

**AGENDA MANAGEMENT SHEET**

**Name of Committee**                      **The Cabinet**

**Date of Committee**                      **30 June 2005**

**Report Title**                                **Social Inclusion Strategy**

**Summary**                                    Cabinet is asked to approve the Social Inclusion Strategy 2005-2008, which develops the new way of working on social inclusion issues, agreed by Cabinet in October 2003

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**Would the recommended decision be contrary to the Budget and Policy Framework?**                      No.

**Background papers**

**CONSULTATION ALREADY UNDERTAKEN:-**

Details to be specified

Other Committees	<input checked="" type="checkbox"/>	
Local Member(s)	<input type="checkbox"/>	
Other Elected Members	<input checked="" type="checkbox"/>	Cllrs Saint, Stevens and Tooth – comments incorporated
Cabinet Member	<input checked="" type="checkbox"/>	Cllr Hayfield
Chief Executive	<input type="checkbox"/>	
Legal	<input checked="" type="checkbox"/>	David Carter – Chief Officer
Finance	<input type="checkbox"/>	
Other Chief Officers	<input checked="" type="checkbox"/>	Chief Officers Management Team April 2005
District Councils	<input type="checkbox"/>	
Health Authority	<input type="checkbox"/>	

Police ☐

Other Bodies/Individuals ☐

**FINAL DECISION YES**

**SUGGESTED NEXT STEPS:**

Details to be specified

Further consideration by  
this Committee ☐

To Council ☐

To Cabinet ☐

To an O & S Committee ☐ .....

To an Area Committee ☐ .....

Further Consultation ☐ .....

**The Cabinet - 30 June 2005.**

**Social Inclusion Strategy**

**Report of the County Solicitor and Assistant Chief Executive**

**Recommendation**

Cabinet is asked to agree the Social Inclusion Strategy 2005-2008

1. A revised Social Inclusion Strategy, covering the period 2005-08, is attached as an Appendix to this report. The Council's first Social Inclusion Strategy was approved by Cabinet in 2001 and was a significant step forward in helping to improve the Council's understanding of social inclusion issues and how we might tackle them.
2. The Strategy was then reviewed during 2003. This resulted in the adoption of a different approach, which was approved by Cabinet in November 2003. The new Strategy sets out this approach, which is based on progressing a number of key policy themes that impact on Social Inclusion. For each of the themes a number of actions have been identified and the aim will be to achieve these during the life of the Strategy. A number of indicators have been identified in order to help measure progress. It is intended that specific action plans will be needed to ensure that resources are allocated to the achievement of some of these actions.
3. At officer level, the Social Inclusion Network, which I chair, has the overall responsibility for managing the Strategy. It will do this by leading on a number of the policy themes and being the focal point for sharing good practice where other corporate groups or departments have the lead responsibility. The Social Inclusion Network will review progress on each theme twice a year, tying in where possible with the work programmes of relevant Overview and Scrutiny Committees. There will be an annual progress report to Cabinet in December each year, starting this year.
4. Cabinet is asked to approve the revised Social Inclusion Strategy for 2005-2008. Chief Officers' Management Team endorses the Strategy.

DAVID CARTER  
County Solicitor and Assistant Chief Executive  
June 2005



# Social Inclusion Strategy 2005-2008

## **Introduction**

The County Council produced its first Social Inclusion Strategy in 2001. This is the second edition of the Strategy and it covers the period from 2005 to 2008. A background policy paper describing the development of the Strategy and the detailed thinking behind it is available from the address given at the end of this document.

## **Understanding Social Inclusion**

The purpose of the Strategy is to promote Social Inclusion as well as to combat Social Exclusion, which is what can happen when individuals or areas suffer from:

- ❑ Linked problems - such as unemployment, low income, poor housing, high crime, poor environment, bad health or family breakdown.
- ❑ Personal difficulties - such as disability, old age, lack of education, poor English language skills, prejudice or discrimination.
- ❑ Unfavourable situations - such as cultural or rural isolation.

The County Council is committed to tackling social exclusion and the factors which contribute to making people feel left out or unable to benefit from the quality of life being experienced by others in the community. It is central to the Council's mission statement - striving to make Warwickshire the best place to live and work

The Social Inclusion Strategy is one of the vehicles by which we will do this. Achieving social inclusion is a mainstream activity and all Council committees and departments share the responsibility for implementing it. The Strategy is an important part of our policy framework and our approach to improving the

well being of the community and achieving social justice for everyone. It recognises that:

- ❑ Full inclusion and equality for everyone is not the normal reality.
- ❑ We need to redress existing imbalances to ensure that all people have comparable life choices and chances and feel they have a stake in society.
- ❑ We cannot tackle exclusion and inequality on our own. We need to work effectively, in partnership, with others through the Strategic Plan for Warwickshire and local Community Strategies
- ❑ What we can achieve has to be viewed in the context of government policy and alongside national trends.

## **The Position in Warwickshire**

The County Council produces an annual report on the Quality of Life in Warwickshire. This uses information from the National Census, the Government's Index of Multiple Deprivation and other statistical indicators. It provides a way of measuring change in people's quality of life, over time. The report is available on [www.warwickshire.gov.uk/research](http://www.warwickshire.gov.uk/research).

The report indicates a number of key population trends, which are likely to continue into the future and will have an impact on service provision and social inclusion:

- ❑ The population of Warwickshire is increasing, mainly in the south of the County
- ❑ There are significant changes in the population profile, with a huge increase in the elderly population and a decrease in the number of young people
- ❑ The population is also becoming more diverse, with a growing number of people from different ethnic minorities

Overall, Warwickshire is regarded as a good place to live, with better than average income levels, educational attainment and health standards, and relatively low levels of crime. The downside, is that the level of economic and other activity means that we are worse than average on some environmental factors such as travel to work times and traffic congestion, and it is increasingly hard for us to meet waste reduction and resource consumption targets.

Whilst the overall picture of Warwickshire is good and we are making some significant improvements, it hides considerable differences between areas of the County. For example, some areas, particularly parts of Nuneaton and Bedworth, feature among the 30% most deprived in the Country in relation to income levels, educational attainment and health status, where we are generally above average. In the south of the County, some areas have problems with the availability of affordable housing and the ability to access public services locally, due to their more rural nature.

## **The Basis of the Strategy**

The County Council has six corporate objectives, which are to:

- ❑ Promote Lifelong Learning and personal development
- ❑ Promote the Health and Social Care of our citizens
- ❑ Improve the Environment
- ❑ Reduce Crime and improve the Safety of the community
- ❑ Maintain and develop a vibrant local Economy which promotes employment and prosperity for all
- ❑ Improve Access to Council services and to manage those services Effectively and Efficiently

The Social Inclusion Strategy supports these corporate objectives, but is focused on achieving the following key aims:

- ❑ **Improvement for all** - all people and communities have a right to expect services to improve over time and the Government requires all local authorities to demonstrate continuing improvement in their performance.
- ❑ **Fastest Improvement for the Most Deprived** – failure to take special measures, or to set differential targets, will perpetuate and widen the current disparity between people's circumstances and always leave some communities worse off than others.
- ❑ **Better Access to Services** – the Council has a responsibility to ensure that its services are accessible to everyone, irrespective of disability or where they live, and we need to ensure that we provide appropriate information and do not create physical barriers to exclude people from our buildings.

## **Measuring Performance**

Combating social exclusion is difficult to achieve because:

- ❑ Overall improvement in quality of life does not automatically mean improvement for everyone. Some people or communities can get left behind.
- ❑ Fastest improvement is often achieved by those who are already most advantaged
- ❑ The impact that the County Council can have is linked to what our local partners and central government do and by overall economic, environmental and social trends.
- ❑ Cause and effect are not always easy to attribute.

The Strategy aims to identify overall and differential progress and to focus on narrowing or removing disparities. This requires an ongoing programme of

work, with clear targets and actions plans. The work will be grouped within two main categories:

**Making Communities More Active** – building community capacity and enabling communities to help themselves, so that they can influence their future and the decisions that affect them.

**Promoting the County Council as an Inclusive Model** – ensuring that the Council plans and coordinates its services and operates, as a major employer, in such a way that issues of social exclusion and inequality are addressed.

In respect of these we will:

- ❑ Identify a set of key Policy Themes that impact on achieving social inclusion
- ❑ Establish a baseline position and then a clear indication of the progress made (this is described in the background policy paper referred to earlier)
- ❑ Identify a small number of key targets for specific action
- ❑ Develop a set of key performance indicators to show overall progress and progress in areas below the county average. These will include Best Value Performance Indicators (BVPI), Corporate Headline Indicators (CHI), Quality of Life Indicators (QoLI) and Public Sector Agreement indicators (PSAI)

## **Themes of the Strategy**

The themes and the accompanying actions to be achieved during the life of this strategy and indicators to show progress are given below. There is a degree of overlap between the themes, so actions under one theme might contribute to others:

### **Promoting Community Cohesion**

This Theme recognises that tensions can exist within and between communities. It acknowledges the need for a common vision and sense of belonging to keep communities strong and safe and that people's different backgrounds and circumstances should be positively valued. This theme is the basis of the Council's commitment to community cohesion.

#### **Actions**

- ❑ To establish a new Race Equality Partnership for Warwickshire
- ❑ To ensure accessible reporting arrangements for racial incidents
- ❑ To review the way services are delivered to people living in rural areas
- ❑ To promote inter-generational activity within communities

- ❑ To develop an Extended Schools initiative to make them more accessible as a community resource
- ❑ To promote and support the development of community forums and local cultural festivals and events
- ❑ To respond to local needs through the continued development of community strategies and Local Strategic Partnerships

#### Indicators

- ❑ Number of racial incidents per 1,000 population (BVPI 174)
- ❑ Satisfaction with neighbourhoods as a place to live (OofLI)
- ❑ Community Disorder Incidents per 1,000 population (QofLI)

### **Anti Poverty Work**

Lack of income prevents some individuals and families from enjoying the normal benefits of society. Central government has the primary responsibility for eradicating poverty, through the taxation and benefits system. However, the Council will focus on encouraging the work done by its departments in contributing to reducing poverty and progressing a few key issues where we can expand on what is already in place or where new initiatives are needed.

#### Actions

- ❑ To develop fairer arrangements for charging, debt recovery and ensuring claimants' rights
- ❑ To promote income maximisation for people on benefits through support of an effective range of welfare rights, debt and advocacy advice services
- ❑ To promote employment and training opportunities targeted at the most disadvantaged in the County

#### Indicators

- ❑ Ratio of average household income in the best district to the worst district (CHI 14)
- ❑ Change in the Unemployment rate as a percentage of the population - County and Districts (Qof LI)
- ❑ Jobs per 1,000 population (Qof LI)
- ❑ Percentage of households earning less than £10,000 per annum (Qof LI)
- ❑ Proportion of the working age population claiming key benefits (Qof L)

### **Achieving Equality**

The County Council is committed to achieving equality of opportunity for everyone, both in the way in which we deliver our services and, as an employer; in the way we treat our staff. This is fundamental to a fair society and, directly or indirectly, affects the whole of the population whether it be due



to age, race, sex, gender (including gender re-assignment) disability, faith, language, skin colour, sexual orientation or other personal characteristic.

#### Actions

- ❑ To progress towards Levels 3-5 of the Equality Standard for Local Government by 2007
- ❑ To review all our services to ensure that they do not adversely or negatively impact on particular groups within the community
- ❑ To make progress in ensuring that our workforce is reflective of the diverse population we serve
- ❑ To ensure that our buildings are accessible for people with disabilities

#### Indicators

- ❑ Percentage of enrolments in adult education by people from ethnic minorities (PSA 6e)
- ❑ Percentage of top 5% earners among Council employees who are women or who are from racial minorities (BVPI 11a,11b)
- ❑ Percentage of Council employees from racial minorities compared to overall population (BVPI 17a)
- ❑ Percentage of Council employees declaring they meet the Disability Discrimination Act definition compared to overall number of economically active in community (BVPI 156)

### **Improving Public Health**

Achieving health improvement is not the sole responsibility of the Health Service and requires a collective effort. The Council has an important role to play and as a member of the Warwickshire Health Improvement and Well-being Partnership is committed to reducing health inequalities while addressing overall health improvement.

#### Actions

- ❑ To promote and develop a Healthy Workforce, becoming an exemplar of good practice.
- ❑ To target work on child pedestrian accidents in areas of disadvantage
- ❑ To increase the number of schools working towards health promotion accreditation, particularly those with more than 20% free school meals
- ❑ To promote and encourage breastfeeding
- ❑ To promote healthy lifestyles to reduce health inequalities through the “Lifestyle Consultants” LPSA2 project.
- ❑ Promote and provide a smoke free environment in workplaces and enclosed public places

#### Indicators

- ❑ Number of schools involved in the Healthy Schools Programme at level 3 (CHI 35)
- ❑ Number of smokers quitting smoking after 4 weeks (CHI 37a)
- ❑ Change in the number of conceptions to females aged 15-17 compared to 1998

### **Reducing Crime and Promoting Community Safety**

Reducing crime and the fear of crime is not the sole responsibility of the Police. The Council recognises that it has a key role to play in reducing crime and the fear of crime, in partnership with other public agencies and with the community and business sectors. However, community safety is not just about crime related issues. It is relevant to a wide range of Council functions including Fire and Rescue services, Emergency Planning, Road Safety, Trading Standards, the protection of vulnerable children and adults etc.

#### Actions

- ❑ To involve communities in addressing the needs of young people
- ❑ To support Neighbourhood watch Schemes
- ❑ To develop local area plans for high crime areas with a strong emphasis on community involvement in the design of solutions to crime and antisocial behaviour
- ❑ To address the fear of crime through street warden schemes and positive publicity
- ❑ To develop departmental action plans to address issues (e.g. early warning systems for addressing behavioural issues in Education)
- ❑ To provide training and awareness for front line staff in identifying symptoms of substance misuse
- ❑ To reduce the risk of fire through the delivery of community safety programmes

#### Indicators

- ❑ Recorded crime Rates (QofLI)
- ❑ Percentage risk of being a victim of personal crime in 12 month period (BVPI 120 – CHI 76b)
- ❑ Percentage of residents worried about having their home broken into, their car stolen or becoming a victim of violence (CHI 80a,b,c)
- ❑ 1150 problem drug mis-users to be engaged in treatment during 2005/06 (Drug Action Treatment Plan)
- ❑ Accidental fires per 10,000 dwellings [BVPI 142iii]
- ❑ Total number of deliberate fires per 10,000 population [BVPI 206]
- ❑ Total number of persons receiving fire safety advice sessions [local indicator]
- ❑ Number of fatally or seriously injured road casualty accidents (CHI 72 – PSAI10a)

- ❑ Number of road accident casualties per 1,000 population for pedestrians who were killed or seriously injured

## **Young People**

The Council is committed to helping all children and young people in Warwickshire to achieve their fullest possible potential in life. In addition to our range of mainstream services available to all (such as schools, pre-school facilities, libraries and youth services) we provide other services that are focused on children and young people who have special needs and or are at risk of failing in mainstream services, or getting into trouble. We are undertaking a major review of our services in line with the provisions of the Children Act.

### Actions

- ❑ To develop a Youth Charter and Youth Parliament to engage young people in understanding the democratic process and give them a voice (Young People's Support Service).
- ❑ To develop five local Youth Councils where young people can raise concerns about the services available to them and to be able to influence decision-making through consultation (Young People's Support Service).
- ❑ To develop the Positive about Young People partnership between the County Council and the Police with the aim of preventing disaffection amongst young people and remedying it where it occurs, through a range of community based multi-agency projects. (Youth Offending Team and Education Dept)
- ❑ To teach citizenship in secondary schools as part of the National Curriculum, covering issues such as political literacy, social and moral responsibility and community involvement (Education)
- ❑ To provide facilities through the Inter Cultural Support Services to ensure equal access to the National Curriculum and prepare all children for life in a multi-cultural society, irrespective of ethnic origin (Education Department).
- ❑ To implement the recommendation from the Council's Best Value Review of Children with Disabilities

### Indicators

- ❑ Percentage of children in secondary schools participating in the election of school college council members and in MYP elections
- ❑ Permanent and fixed term exclusions reduced.
- ❑ Percentage of schools participating the in 3C, citizenship project
- ❑ Percentage of 10-19 year olds admitting to bullying another pupil in last 12 months or attacking, threatening or being rude due to skin, colour, race or religion
- ❑ Offences committed by Young offenders (Qof LI)

- ❑ Percentage of half day absences in secondary schools (BVPI 45 – CHI 32b)
- ❑ Percentage of unauthorised non-attendance in Nuneaton & Bedworth and North Warwickshire (CHI 33)
- ❑ Percentage of 3 year olds in good quality free early years education

## **Older People**

Warwickshire has an increasing elderly population. People's needs change as they get older and in some cases they find it increasingly difficult to access the services they need. Through our Policy for Older People we have developed arrangements for working with older people to support continuing independence and thus delaying the need for more resource intensive support in later life.

### Actions

- ❑ To develop consistent and sustained levels of consultation with older people within local communities
- ❑ To implement an integrated Community Equipment Service with reduced delivery times, to help older people remain independent in their own homes for as long as possible
- ❑ To build on Strategic Review Pilots that integrate the delivery of preventative and information services, using mobile and outreach techniques, such as PIE, Mobile Libraries etc.
- ❑ To maximise income opportunities to promote the prevention agenda, whilst ensuring these are adequately linked to existing voluntary/community organisations' activities and contracting arrangements
- ❑ To proactively seek to provide match funding for identified corporate prevention resources, in order to accelerate the prevention agenda across the county

### Indicators

- ❑ People over age 65 helped to live at home per 1,000 of the population (BV54, CH24)
- ❑ Intensive home care per 1,000 of the population over age 65 (CH25, BV53)
- ❑ Acceptable waiting time for assessment (BV195)
- ❑ Number of interactions enable electronically as a percentage of the types of interactions (BV157)
- ❑ Percentage of bus users satisfied with specific aspects of bus services (Qof L)

## **Local Initiatives**

Although Warwickshire is generally a relatively prosperous place, there are, nevertheless, parts of the county that experience living conditions well below

the national and county average, with some pockets of considerable deprivation. This applies in both urban and rural areas. In order to ensure improvement for all, the Council, in partnership with other public bodies and community organisations has identified a number of localities where targeted support is needed in order to help level up conditions to the County average

#### Actions

- ❑ To support the work of Local Strategic Partnerships, town and parish councils and local community forums in identifying local needs and social inclusion issues
- ❑ To identify those communities within the county which suffer from high levels of multiple deprivation, and which require a specific focus, based on the Super Output Areas defined in IMD 2004.
- ❑ To target the Community Development Fund, the Social Inclusion Fund and the Well-being Fund on communities suffering from multiple deprivation with the aim of increasing local community capacity
- ❑ To develop a range of actions to meet the needs of rural communities and their ability to access services, including advice to rural shops and local public transport schemes

#### Indicators

- ❑ Gross weekly wages for full time workers (Qof LI)
- ❑ House prices compared to earnings (Qof LI)
- ❑ Availability of affordable housing (Qof LI)
- ❑ Super Output Areas and District Scores on combined IMD 2004 Index (Qof LI)
- ❑ Level of advice given to supporting village shops

### **Working with the Voluntary and Community Sector**

There are around 4,000 voluntary and community organisations of various sorts, that contribute to the quality of life in Warwickshire. The Council is committed to working with the voluntary and community sector to support its activity particularly where this is in line with the Council's overall objectives and our responsibilities for service delivery.

#### Actions

- ❑ To produce a strategy during 2005 to guide the Council's ongoing relationship with the Voluntary and Community Sector
- ❑ To provide funding support for the infrastructure of the Voluntary and Community Sector

- ❑ To review our contracting arrangements during 2005 and establish clear protocols to demonstrate how the voluntary and community sector can compete for council contracts
- ❑ To continue to provide small grants to voluntary and community organisations to help them develop their capacity and services
- ❑ To review the way in which we communicate with the voluntary and community sector in order to strengthen the mutual understanding of what both sectors do.

#### Indicators

- ❑ Strategic Plan for Warwickshire reviewed with VCS involvement
- ❑ Percentage of residents actively involved with at least one VCS organisation (Qof LI)
- ❑ Number (and value) of Council contracts with the VCS
- ❑ Number of applications to the County Council's community Development Fund
- ❑ Number of "hits" on the Communities page of the Council's website

### **Managing the Strategy**

Achieving social inclusion impacts on all of the Council's corporate objectives and is a mainstream activity. All Council committees and departments share the responsibility for implementing the Social Inclusion Strategy, but in particular:

**The Social Inclusion Network** (reporting to the Chief Officers' Management Team) will coordinate the Council's activity and overall performance management on social inclusion work. It will take lead responsibility for the following Policy Themes:

- ❑ Community Cohesion
- ❑ Anti-poverty work
- ❑ Equality
- ❑ Community Safety
- ❑ Working with the Voluntary and Community Sector

The Network will be the focal point for sharing good practice and providing corporate coordination on the Themes for which other groups have lead responsibility, namely

- ❑ Public Health (Health Policy Panel)
- ❑ Young People (Joint Management Team and Children & Young Persons Strategic Partnership Board)
- ❑ Older People (WPOP Steering Group)
- ❑ Local Initiatives (PTES and Area Support)

There are other policy Themes, not covered by this Strategy which impact on Social Inclusion These tend to be mainstream services managed by Council

departments. The Network will support departments in trying to add value to what they are doing and to ensure that the contribution of these Themes is recognised within the overall Strategy. These Themes are:

- ❑ Improving Education standards (Education Department)
- ❑ Promoting the Economy (PTES)
- ❑ Improving the Environment (PTES)
- ❑ Promoting Sustainable Communities (PTES)

At elected member level, the **Adult and Community Services Overview and Scrutiny Committee** is responsible for scrutinising and monitoring policy in relation combating social exclusion and some of the specific policy strands impacting on this. Other Overview and Scrutiny committees are responsible for leading on other policy themes and the Overview & Scrutiny Coordinating Group will coordinate this work.

The Social Inclusion Network will review progress on each Theme twice a year, tying in where possible with the work of the relevant Overview and Scrutiny Committees and there will be an annual progress report to Cabinet in December each year. The portfolio of the **Cabinet member with responsibility for Adult and Community Services** includes combating exclusion and tackling inequalities generally, as well as some of the significant policy areas impacting on social inclusion.

In order to ensure the continuing relevance of the Strategy, public consultation will be undertaken during its life, both in connection with some of the specific actions within the Strategy and as part of the Council's general programme of public consultation. It is intended to review the Strategy during 2007

David Carter  
County Solicitor and Assistant Chief Executive

This document and the background document referred to in the opening paragraph can be obtained electronically via the County Council's website ([www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)) or from

The Community Support Division  
Chief Executive's Department  
Shire Hall  
Warwick  
CV34 4RR  
Telephone 01926 746824 (direct line)  
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