

**LAA Performance Management Group**  
**Monday 19 October 2009, 2.00 – 4.00**

**Attendees:**

Peter Lowton - Essex Police (Chair)  
Loretta Sollars – Community Wellbeing and Older People (CWOP) Lead  
Dominique Phelan – Essex Economic Board representative  
Alan Dawkes – Safer Essex Lead  
Sarah Arnold – GO East representative  
Ruth Brown – GO East (Youth representative)  
Marina Sherriff – Harlow LSP Lead  
John Houston – Epping Forest LSP Lead  
Wendi Ogle-Welbourn – Children’s Trust Lead  
Jan Plummer – Substitute for Gwyn Owen, Sustainable Essex Lead  
Jason Fergus – Substitute for Miriam Stead, 2012 Olympics/Paralympic Games (2012) Lead  
Dan Gascoyne – Essex Partnership Secretariat  
Gill Butterworth - Essex Partnership Secretariat  
Louise Crew - Essex Partnership Secretariat (Minutes)

**Apologies:**

Ewen Wilson – Essex Police  
Mark Janetta - Community Wellbeing and Older People (CWOP) representative  
Miriam Stead – 2012 Olympics/Paralympic Games (2012) Lead (Jason substituting)  
Gwyn Owen – Sustainable Essex Lead (Jan substituting)

**1. Welcome, introductions and apologies**

Peter Lowton welcomed everyone to the meeting. Apologies were noted from Ewen Wilson, Mark Janetta, Miriam Stead and Gwyn Owen.

**2. Minutes of 24 September meeting and matters arising**

Minutes of the September meeting were approved with a slight amendment to page 3. Matters arising from the last meeting not already covered on the agenda were outlined as below:

Jan distributed the district data for NI 198 (*attached*). Clarification is needed as to the date the information was collected, a summary of what the data is telling us, and assurance that that the target lead is working with Emma Toublic, Head of SCF Strategic Transport. Marina tabled details of the Harlow School Run Task and Finish work and this will be discussed at the next meeting as part of the update on NI 198.



NI 198 District Data



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The EMB report has been drafted and will be circulated with the EMB papers by the end of the week. Peter will present the item to EMB on 29 October. EMB future dates have been added to the forward plan.

Dominique confirmed that Fiona has requested information on how the level of skills in Essex is being improved, as indicated by the 2008 data, and is awaiting a reply. This action will carry over to the November meeting.

Dan confirmed that the apprenticeships/loss of benefit issue factors into the Total Place work, which will be discussed in item 6 on the agenda.

Loretta advised that Q1 data for NI 141 is still awaited and will update at the November meeting. Wendi observed that the issue for the Children's Trust is in identifying young people with mental health problems.

Wendi will forward further details of the sexual health project in Basildon as an example of innovative good practice (*case study for the 'Go Girls' project attached*).



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Wendi provided an update on the implications of the Southwark judgement. The additional cost in housing/rent provision is estimated to be around £1.5m per year. It is important that homeless young people have an appropriate assessment of need, and a conference has been arranged with districts for November to agree a process for joint assessment.

### **Actions:**

***Gwyn to give an overview of the NI 198 district data and what it is highlighting at the November meeting; Marina to update on findings from the Harlow School Run Transport Task Group.***

***Fiona to report back to the November meeting on how the skills targets are being achieved and any learning from this work.***

***Loretta to update on performance against NI 141 at the November meeting.***

### **3. Children's Trust work programme**

Wendi updated on arrangements to establish the Children's Trust. The Children's Trust Board met on 2 October and agreed the new structure (including five local Children's Trust Boards which run coterminous with the PCT boundaries), terms of reference and membership.

The highlights and issues raised from the Children's Trust work programme were:

- **NI 51 (Child & Adolescent Mental Health)** – key issues are the identification of children with mental health needs and the transition between child and adult services for mental health. The links between children and adults' services are being strengthened, and a Transitions Pathway Service is being developed, which should include mental health within its scope.

It was noted that where adults have mental health problems, this can affect children within families. Loretta agreed to ensure that the Community Wellbeing and Older People's Partnership considers its broader role in this respect, especially in view of the recession.

Wendi advised that this target was probably not 'at risk', and would revise the forecast after discussion with the target lead. (*note: forecast subsequently changed to 'on track'*).

- NI 112 (Reduction of under 18's conception) – the Desire2Aspire project is a 10 week programme, aimed at young women in local secondary schools, which examines issues around sexual health, aspirations and self esteem and the practical realities of looking after a young child. The course is currently based in Harlow and further details are attached.



Desire to Aspire  
Paper

The approach was discussed at a recent meeting of the Children's Trust LAA Lead Officers Group, where it was considered to touch many indicators and priorities the Children's Trust is responsible for. A focus group is being initiated to look at the project, with Kevin Nunn drawing up a business case to spread this approach across the County.

- NI 56 (Childhood obesity) – additional evidence is being reviewed to assess the impact of the activities to reduce childhood obesity. Wendi drew attention to feedback from evaluation forms from the MEND programme, which suggests that more work needs to be done on raising aspirations and self worth. It is estimated that 50% of participants do not continue with the programme once it has ended, and a 'programme of maintenance' is needed.

Loretta commented that she thought NE Essex PCT had commissioned a follow up programme for MEND.

- NI 117 (16–18 year olds not in education, employment or training (NEET)) – there have been successes in placing children looked after and Wendi will follow up to ensure that the 'placements' are being maintained. This is a problem for both children and adults and the Achieving Economic Wellbeing group will help link activity. Programmes such as Desire2Aspire can also help raise aspirations early. The NEETs issue is also being explored in the Total Place project.

**Action:**

***Wendi to review whether children looked after have taken up and have remained in their education, employment or training places***

***Wendi and the target lead for obesity (Graham Seward) to ensure that evidence of the long term effectiveness of the MEND programme is considered***

**4. GO advice on NEETs (NI 117)**

Ruth Brown from the GO attended the meeting to provide guidance on good practice for Essex to consider. Ruth confirmed that NEETs is increasing both nationally and regionally, with 18 years old NEETs showing the biggest increase – this is cancelling out any successes with younger age groups. The eastern region is showing the greatest rate of increase and the DCSF's view of our region generally is that there is a lack of joint collaborative ownership and new initiatives to tackle this problem. The situation in Essex is not considered to be an issue compared with others in the region. Ruth commented that Essex has done well on the high proportion of young people with a September Guarantee and have a good approach to tracking those at risk.

Ruth quoted the following figures:

June 09	July 09	August 09
<i>England Average = 7.4% - 0.3% year on year increase.</i> <i>East of England Average = 6.8% - 0.8% year on year increase</i> <i>Essex = 7.0% - 1.1% year on year increase</i> <i>Highest NEET = 9.8%</i> <i>Biggest year on year increase = 1.3%</i>	<i>East of England Average = 7.3%</i> <i>Essex = 7.4% - 13.8% year on year increase</i> <i>Highest NEET = 10.4%</i> <i>Biggest increase = 18.8%</i>	<i>East of England Average = 7.9%</i> <i>Essex = 8.4% - 21.8% year on year increase.</i> <i>Highest NEET = 11.4%</i> <i>Biggest increase = 26.7%</i>

Wendi advised that the issue in Essex was that there are hot spots in specific areas (of greatest need) and we therefore need to target different services/resources in different areas. Dan agreed, as Tendring has twice the county average, and this is one focus of our Total Place project.

Ruth offered some general good practice ideas, including the need for structures that allow and enable joint collaborative ownership, having an effective NEET Strategy, applying principles that are working in one local area to another, using the transition of the LSC 16-19 commissioning function to local authorities to change the 'offer' and promoting apprenticeships through procurement policies.

Ruth had also spoken to a colleague in GO North East, where Northumberland had reduced the numbers of NEETs from 8% in 2004 to 6.3% in 2008 – acknowledging that the situation may have since worsened. Critical success factors for Northumberland included early identification and support to target young people from yr 9 onwards; support to key young people with other partners via 'social inclusion' teams in schools; building pathways with stepping stones; working with 'wobbly' learners (especially successful with potential college drop outs); creative and flexible application of funding; intensive follow up of 17 year olds with offers of support; mentoring project to help 1:1 engagement; excellent links with 'adult' provision; LSC agreement to allow 'fast track' entry to E2E for able school drop outs; 'Tackling NEET' groups in key hot spot areas by bringing together school, college, training providers and VCS to discuss support for particular individuals/groups using existing resources. This was underpinned by accurate recording and rigorous follow up.

National case studies can be found on the DCSF 14-19 website [www.dcsf.gov.uk/14-19/](http://www.dcsf.gov.uk/14-19/).

Ruth confirmed that reducing the numbers of young people NEET is a GO East priority. The GO has appointed a NEET National Advisor, available to support all local authorities in the region, and organised an event on NEETs in June, with a follow up on 23 November.

## **5. Essex Strategic Board for London 2012 Olympic/Paralympic Games work programme**

Jason Fergus introduced himself as Head of 2012 Legacy & Strategic Sport for the County Council. He advised that the Board is going through a governance review to ensure it was effective and to identify opportunities for development.

- NI 8 (adult participation in sport) – this target is led by Sport Essex. Results for the Active People Survey, administered by Sport England, are due in December 2009, and a meeting is planned with Sport England to look at how activities can best be targeted and where improvement is needed.

- NI 11 (engagement in the arts) - the Explore Culture campaign has started. This is a social marketing campaign and raises awareness of what is classed as 'the arts' e.g. going to the cinema is engaging with the arts. The promotion campaign includes leaflets and beer mats. Jan commented that the Explore Culture website has a section for 'Slack Space' in which empty shops can be used for cultural events.

A challenge for both these targets is how they are measured, in that they represent the views of a sample of the adult population. Target leads are collecting interim survey data, e.g., Sport Essex are hosting a 'Back to Netball' event which aims to encourage mums who used to play netball to play again, and the number of attendees will be monitored.

Jason talked about the cross-cutting impacts from the work being done by the 2012 partnership to engage the community and raise levels of physical activity, and the potential to help deliver other outcomes such as reducing childhood obesity (NI 55/56), helping children and young people become more active (NI 57) and increasing volunteering (NI 6), especially in the lead up to the 2012 Games.

Loretta commented that Graham Seward has been seconded from Mid Essex PCT for two days a week as the new target lead for obesity. Graham also leads on commissioning physical activity and a meeting has been set up for 23 October with Jason to develop these links. The mountain bike event in Essex also provides an opportunity to promote cycling to school (NI 198) and improve fitness.

Wendi observed that obesity is linked to lack of aspiration and low self esteem and reminded colleagues of the need to raise this as well as participation in activities. Jason suggested that athletes on the Essex Ambassadors project, whereby the County Council sponsors 12 aspiring athletes, could make aspirational visits to schools as part of the promotional work they agree to undertake.

The 'Personal Best' scheme may also be relevant, and could be used in other spheres as an incentive to maintain programmes. The scheme is a management programme equivalent to NVQ 1 in which the graduates will be interviewed to volunteer at the 2012 Games – 10% of the 70,000 volunteers at the Games will be graduates from this scheme.

Peter asked all Leads to try to move to a position where they and their Partnerships can contribute to each others targets.

### **Actions:**

***Loretta, Jason and Wendi to bring a joint report to the December meeting on the opportunities for building on the work to increase sports participation to get maximum cross-cutting impact, including raising aspirations and helping to maintain behaviours once any programme has finished***

## **6. Exception reports (concerns/successes) and updates on Recovery Plans**

### **Safer Essex**

The Safer Essex Board met on 8 October and has agreed local (district) targets for NI 17 (anti-social behaviour) and NI 20 (assaults with injury).

There is now a Safer Essex representative sitting on the Children's Trust and CWOP partnerships. The partnership has also undertaken a review of how it operates, which will report back to Safer Essex in January.



## Essex Economic Board

The partnership's main focus is on two designated targets not 'locked down'. These are NI 166 (median earnings), where the target lead is meeting JobCentre Plus and GO East to review and amend the target if necessary; and NI 171 (VAT registrations) – the 2008 data is due to be released in December.

## CWOP

The Board met on 28 September, when there was an in-depth review of NI 135 (support and advice for carers). The recovery plan is considered to be appropriate, and progress will be reviewed at each (bi-monthly) meeting. The partnership has agreed to look in depth at all indicators twice a year.

Mark Janetta will be making changes to the workplan template as discussed at the last PMG meeting.

## Sustainable Essex Partnership

Jan gave a brief update on behalf of Gwyn as follows:

NI 6 (volunteering) - The County Council's volunteering policy is being driven forward by the newly created volunteer unit. This forms a key element of the NI 6 delivery plan and should have an impact on numbers volunteering once in place (scheduled for launch in the New Year).

NI 167 (congestion) - interim and final year targets have yet to be set. The original delay was due to national data problems and the partnership has provided the target lead with a deadline of November in setting the new target.

NI 154 (net number of new homes) - the number of homes built in 2008/9 was approx 85% of the interim target for that year; however most of these completions were in Q1 and Q2 of that year with Q3 and Q4 showing a decline. The target lead is preparing an evidence base in order to renegotiate the target with GO East.

NI 197 (biodiversity) - the number of sites that need to be put into Positive Conservation Management (PCM) is challenging, as achievement of the target is reliant on private landowners as well as most public organisations in Essex. The Essex Wildlife Trust now has the assistance of an apprentice who will help in monitoring performance, which will enable the target lead to spend more time on identifying and liaising with private landowners.

## **7. Total Place update**

Dan gave a brief background to Total Place – the first project originated in Cumbria, called Counting Cumbria, and the theory behind this was to look at the total amount of resources going into one place and consider how these can be used differently. There are 13 national pilots in the UK with Central Government funding, but Essex is not one of them. We have been offered £300,000 of RIEP funding to spend on a Total Place programme in Essex.

We know that resources in Essex total £8.1bn, and want to get something tangible from the work. From various conversations with partners and as agreed at EPF in September it has been decided that we will focus on two specific issues – NEETs in Tendring and Safeguarding. The aim is to look at the resources going into these areas, understand what it is about the

demography/families that make it difficult and see how we can transform the delivery of these services.

We are still at the feasibility stage and are engaging with stakeholders to analyse the issues thoroughly and choose the best methodological tools. An internal working group has been formed and a Project Manager appointed (Debbie Knopp, ECC). Essex Management Board will be asked to sign off the approach on 29 October. We are working with the 14-19 Team in Tendring, and Andrew Pike of SE Essex PCT is chairing the Steering Group which will meet after EMB.

The funded project is being run until 31 March 2010, however the project will continue after this. The lessons learned will filter out from Tendring in two stages – in the middle of the project (project analysis stage, before Christmas), and at the end of the project.

Wendi commented that the timescale does not fit in with budget planning/allocation in December, which is disappointing.

John commented that the LSPs would like to learn from the project at an early stage. Dan agreed that the learning from the Essex project will be shared as soon as appropriate. Sarah also commented that the GO would be able to feed back results from the national pilots.

**Actions:**

***Sarah to check timeline for results from the national pilots  
Total Place to be a regular item on the agenda***

**8. AOB/next meeting**

Wendi commented that Malcolm Newsam has been appointed as the new Executive Director for Schools Children and Families. Peter confirmed that he would organise an introductory meeting.

John commented that districts in West Essex have submitted a bid for £1m Future Jobs Fund, and are hopeful for a response in November.

**Actions:**

***Peter to set up introductory meeting with Malcolm Newsam.***

The next meeting will be held on 16 November 2009 from 2:00 at Maynetrees, Chelmsford

**Close**

## LAA Performance Management Group Forward Plan

Date of meeting	Item	Responsibility
16 November 2009	Safer Essex	Alan
	Sustainable Essex to include: <ul style="list-style-type: none"> <li>▪ temporary accommodation issues/successes</li> <li>▪ CO2 successes</li> <li>▪ NI 198 – district data/update on Harlow task group</li> </ul>	Gwyn
	Exception reports/update on recovery plans to include: <ul style="list-style-type: none"> <li>▪ NI 141 update</li> <li>▪ Learning from work to improve skills (NI 163-5)</li> <li>▪ Children looked after/NEETs update</li> </ul>	All
	Total Place update	Dan/Sarah
15 December 2009	Economic Board	Fiona
	Community Wellbeing and Older People	Loretta/Mark
	Physical activity joint plan	Loretta/Jason/Wendi
18 January 2010	Exception reports/update on recovery plans	All
	Total Place update	Dan
	Children's Trust	Wendi
	London 2012 Olympic/Paralympic Games	Miriam/Jason
22 February 2010	Exception reports/update on recovery plans	All
	Total Place update	Dan
	Tracker 8 feedback	Duncan Wood/Kay Asuni
22 February 2010	Safer Essex	Alan
	Sustainable Essex	Gwyn
	Exception reports/update on recovery plans	All
22 March 2010	Total Place update	Dan
	Economic Board	Fiona
	Community Wellbeing and Older People	Loretta/Mark
	Exception reports/update on recovery plans	All
	Total Place update	Dan

**Future PMG meetings:**

19 April 2010  
17 May 2010  
14 June 2010  
12 July 2010  
13 September 2010  
11 October 2010  
15 November 2010  
13 December 2010

**Essex Management Board meetings:**

2 March 2010  
29 June 2010  
2 November 2010

**Essex Partnership Forum meetings:**

23 March 2010  
14 September 2010