

**STRATEGY AND PERFORMANCE ADVISORY COMMITTEE**

**03 March 2015 at 7.00 pm**

**Conference Room, Argyle Road, Sevenoaks**

**AGENDA**

**Membership:**

Chairman: Cllr. Fleming Vice-Chairman: Cllr. Dickins  
Cllrs. Abraham, Mrs. Bayley, Clark, Eyre, Mrs. George, Mrs. Parkin, Mrs. Purves, Raikes,  
Miss. Stack and Miss. Thornton

	<b><u>Pages</u></b>	<b><u>Contact</u></b>
<b>Apologies for Absence</b>		
1. <b>Minutes</b> To agree the Minutes of the meeting of the Committee held on 2 December 2014, as a correct record	(Pages 1 - 4)	
2. <b>Declarations of Interest</b> Any interests not already registered		
3. <b>Actions from Previous Meeting</b>		
4. <b>Update from Portfolio Holder</b>		Cllr. Fleming Tel: 01732 227180
5. <b>Referrals from Cabinet or the Audit Committee (if any)</b>		
6. <b>Customer Experience Update</b>	(Pages 5 - 6)	Amy Wilton Tel: 01732 227280
7. <b>'Dementia Friendly' Update</b>	(Pages 7 - 10)	Cllr Miss. Stack
8. <b>Members Communication Update</b>		Cllr. Miss. Stack
9. <b>Work Plan</b>	(Pages 11 - 12)	

**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.

Should you require a copy of this agenda or any of the reports listed on it in another format please do not hesitate to contact the Democratic Services Team as set out below.

For any other queries concerning this agenda or the meeting please contact:

**The Democratic Services Team (01732 227241)**

**STRATEGY AND PERFORMANCE ADVISORY COMMITTEE**

Minutes of the meeting held on 2 December 2014 commencing at 7.00 pm

Present: Cllr. Fleming (Chairman)

Cllr. Dickins (Vice Chairman)

Cllrs. Abraham, Mrs. Bayley, Clark, Eyre, Mrs. Parkin, Mrs. Purves, Raikes and Miss. Thornton

Apologies for absence were received from Cllrs. Mrs. George and Miss. Stack

25. Minutes

Resolved: That the minutes of the previous meeting of the Strategy and Performance Advisory Committee held on 7 October 2014 be approved and signed as a correct record.

26. Declarations of Interest

There were no additional declarations of interest.

27. Actions from Previous Meeting

Members noted that Action 1 relating to the Housing Register was in hand and that an update would be circulated once it was completed, and that Action 2 relating to an Inspector's Report had been completed with the report circulated to the Committee via email.

28. Update from Portfolio Holder

The Chairman and Portfolio Holder for Strategy and Performance advised that an appointment had been made to the post of Head of Economic Development & Property. The applicant had delivered major projects including in Ashford and Thames Gateway and had a strong record of getting things done. He advised though that there were recruitment problems in other key areas such as planning and recently the Council had not been able to recruit to the post of Head of Council Tax and Benefits. The Senior Management Team were looking at the recruitment and retention strategy and also at wider options such as sharing of services and extending the current "technicians" scheme.

He also advised that the recent news of national changes to Affordable Housing were of concern. It has been estimated that the change was likely to lose some £2.5m resources to the Council based on the current development applications awaiting decision alone. The changes were likely to mean the Council would be unable to deliver the 3<sup>rd</sup> round of the DIYSO scheme.

## Agenda Item 1

### Strategy and Performance Advisory Committee - 2 December 2014

#### 29. Referrals from Cabinet or the Audit Committee

There were no referrals from the Cabinet or Audit Committee.

#### 30. Communication Members Working Group - Update

In the absence of Cllr Miss Stack, the Chairman advised that the 3-Member Group had been looking at the Website and that it was vital to get this key communication vehicle right. The current site was not consistent in terms of content, or of approach. A lot of work was being done behind the scenes in order to deliver a modern, engaging site.

The Committee was also advised that there is now a working Sevenoaks Parking App, and the feedback so far had been almost entirely positive.

#### 31. Members Communications

The Chairman advised that this work would feed into planning for the 2015 Election. Work was ongoing to assess Member's needs and to provide a framework that gave useful information.

#### 32. Members' Induction Pack after 2015 Elections - Presentation

The Chief Officer Legal & Governance circulated a pack to the Committee of headline documents that were used in 2011 in order to engage with prospective Members prior to the 2011 election, and to induct the elected Members into the organisation after that election. An outline was given of how it was planned that the process would work in 2015. It was planned to extend the pre-nomination stage to ensure prospective candidates got a positive message of being a Member as well as setting out the demands that Members are subject to.

A key part will be to involve existing Members more, particularly those who joined the Council in 2011 and who can input their experiences and ideas for improvement.

Members generally felt that the idea of a "coach tour" of the District was a good one and that it was the basic things that were important:

- a) How to help a local resident
- b) How to contact KCC
- c) Advice on writing emails to constituents
- d) Resources available – such as LGA.

The Chairman asked that any ideas Members had be sent to the Chief Officer Legal & Governance.

Resolved: The update be noted.

#### 33. Local Government Transparency Code 2014

The Head of Transformation and Strategy presented a report which set out the requirements of the Local Government (Transparency Requirements) (England) Regulations 2014 which came into effect on 31 October 2014. These Regulations make

it a legal requirement for local authorities to publish a range of data as specified in Part 2 of the Local Government Transparency Code 2014.

It was noted that, of the 13 data sets required under Part 2 of the Code, the Council currently publishes four to the required standard. Information has to be published in a format and under a licence that allows open re-use, including for commercial activities.

In addition, Part 3 of the Code sets out a further 7 data sets of enhanced information which it is recommended be published, but where there is no legal requirement to do so. Members generally considered that the additional information should be published if it was readily available, but that resources should not be put into non-statutory requirements. There was some concern expressed about the possible risk of fraud with the publication of more detailed financial information, and the possible additional effort needed to redact data as it was felt that more detailed information was likely to involve more personal details. There was also some concern that the Government could impose a further statutory requirement on the "suggested" additional data further down the line. There was also concern that there would be pressure to provide data in an easily analysed format which could require further resources.

The Head of Transformation and Strategy advised that there was still a big job to be done to get to the basic statutory level – particularly around the Local Authority Land and Procurement data sets.

#### Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That

- a) the requirements of the Local Government Transparency Code 2014 be noted; and
- b) Cabinet be advised that the Advisory Committee felt that, with resignation, the further data as recommended by the Code be published if it was readily available and if there were no adverse consequences foreseeable going forward.

#### 34. Work Plan

Members reviewed the Work Plan for the March, summer and autumn 2015 meetings. The Members Communications item would be moved to the 3 March 2015 meeting.

Resolved: That the work plan be noted.

THE MEETING WAS CONCLUDED AT 8.06 PM

CHAIRMAN



## **CUSTOMER EXPERIENCE PROJECT**

### **Strategy and Performance Advisory Committee 3 March 2015**

Report of Chief Officer Corporate Support

Status: For Information

Key Decision: No

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**This report supports the Key Aim of** improving the key services we deliver to the public.

**Portfolio Holder** Cllr. Peter Fleming

**Contact Officer(s)** Amy Wilton x7280

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### **Recommendation to Strategy and Performance Advisory Committee**

That this report be noted

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### **Background Information**

- 1 The Customer Experience project is one of the Councils key corporate projects. Over the last 12 months the Customer Services Manager has represented the Council on the Kent Channel Migration group. The group is made up of 8 Kent authorities, including Sevenoaks District Council and has looked at a number of initiatives for channel migration. Through this work, Sevenoaks District Council has looked at improvements for the existing website for refuse collections, planning application searches and behavioural change methods for Revenues customers.
- 2 In parallel to this work, the Members Communications working group has also carried out some work on identifying improvements to the current website and expressed a need for change with the current website to accommodate far more online services, to provide an improved service to customers, 24/7. It is recognised that by enabling self service options for customers that are willing and able to do so, attention can be given to those customers who still require a more traditional service either face to face or over the telephone, during normal office hours.
- 3 A brief has been written for a new website covering technical requirements. This was circulated to the Members Communications working group and feedback from Members indicated that further work was required on the design and identity elements. Cllr. Miss Stack gave a presentation on this work at the committee meeting in October and members agreed the outcomes.

### **Recent Progress**

- 4 Since the last Strategy and Performance Advisory Committee meeting, officers have progressed a project to build a new Customer Relationship Management

## Agenda Item 6

(CRM) system. This is due to go live in quarter 1 2015/16 and will enable much easier access to front line systems for front line staff. In addition the system will provide a more effective platform to integrate with a new website to enable straight forward and simple self service task for customers.

- 5 The council is continuing work with the Kent Channel Migration team to look more in depth at the analytics data from our current website. By further analysing the journey a customer takes through our current website, we will gain a greater understanding of how customers access and view our website and the information within it, which will in turn help us to shape our online services in a more customer focused manner.
- 6 Initial work is taking place with an external company to ensure a consistent approach is adopted across all access channels. Officers will liaise with the Portfolio holder and his deputies as this work progresses. The aim is to complete this element of work by mid April.
- 7 Following the circulation of the website brief to the Members Communications working group during the latter part of 2014 and subsequent feedback from Members, the Customer Services Manager has looked at additional functionality for the new site to incorporate web chat. This will be included in the brief that is used for the procurement of a new website. Current target delivery date for a new website is quarter 2 2015/16.

### **Conclusions**

- 8 It is apparent that customer expectations and behaviours are constantly changing. Through the progression of the work outlined in this report, we will ensure that developing technology is used in an effective manner to meet these changes. We also aim to encourage customers to use easier, more cost effective methods of accessing services, whilst not disadvantaging those without access to technology.

### **Key Implications**

#### Financial

Any associated costs at this point will be met from with existing budgets

#### Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

**Background Papers:** None.

**Jim Carrington-West**  
**Chief Officer Corporate Support**



## DEMENTIA FRIENDLY UPDATE REPORT

### Committee – Strategy & Performance Advisory Committee – 3 March 2015

Report of Chief Officer Communities & Business

Status: For Information

Key Decision: No

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**Executive Summary:** This report summarises this Council’s involvement in the Dementia Friendly Communities Project and the positive impact this work can have to improve access to services for people with disabilities.

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**This report supports the Key Aim of** providing the right support at the right time, reducing health inequalities and improving health and wellbeing for all

**Portfolio Holder** Cllr. Hogarth

**Contact Officer(s)** Hayley Brooks Ext. 7272

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### Recommendation to Strategy & Performance Advisory Committee:

Members are asked to note the report.

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**Reason for recommendation:** Members are asked to note the report.

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### Introduction and Background

- 1 By 2020, 38 per cent of the population will be aged over 50, and by 2029 this will have risen to 40 per cent. The significant increase in older people contributes to the increase of people living with Dementia. There will be a 25% rise in the number of people aged 65+ diagnosed with dementia by 2020, particularly those with mild or moderate dementia. One in five people over the age of 65 will have a form of dementia.
- 2 The prevalence of Dementia increases with age, however this is not just an older person’s disease as there are more than 40,000 younger people (under the age of 65) with dementia in the UK.
- 3 There are over 9,100 residents of Kent recorded to have Dementia, with over 20,000 undiagnosed cases. Sevenoaks is one of four districts in Kent who expect to see the greatest increase in an aging population, and therefore the greatest increase in people with Dementia. Two-thirds of people with Dementia in Kent live in their own home.

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### **The Dementia and Community Friendly Challenge**

- 4 The National 'Living Well with Dementia: A National Dementia Strategy' was published in February 2009. In March 2012, the Prime Minister sought to boost the impact of the National Strategy by issuing a personal challenge on dementia. One aspect of that challenge was based on his view that communities and services need to be more Dementia-Friendly.
- 5 The Audit Commission publication 'Don't Stop Me Now' encourages local authorities to 'age-proof' their services which can have benefits not only for older people but also for younger people, those with lower literacy, families with children, wheelchair users, people with disabilities and people with long term conditions.
- 6 The Local Government Information Unit (LGIU) have produced 'The Four Cornerstones Model' to help local authorities and their partners to ask questions about their communities and services to assess how dementia-friendly they are by evaluating their Places, People, Resources and Networks. The LGIU Policy Briefing can be seen at Appendix A.
- 7 The Four Cornerstones model clearly shows the potential for local authority services, beyond health and social care, to support local residents. The report states that it is important that councils take a corporate and strategic approach to dementia, harnessing this potential to support people with dementia and their carers to live well for longer.

### **Small Changes Make a Big Difference**

- 8 How staff respond to people who may be experiencing these kinds of problems makes the biggest difference. People with dementia all differ in the way they experience their dementia, but generally speaking in public situations people with dementia may have a range of difficulties including:
  - Problems remembering what they are doing
  - Difficulties in communicating clearly
  - Problems handling money
  - Problems navigating in complex or confusing environments
- 9 Making small changes to physical environments can also make a big difference for anyone with dementia, a disability or impairment. By simplifying signage, flooring, lighting etc. we can create the clearest picture for people.
- 10 As people get older, there are a number of changes in their senses' sensitivity simply due to ageing; these are heightened for people with dementia and can deteriorate more quickly. These include a reduction in: peripheral vision; sensitivity to colour contrasts; speed adapting to lighting levels and depth perception.

**Sevenoaks District Council – Dementia & Community Friendly**

- 11 This Council has already taken some positive steps, as part of the Districtwide Dementia Friendly Communities Project, to implement best practice and lead the way to becoming more dementia and therefore community friendly. This work includes:
- This Council, in partnership with Kent County Council project officers, have set up Dementia Friendly Forums in the District, with the first two Forums now operating in Swanley and Sevenoaks Town. The Forums meet regularly and bring together people with dementia, carers, local businesses, residents and support organisations to develop local action plans. The aim of the forums is to raise awareness of dementia and work with local communities to enhance facilities for dementia sufferers to ensure they can continue to access services and facilities after diagnosis.
  - This Council has provided 'Dementia Friend' training for over 200 staff, Members and partners and continues to run monthly training sessions. This training helps people to understand dementia and how it can affect people as well as providing information on support organisations locally and how to refer for support.
  - On 9 December 2014, SDC Officers held a Stakeholders' meeting to gain information from people experiencing dementia on what this Council can offer to become more dementia friendly. The meeting was facilitated by The Good Care Group, a local dementia company who provides 24 hour dementia care and attendees included Dementia Nurses, people with dementia, their carers and family members and the Seniors Action Forum. As part of this meeting, participants toured the reception areas and facilities, talk to the reception staff and gave honest open feedback regarding their experiences, observations and expertise. The afternoon was a great success with some excellent feedback and next steps captured.
  - The LGA have produced a building checklist, in partnership with 'Innovations in Dementia'. This provides a checklist of small changes that can have a major impact on improving accessibility within public areas for people with dementia and other impairments. As a result of the findings gathered from the Stakeholders meeting and from LGA guidance, Officers are starting to assess public areas and facilities to see if small changes can be made such as consistent lighting and flooring, clear signage, adequate seating and further frontline staff training.
  - Reception staff are currently conducting a survey to try to ascertain the numbers of people using reception who may benefit from such small improvements. This includes not only those who may be affected by dementia, but also people with a physical disability and parents using buggies or prams. The outcome of the survey will be known by the end of March 2015.

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### Key Implications

#### Financial

- 12 This report is for information only and does not recommend any financial resources at this stage. If any environmental changes were to be made in the future as a result of this report, some financial resources may be required.

#### Non-Financial

- 13 Some Officer resources have been allocated to this project from within existing healthy living work already being undertaken by this Council.

### Legal Implications and Risk Assessment Statement

- 14 This report is for information only. There are no legal implications relating to this report.

Risk	Mitigation
This report is for information only.	If any changes to the building or environment take place as a result of the Stakeholders Finding Report, full risk assessments and Equality Impact Assessments will be carried out.

#### Equality Assessment

- 15 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

### Conclusions

- 16 Members are asked to note this report.

#### **Appendices**

Appendix A – LGiU Policy Briefing – Dementia Friendly Communities

#### **Background Papers:**

Local Government Association – Developing Dementia Friendly Communities: Learning and Guidance for Local Authorities:

[http://www.local.gov.uk/c/document\\_library/get\\_file?uuid=b6401bb0-31a8-4d57-823b-1fde6a09290e&groupId=10180](http://www.local.gov.uk/c/document_library/get_file?uuid=b6401bb0-31a8-4d57-823b-1fde6a09290e&groupId=10180)

**Lesley Bowles**

**Chief Officer – Communities & Business**

Strategy & Performance Advisory Committee Work Plan 2014/15

3 March 2015	Summer 2015	Autumn 2015	Winter 2015
Customer Experience Update Branding Update Members Communication	Performance Indicators & Targets for 2015/16  Annual Complaint Monitoring 2014/15	Budget: Service Reviews and Service Change Impact Assessments (SCIAS)	

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