

Developing the strategic role of CSP

22 October 2009

Introduction

At August's meeting we agreed the following:

- The CSP was in general agreement that place-based commissioning was something it should lead on locally;
- The CSP should be clear about what the local issues are based on assessment of local needs;
- The CSP should identify and champion a handful of priority issues / geographic areas including LAA targets that are under-performing;
- The CSP should help understand what partners are currently doing to resolve the issue;
- The CSP should promote more effective use of partner resources; and
- The CSP should advocate for a greater role of the VCS in place-based commissioning.

I was asked to produce an up-to-date needs analysis of the borough and the partnership officers were asked to work with their partnerships to identify particular priorities.

This report is presented to the CSP for comment and debate.

Needs Analysis

I have attached a draft needs analysis for discussion but this needs to be discussed and debated with other partners so that we move to a shared understanding of local needs. In summary, these needs are:

Needs relating to the recession

In areas where there has been a large rise in unemployment, there are likely to be longer-term rises in health inequalities, crime and disorder and family breakdown and that there will be increased demand for services such as free-school meals, benefits take-up, information and advice, access to skills and learning. There will also be a continuing need to support businesses and to work collectively to improve the marketing and promotion of Cheltenham as a place to invest and do business.

Needs relating to deprivation

In terms of needs the data suggests that there are significant needs in our most deprived communities:

- Building stronger communities to improve perceptions of people getting on well together
- Improving community safety in response to higher levels of acquisitive crime
- Improving educational attainment
- Improving access to further education and training
- Reducing levels of child poverty
- Helping people into employment to reduce rates of benefit claims and increase household income.

In addition there are significant health needs in our most deprived communities.

Needs relating to health and social care

In terms of needs, the data suggests that key targeted preventative interventions that are likely to impact on the gap in life expectancy in Cheltenham include those aimed at:

- smoking cessation
- increasing physical activity levels
- raising cancer awareness
- encouraging healthy eating
- suicide prevention
- improving mental health

Needs relating to children and young people

The data suggests that there continues to be universal needs for children and young people in Cheltenham:

- To promote better healthy lifestyles
- To enable more children and young people feel safer at school and in their community.
- To help more young people get ready for employment and adult life
- To improve the safeguarding of children and young people

But the data also suggest that there are more targeted needs for specific groups of children and young people.

- To reduce the impact of poverty on children living in areas of multiple deprivation
- To help reduce the education gap for pupils living in the Cheltenham North locality hub area
- To secure positive outcomes for children and young people with learning difficulties and/or disabilities

Community needs coming from the place survey

In terms of needs the overall top priorities for improvement identified by local people include the following:

- Better road and pavement repairs;
- Reducing levels of crime;
- Cleaner streets;
- Reducing the level of traffic congestion;
- Better health services;
- Better public transport;
- More affordable decent housing;
- More activities for teenagers;
- Better parks and open spaces; and
- Better shopping facilities.

Demographic needs

BME needs – The council's BME capacity worker has identified a number of priority groups that form the basis of her work:

- Muslim community
- Bangladeshi women
- Economic migrants
- Chinese community
- BME young people

Disability needs – The data from the JSNA points to raised levels of mental health in Cheltenham. There is a continuing need to support out-of-work disabled people (both with physical disabilities and mental ill-health) access training and employment. There are also significant access issues for people with all forms of disability.

Gender needs – The data suggests that there needs to be continuing support to help women access employment and training. This will include access to affordable childcare.

Age needs – The data from the JSNA suggests that there is a higher rate of lone-pensioner households in Cheltenham giving rise to particular support needs for older people experiencing isolation and poverty. The information from the children and young people's needs analysis suggests that supporting vulnerable younger people, particularly those living in areas of multiple deprivation and for children and young people with learning difficulties and/or disabilities

Sexual Orientation needs – Gaining better data on numbers of lesbian, gay, bisexual and transgender residents and any particular needs that they may have.

Faith needs – Promoting more inter-faith activities

Partnership Priorities

To support this work, the six thematic partnerships were asked to identify their most pressing priorities:

Stronger Communities Partnership

- Integration and cohesion
- Neighbourhood management / community engagement, with a focus on St Pauls.

Cheltenham Community Safety Partnership

- Substance misuse (drugs and alcohol)
- Building stronger communities

Children and Young People

- Achieve economic wellbeing, with the focus on reducing NEETs but retaining a focus on supporting the whole family rather than just the young person.

Health and wellbeing

- Reducing smoking

Low Carbon Partnership

- Reducing carbon emissions with a focus on energy and transport

Economic Partnership

Work to ensure Cheltenham has the necessary elements in place to be in a strong position to recover quickly from the recession. This includes:

- Ensuring Cheltenham is marketed effectively both as a tourism destination and as an investment location
- Championing the need for a sufficient supply of employment land both within and outside the borough
- Supporting the retention of a skilled workforce
- Supporting work to retain young people
- Championing the need for flexibility in planning and conservation policies to ensure the town remains competitive

An emerging picture

From the analysis above we can start to build an emerging picture of needs which can then be broken down into:

Universal community needs

- Feeling safe
- Able to lead a healthy lifestyle – reducing smoking, healthy eating, reducing alcohol intake, physical activity
- Support to access employment and training
- A clean and well-maintained environment
- A strong sense of community

What the borough needs to continue to thrive

- Sustainable economic growth
- Access to decent and affordable housing
- To reduce carbon emissions and adapt to the impacts of climate change

Geographic communities

There is an intensity of universal needs in our most deprived communities, plus some additional needs

- Improving educational attainment
- Reducing levels of child poverty

Communities of interest

These are borough-wide communities that have been identified as experiencing the greatest level of need, but whose need are not being specifically addressed at a neighbourhood level.

- Older people experiencing isolation and poverty
- The most-disadvantaged BME communities; Muslim community, Bangladeshi women, Economic migrants, Chinese community, BME young people
- People experiencing mental ill-health
- People with physical disabilities
- Children and young people with learning difficulties and/or disabilities

Next Steps

The CSP is asked to comment on and debate the draft needs analysis and identify areas where it could be strengthened. My feeling is that more work is needed on the needs relating to the specific communities of interest and what the implications are for service providers. For instance we know that there is going to be a 20% rise in the numbers of people aged 65-74 by 2018 as a result of the “baby-boom” generation. But at the moment we don’t have a consolidated public policy response to the changing patterns and demands associated with an ageing population.

In addition, the CSP will want to reflect on the special role that culture has in Cheltenham. None of the needs analyses refer to cultural needs directly, but there is an opportunity to ensure that cultural activities are viewed as part of the mechanism to deliver outcomes.

The CSP is also asked to discuss the suggested outcomes and provide a steer on which ones should be a priority moving forward.

In addition, the CSP what our priority actions should be to deliver our outcomes.

For further information, contact

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Therefore what outcomes should we be looking for?

Need	Types of Outcome	Measured by
Feeling safe	Reducing overall crime	<ul style="list-style-type: none"> • The total volume of recorded crime per annum
	Reducing priority crimes (eg burglary)	<ul style="list-style-type: none"> • The total volume of recorded crime per annum
	Reducing fear of crime	<ul style="list-style-type: none"> • the % of people saying they feel safe during the day • the percentage of people saying they feel safe at night
	Reducing anti-social behaviour	<ul style="list-style-type: none"> • The number of anti-social behaviour incidents • NI 17 Perceptions of anti-social behaviour
Able to lead a healthy lifestyle	Reducing smoking rates	<ul style="list-style-type: none"> • Total number of smokers in Cheltenham referred to the NHS Support to Stop Services who remain quit at 4 weeks.
	Reducing alcohol intake	<ul style="list-style-type: none"> • Reduction in rate of hospital admissions for alcohol related harm
	Increasing physical activity	<ul style="list-style-type: none"> • NI 8 - Adult participation in sport
	Reducing health inequalities	<ul style="list-style-type: none"> • Gap in Life expectancy at birth between quintile 1 and quintile 5 in cheltenham
Support to access employment and training	Helping people move off benefits and into employment	<ul style="list-style-type: none"> • NI 152 Working age people on out of work benefits • NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods • NI 146 Adults with learning disabilities in employment
	Developing a skilled workforce	<ul style="list-style-type: none"> • NI 163 Working age population qualified to at least Level 2 or higher • NI 164 Working age population qualified to at least Level 3 or higher • NI 165 Working age population qualified to at least Level 4 or higher
A clean and well-maintained environment	Improving street and environmental cleanliness	<ul style="list-style-type: none"> • NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting) • NI 196 Improved street and environmental cleanliness – fly tipping
	Improving green spaces	<ul style="list-style-type: none"> • NI 197 Improved local biodiversity – active management of local sites • Number of green flag parks

Need	Types of Outcome	Measured by
A strong sense of community	Building better relationships between people of different backgrounds	<ul style="list-style-type: none"> • NI 1: % of people who believe people from different backgrounds get on well together in their local area • NI 2 % People who believe they belong to their neighbourhood
	Building the confidence and skills in communities so that they can shape and influence what public bodies do for or with them	<ul style="list-style-type: none"> • NI 4: % of people who feel they can influence decisions in their locality • NI 6 Participation in regular volunteering
	Improving overall satisfaction with the neighbourhood	<ul style="list-style-type: none"> • NI 5: Overall/general satisfaction with the local area
Sustainable economic growth	Reducing the number of people currently unemployed	<ul style="list-style-type: none"> • Unemployment rate
	Increasing business growth in the borough	<ul style="list-style-type: none"> • NI 171 VAT registration rate • NI 172 VAT registered businesses in the area showing growth
Access to decent and affordable housing	Securing more affordable housing	<ul style="list-style-type: none"> • NI 154 Net additional homes provided • NI 155 Number of affordable homes delivered (gross)
	Reducing homelessness	<ul style="list-style-type: none"> • NI 156 Number of households living in Temporary Accommodation
	Supporting independent living	<ul style="list-style-type: none"> • NI 139 - The extent to which older people receive the support they need to live independently at home • NI 141 % of vulnerable people achieving independent living
To reduce carbon emissions and adapt to the impacts of climate change	Reducing CO2 emissions	<ul style="list-style-type: none"> • NI 186 Per capita CO2 emissions in the LA area
	Adapting to the impacts of climate change	<ul style="list-style-type: none"> • NI 188 Adapting to climate change
Improving educational attainment	Reducing the education gap for pupils living in the Cheltenham North locality hub area	<p>Reduce the difference in % from county average, currently gap is:</p> <ul style="list-style-type: none"> • 13% at KS1 • 9% at KS2 • 14% at KS4
Reducing levels of child poverty	Reduce the gap in the numbers of children living in poverty between our 2 most deprived wards and the rest of the county.	Reduce the difference in % from county average (free school meals), current gap is 177.9.