the health inequalities agenda</p>	<ul style="list-style-type: none"> SDC to attend regular CCG Health and Wellbeing Boards and co-ordinate the Officer Health Action Team and the Member Health Action Group Work proactively to achieve actions delivered from sub-groups of the Health & Wellbeing Boards Actively participate in work to develop integrated commissioning and service delivery for health and social care arrangements. 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Health & Wellbeing boards Clinical Commissioning Group Sevenoaks District Council HAT Kent Social Services 	
<p>6.4.2 Co-ordinate the Sevenoaks District Health Action Team for operational partners to work holistically</p>	<ul style="list-style-type: none"> Sevenoaks District Council to co-ordinate quarterly meetings of the HAT ‘Mind The Gap’ Health Inequalities Plan to be delivered, progressed and monitored at quarterly meetings Invite local partners involved in delivering services relating to improving the health and wellbeing of residents and work in partnership to achieve better outcomes and reduce duplication 	<p>Lead: Sevenoaks District Council HAT</p> <ul style="list-style-type: none"> Seniors Action Forum Sevenoaks Area Mind Town & Parish Councils KCC KCHT CCG Voluntary Groups Royal British Legion Sencio Community Leisure 	
<p>6.4.3 Develop the “Be Inspired, Be Active” legacy programme</p>	<ul style="list-style-type: none"> Maximise opportunities from the legacy of the 2012 Games to increase sport and activity participation including cycling, disabled sports and volunteering 	<p>Lead: Sevenoaks District Council</p> <ul style="list-style-type: none"> Sencio Community Leisure 	

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GLOSSARY:

APHO	-	Association of Public Health Observatories
ASB	-	Anti Social Behaviour
C&YP	-	Children & Young People's
CAB	-	Citizens Advice Bureau
CCG	-	Clinical Commissioning Group
CDAP	-	Community Domestic Abuse Programme (Perpetrators)
CSU	-	Community Safety Unit
DAVSS	-	Domestic Abuse Volunteer Support Service
DGS	-	Dartford, Gravesham & Swanley
GP	-	General Practitioner
HAT	-	Health Action Team
HIA	-	Health Improvement Agency
HINST	-	Department of Health Inequalities National Support Team
ISVA	-	Independent Sexual Violence Advisors
KCC	-	Kent County Council
KCHT	-	Kent Community Health Trust
KIASS	-	Kent Integrated Adolescent Support Service
KMPHO	-	Kent & Medway Public Health Observatory
LIG	-	Local Implementation Group
MWIA	-	Mental Well-being Impact Assessment
NHS	-	National Health Service
NICE	-	National Institute for Health and Clinical Excellence
PACT	-	Partners and Communities Together
PCSO	-	Police Community Support Officer
PSHE	-	Personal, Social & Health Education
SDC	-	Sevenoaks District Council
SRE	-	Sex & Relationships Education
VAWK	-	Voluntary Action Within Kent
WK	-	West Kent
YAP	-	Young Active Parents

For Further Information please contact:

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ECONOMIC DEVELOPMENT STRATEGY – MEMBERS’ INPUT

Economic & Community Development Advisory Committee – 24 October 2013

Report of Chief Officer, Communities and Business

Status: For consideration

Key Decision: No

Executive Summary: This report summarises Members’ input to the Economic Development Strategy workshop held for Economic & Community Development Advisory Committee Members on 15 August 2013.

This report supports the Key Aim of a Dynamic Economy

Portfolio Holder Cllr. Hogarth

Contact Officer(s) Lesley Bowles (Ext: 7268)

Recommendation: Members’ views are sought.

Reason for recommendation: Members’ views will inform the draft Economic Development Strategy.

Introduction and Background

1 Members of the Advisory Committee were invited to a workshop to help set the priorities for the District’s Economic Development Strategy. They considered the economic needs of the District under the 5 keys actions of the Community Plan’s Dynamic Economy theme as follows:

Maintain a supply of employment land and premises

2 Members considered the most important sites for redevelopment of employment land in the District.

3 There was agreement that Fort Halstead and the Broom Hill site in Swanley were important areas of employment land. In addition, sites have been identified in the draft Allocations & Development Management Plan for intensification and regeneration. The two largest of these were the Vestry Estate, on the outskirts of Sevenoaks and Station Road, Edenbridge.

4 Members thought that a robust attitude to keeping commercial land was necessary with a need for persistent advertising of land before approval was given to convert it to residential. It was felt that the high residential values were a problem in the District, contributing to the loss of employment land.

Agenda Item 12

- 5 Members identified additional infrastructure needs as follows:
- Parking (Sevenoaks town specific)
 - Edenbridge railway bridge (north side)
 - Improved access to Vestry estate
 - Growth without Gridlock proposal - reliable and improved service for rail commuters into London
- 6 In terms of encouraging vibrant and viable town centres, the following were considered to be priorities:
- New Ash Green village centre regeneration
 - Swanley town centre regeneration
 - Assisting local stakeholders to make shop fronts more attractive.
 - Assisting local stakeholders to get empty shops occupied with a possible local bye-law to enforce action on unco-operative landlords.

Retain existing businesses and encourage new businesses

- 7 In order to help retain existing and encourage new businesses:
- There is a need for 'fit for purpose' move on business accommodation. Members felt there was a need for attractive, top quality office space.
 - There is a need to encourage inward investment and there must be a co-ordinated 'locate in Sevenoaks' approach
 - Support businesses and encourage growth
 - Support for microbusinesses and homeworkers
 - Support the rural economy
 - Encourage and support tourism, focusing on accommodation and local pubs
 - Make the environment look attractive
 - Hold investment open days for the District to attract more businesses
 - Adopt a 'soft landings' approach to make it easier for businesses to locate in the District
 - Undertake further consultation with the business community to find out what they want

- Make links with local businesses to develop employment opportunities
- Hold jobs fairs

Improve skills for employment

8 In order to improvement employment skills:

- Reduce unemployment in partnership with Job Centre Plus
- Encourage apprenticeships in the District
- Encourage appropriate training to help people to become ready for work
- Locate Job Centre Plus in more rural communities
- Reduce unemployment in specific locations

Improve sustainability of the business economy

9 In order to improvement energy efficiency

- Promote energy efficiency among local businesses

Improve broadband connectivity

10 Broadband connectivity was considered to be an urgent priority

- Lobby for faster broadband
- Support local communities to obtain the provision of faster broadband

Other Economic Development Strategy proposals

11 Other proposals that have come forward for inclusion in the Economic Development Strategy include:

- The inclusion of Swanley in London's Zone 6 transport arrangements, encouraging people to locate in Swanley
- Lobby for improvements at Swanley Train Station
- The development of a traffic management control system and introduce Intelligent Transport Systems that cover the high volume main road network in Sevenoaks district and Sevenoaks urban area and Swanley Town Centre.
- Lobby for improved transport services e.g. to mitigate the negative effects of the London Bridge rail development
- Set up a Community Interest Company to deliver superfast broadband to local communities

Agenda Item 12

- Deliver a series of workshops to enable local businesses to increase energy efficiency
- Supplying businesses in the District with commercial sustainability packs to increase awareness of schemes and opportunities which they can take advantage of.
- Deliver actions in the Climate Local Kent framework
- Support and deliver the European Regional Development Fund (ERDF) project offering sustainability grants to SMEs (Small and Medium Sized Businesses)
- Support and encourage local businesses to access the £5.5million Regional Growth Fund Escalate zero interest loan scheme arranged in partnership between Sevenoaks District Council, other West Kent partners and Kent County Council
- Compile an investment prospectus and DVD marketing Sevenoaks District as a place to set up and grow
- Develop start up units and work hubs
- Develop a consistent programme of business support

Key Implications

Financial

Whilst it may be necessary to seed fund major initiatives such as broadband provision or support from the District Council, these items would be separately submitted for approval by Members. No other financial implications are anticipated at this stage. The financial implications of the Economic Development Strategy will be assessed alongside the drafting of the Strategy.

Legal Implications and Risk Assessment Statement.

These will be considered alongside the drafting of the Strategy.

Equality Impacts

These will be considered alongside the drafting of the Strategy.

Conclusions

Members views will be taken into account in the drafting of the Economic Development Strategy.

Lesley Bowles
Chief Officer Communities & Business

Economic & Community Development Advisory Committee Work Plan 2013/14

24 October 2013	13 February 2014	1 May 2014	June 2014
<p>Rural Broadband – External Witnesses -- BT</p> <p>Review of Service Plans/SCIAs</p> <p>‘Mind the Gap’ Sevenoaks District Health Inequalities Action Plan</p> <p>Economic Development Outline Strategy</p> <p>Review of Parking Charges</p>	<p>Allocation of Grants</p> <p>Neighbourhood Development Plans and their potential effects on the local economy.</p> <p>Broadband update</p> <p>Chief Planning Officer – to discuss business land being converted to residential land</p>	<p>Emergency Planning Strategy</p> <p>Business Continuity Strategy</p> <p>Broadband update</p> <p>Whiteoak Leisure Centre – Asset Maintenance</p> <p>Inward Investment employment areas – hotels and the rural economy</p>	<p>Tourism - Economic Impact Assessment & Action Plan</p> <p>Broadband catch up</p>

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