

AGENDA MANAGEMENT SHEET

Name of Committee North Warwickshire Area Committee

Date of Committee 29 November 2006

Report Title North Warwickshire Area Business Plan 2006/07 Half-year Report

Summary This report outlines the performance of County Council services in North Warwickshire. The performance is measured by the progress against milestone targets and actions.

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

Background papers None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

- Other Committees
- Local Member(s) Cllr Ray Sweet – Area Committee Chair
- Other Elected Members
- Cabinet Member Cllr Fowler
- Chief Executive
- Legal Sian Stroud
- Finance
- Other Chief Officers David Carter, Strategic Director of Performance & Development
- District Councils
- Health Authority

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

**North Warwickshire Area Committee -
29 November 2006**

**North Warwickshire Area Business Plan 2006/07
Half-year Report**

**Report of the Strategic Director of Performance and
Development**

Recommendation

That the Area Committee:

Considers this report and makes any comments that it considers appropriate on the performance data contained within it.

1 Introduction

- 1.1 This report summaries the performance of the County Council's services in the North Warwickshire area against the Area Business Plan agreed by Area Committee in July 2006.

2 Using the Information

- 2.1 Attached to this brief report **Appendix A** updates against milestone targets as detailed in the North Warwickshire Area Business Plan 2006/07.
- 2.2 This report does not include progress against key performance indicators. Most of these are measured annually, and will be included in the end of year report to be considered by Area Committee in May 2007.

3 Conclusion

- 3.1 At the halfway point, the County Council is making steady progress against the North Warwickshire Area Business Plan, and it is difficult at this stage to highlight any areas of serious concern.
- 3.2 For members information a further report on 'promote the health and social care of our citizens will be provided in January 2007 in answer to questions raised by members at September's meeting.

DAVID CARTER
Strategic Director of
Performance & Development
Shire Hall
Warwick

2 November 2006

North Warwickshire Area Business Plan 2006/07

Half-year Report

29 November 2006

1. Children and Young people

1.1 Ensure that all children and young people “enjoy and achieve”.

Aspirations

Children and young people should be ready for, attend and enjoy school and college, and achieve standards set, both at primary and secondary school and in further education, and achieve personal and social development.

Key Local Actions	Half-year Progress Report
Develop the role of the Local Authority as champion of parents and pupils.	
Implementation of the Corporate Parenting Strategy.	March 2007 The strategy has been completed and is being consulted upon
Raise standards in secondary, primary and special schools	
Introduce School Improvement Partners (SIPs) in all secondary schools in North Warwickshire	Awaiting information
Provide advice and guidance on the introduction of vocational courses and the new Specialised Diploma within North Warwickshire secondary schools and their 14-19 partners	Awaiting information
Introduce RAISE on-line in order to promote improved use of data in North Warwickshire Schools	Awaiting information
Intensify support for those secondary schools where there is identified under-performance in English and Mathematics	Awaiting information
Implement the TELAC action plan to increase the proportion of looked after children who are entered for exams at KS 2 and 3. Ensure that all looked after children have a PEP and it is available at statutory reviews.	March 2007 Plan is currently being implemented. All Looked after children in Warwickshire have a PEP

Key Local Actions	Half-year Progress Report
Support the development of extended schools and Children's Centres.	
Appoint and deploy a dedicated Extended Schools Development Officer for North Warwickshire	Awaiting information
Provide 3 days extended schools training for all 33 North Warwickshire Schools and their partners	Awaiting information
Ensure xx schools in North Warwickshire are providing the full extended schools 'core offer'	Awaiting information
Extend the reach of Atherstone Early Excellence Centre and Mancetter Sure Start Centre as part of the Phase 2 Children's Centres programme.	Awaiting information
Phase 2 Children's Centres to be established at Kingsbury and Polesworth	Awaiting information
Establish a local Children's Centre Steering Group.	Awaiting information
Deliver the County Youth Offer and promote uptake of opportunities	
Provide access and Youth Club opportunities for two nights of provision over 40 weeks in Atherstone, Baddesley, Polesworth, Kingsbury, and Coleshill for a target age of 13-19.	Awaiting information
Offer two residential opportunities and project work through youth centres to young people from across North Warwickshire	Awaiting information
Provide five workshops (each targeting 25 young people) and projects for each Youth Centre that address the Youth work Curriculum and national agenda (e.g. through workshops on smoking cessation, sexual health education, drugs awareness, alcohol awareness programmes).	Awaiting information

Key Local Actions	Half-year Progress Report
Reduce exclusion from education	
Introduce a 'Managed Transfer' system for pupils at risk of permanent exclusion from North Warwickshire Schools	Awaiting information
Introduce Parenting Contracts and, where necessary, Parenting Orders, where parenting has been identified as a factor in serious misbehaviour	Awaiting information
Implement the TELAC action plan to clarify and improve processes regarding exclusions to decrease the number of looked after children excluded from school.	March 2007 This is underway

1.2 Ensure that all children stay safe through better integrated services which will safeguard and protect them from harm

Aspirations	
Children and young people should be safe from maltreatment, accidental injury and death; bullying and discrimination, crime and antisocial behaviour. They should have security, stability and be cared for.	
Key Local Actions	Half-year Progress Report
Improve the outcomes for vulnerable children, children in need, and looked after children.	
Ensure completion of individual health plans for looked after children	All looked after children in Warwickshire are receiving a medical and have a health plan in place.
Ensure children are protected from emotional, physical and sexual abuse and neglect.	
Review and strengthen Warwickshire's private Fostering arrangements and develop monitoring arrangements and services.	March 2007 The new Private Fostering procedures have been launched and work is being undertaken in this area.
Ensure children in Warwickshire feel safe from bullying	
Explore the use of RYOGENS across all North Warwickshire schools and partner agencies to ensure consistent and appropriate responses to identified issues	Awaiting information
Produce and publish anti-bullying guidance and good practice booklet for all North Warwickshire schools and partner agencies	Awaiting information
Establish a secure and robust reporting mechanism to link local anti-bullying strategies to North Warwickshire Safeguarding Panel	Awaiting information
Integrate the work of the anti-bullying co-ordinator into the preventative work of Warwickshire's safeguarding children board.	March 2007 The new WSCB procedures are being launched in the new year.

1.3 Ensure that children and young people are healthy

Aspirations
Children and young people should be physically, mentally emotionally and sexually healthy, adopting healthy lifestyles and choosing not to take illegal drugs

Key Local Actions	Half-year Progress Report
Promote healthy lifestyles in schools	
Increase the number of North Warwickshire schools achieving new national Healthy School status	Awaiting information
Support all North Warwickshire schools in the national quest of Transforming School Meals	Awaiting information
Further develop local sports through the North Warwickshire School Sports Partnerships	Awaiting information
Promote prevention activity to reduce under 18 conceptions in hot spot wards and with vulnerable young people, whilst providing universal provision to national standards	
Warwickshire's SRE Policy for Looked after children and children in need has been evaluated and the recommendations need to be actioned	December 2006. Recommendations are being actioned
Integrate services for children and young people with disabilities	
Integrated disability service to be fully established	March 2007 This was set up from April 2006 and staff are in the process of moving to their new localities.
Improve outcomes for children and young people experiencing mental health difficulties	
Commission a specialised CAMHS for looked after children.	October 2006

2. Safer and Stronger Communities

2.1 Reduce crime and the fear of crime through working in partnership to achieve safer communities

Aspirations

The County Council will give leadership to partnership working at countywide level/ through effective contribution to Crime and Disorder reduction Partnerships (CDRPs) at district level. The aim is to improve the sense of safety in the community, reflected in falling levels of fear of crime. Key steps will be developing an effective LAA for 2007 with partners, and within the County Council to develop our Crime and Disorder Reduction Strategy.

Key Local Actions	Half-year Progress Report
Lead on those jointly agreed priorities that need to be tackled at a countywide level, particularly, Antisocial behaviour, Domestic violence & Reducing crime	
Attend all Crime and Disorder Reduction Partnership Meetings and support the WCC elected member in addressing the changes required under the Crime and Disorder Act review.	All partnership meetings have been attended. Further information is awaited from the Home Office in relation to the review of the Crime and Disorder Act.
Conduct a review of actions within the CDRP strategy and identify specific actions for WCC services	This action will be carried out in conjunction with the introduction of Safer Neighbourhoods.
Pilot the "safer neighbourhoods" approach to tackling community concerns using Area Forums in North Warwickshire and ensure 75% of actions are completed	Pilot PACT meeting have now taken place and actions are being addressed. Full progress reports will be given to the public in the next round of Area Forums.
Continue to develop an integrated and systematic approach to tackling anti-social behaviour and the causes of anti-social behaviour in North Warwickshire by attending the Young Persons Safety Group and engaging further with WCC departments.	A multi-agency protocol is being developed through the Young Persons Safety Officer. Critical to the success of this is a new temporary ASB Administrator whose role is to maintain a database of incidents. Follow on funding is being sought to develop this post further.

Key Local Actions	Half-year Progress Report
Lead on those jointly agreed priorities that need to be tackled at a countywide level, particularly, Antisocial behaviour, Domestic violence & Reducing crime	
Hold a “Building respect in Communities” event in North Warwickshire with key stakeholders looking at the underlying causes of anti-social behaviour	A Building Respect event is planned for early December with invites being sent to 60 stakeholders.
Develop and pilot in partnership a new Domestic Violence drop in facility in North Warwickshire and seek appropriate funding support.	<p>The Domestic Violence drop in facilities are proving very successful with the worker now supporting over 20 victims of domestic violence.</p> <p>5 drop in sessions every week are held across North Warwickshire.</p> <p>Office accommodation has now been found for the Domestic Violence Support worker and is expected to go live at the end of October.</p>

2.2 Reduce the risk, incidence and effect of fire and non-fire emergencies

Aspirations	
<p>The Council's aspirations are for an effective, well-managed service which discharges its core fire safety function to prevent fires and non-fire emergencies, and takes on an enhanced community role working in partnership with stakeholders. It will continue to reduce risk to the community through the implementation of annual IRMP action plans.</p>	
Key Local Actions	Half-year Progress Report
Work in partnership with other agencies, to reduce risk in Warwickshire in line with the fire & rescue national framework 2006/08.	
<p>Educate and improve road safety awareness and behaviour of a targeted 'at risk' group, comprising of newly qualified drivers from the younger age group through a focussed safer drivers awareness education course.</p>	<p>There has been preliminary agreement with our partner providers, Warwickshire Police & the Institute of Advanced Motorists, that the Driving Down the Risk course is planned to go ahead with an induction day as from 21 October 2006.</p> <p>Warwickshire Police have been asked to nominate a number of individuals who have been involved in car crime or incidents of speeding. Confirmation of the nominated candidates availability is awaited.</p> <p>There is potential that the funding may provide driver safety education and qualification for 12 young drivers, a final decision is yet to be taken.</p>
Reduce the number of deliberate fires, particularly targeting vehicle and property fires	
<p>North Warwickshire Fire Station staff to contribute to youth diversionary activities by supporting the activities of the Young Firefighters association and provision of Duke of Edinburgh courses. In particular to:</p> <ul style="list-style-type: none"> • Maintain numbers of local youngsters involved in the YFA • Host a minimum of one YFA session per week at Coleshill Fire Station. • Complete a minimum of 2 Duke of Edinburgh courses, 1 bronze and 1 silver engaging with 24 local young people. 	<p>The Young Firefighters Association at Coleshill fire station has flourished over the last 6 months. Numbers of cadets involved with the organisation has remained constant. At this point in time there is no room for expansion</p> <p>The Duke of Edinburgh Award scheme operates extremely successfully at Atherstone Fire station. Atherstone Fire Service staff have been asked by Keith Asbery (head of the area D of E) to take part in a 'Royal' presentation at Hartshill School on the 26th Sept. The purpose of the demonstration is to showcase the activities undertaken by D of E in North Warwickshire. There will be demonstrations of some of the fire service skills learnt by some of the current Silver students. The crews will also demonstrate a home fire safety display.</p>

Deliver fire safety education delivered to 100% of primary schools and 75% of secondary schools by March 2007.

Community Fire Safety delivery to the population of North Warwickshire comprising of the following services: -

- Deliver targeted Home Fire Safety Checks to targeted highly vulnerable homes.
- Host Fire Station based summer community safety schemes involving partner agencies.
- Fire Safety education delivery to all local KS 1,2 & 3 school children.

North Warwickshire personnel have completed 210 home fire safety checks up to 25th September 2006. Therefore, are on target to achieve 400 checks by the end of the financial year. Fire Service staff have been directed and supported in targeting the vulnerable groups of the community in their local areas to reduce the risk of local residents sustaining injury or loss of life through accidental dwelling fires.

The planned Summer Safety Scheme was funded through a budget provided by Positive About Young People. Local partners in collaboration with NW area team successfully completed life safety education whilst making the week long course enjoyable and fulfilling to the local youngsters who were nominated to attend.

Local dignitaries and parents have commented on the value the young people have taken from the experience.

North Warwickshire staff recently attended the schools co-ordinators meeting where the designated school classes were identified and delegated for fire safety education visits. The new school year programme will be managed through the NW area management team. Plans are on course to ensure successful completion of the programme through local managers at Atherstone, Coleshill and Polesworth fire stations.

3. Healthier Communities and Older People

3.1 Promote the independence well-being and inclusion in the community of all adults

Aspirations

The Council should work in partnership, particularly with the Health Service and voluntary sector to provide a range of services, designed with those that use them, which enable more people to live independently in the community

Key Local Actions	Half-year Progress Report
Develop, in partnership, a range of low intensity support to help older people remain independent in the community.	
Commence service for people aged 50+ in North Warwickshire	Promoting Health and Independence through Low Level Integrated Support (PHILLIS) will commence in North Warwickshire in November 2006.
Develop and implement accommodation strategies, incorporating supporting people, extra care and care homes, with housing associations and district/borough councils	
1 st draft of strategy with key actions & priorities identified	Work ongoing, taking into account the impact of Regional and sub-Regional housing policies. This will be incorporated into joint commissioning strategies for all adult client groups both countywide and in localities.
Commence work on North Warwickshire accommodation priorities	See above
Develop joint commissioning and partnership board arrangements	
No local action	
Optimise the use of direct payments to promote greater service user choice and control	
Care Management Teams will more actively promote the take-up of Direct Payments	Numbers of people receiving Direct Payments, as at March 2006, have been maintained in North Warwickshire.

3.2 Improve health and reduce inequalities across the County through targeting the most disadvantaged

Aspirations	
<p>The aspirations of the County Council are to see improvement in people’s health and well being, by working in partnership to implement the recommendations of “Choosing Health”. This will be achieved by targeting areas of greatest need.</p>	
Key Local Actions	Half-year Progress Report
Put in place healthy lifestyles projects focused on the area of highest mortality, aiming to reduce deaths from circulatory diseases.	
<p>Health displays/promotions in libraries in partnership with PCT esp. ‘Books on Prescription’ project at Polesworth & Dordon libraries.</p>	<ul style="list-style-type: none"> • Learning Disability Awareness Week 19th-25 June • Health Information Week 3/7/06 • Sun Awareness 24/7/06-6/8/06 <p>‘Books on Prescription’ partnership with PCT, pilot introduced in Polesworth and Dordon libraries July 2006. Emphasis on mental health issues. Some take-up at Polesworth from clinic adjacent to Library. Due for review in January 2007.</p>
Develop WCC as a model employer in relation to promoting health	
Promote high standards of public health through carrying out monitoring and enforcement activities	

3.3 Provide the community with access and opportunities for learning, personal development and improved quality of life

Aspirations
The County Council can influence well-being through promoting local lifelong learning opportunities, which are easily accessible by all members of the community. This will be supported through the extension of physical and electronic access to cultural services

Key Local Actions	Half-year Progress Report
Provide inspirational community activities to support quality of life for older people, both in their own homes and in care	
<p>At least one creative session for older people facilitated by County Arts Service during 2006-7 to support Community Arts Programme and Social Services Arts Grant Fund, facilitating creative activities for older people in the North Warwickshire area (Subject to applications to Social Services Grant Fund being received from North Warwickshire area)</p> <p>Heritage Education to facilitate 2 inter-generational reminiscence and art sessions for older people in the North Warwickshire area to be delivered in residential care homes (subject to external funding)</p>	<p>No applications received to date to Social Services Arts Grant fund from older people in North Warwickshire. County Arts supported the development of a new community group in Coleshill – Art Together – who took part in creative art workshops and delivered an exhibition as part of Warwickshire Arts week 2006</p>

Key Local Actions**Half-year Progress Report****Implement the Museums, Libraries and Archives “Inspiring Learning for All” framework in Libraries, Learning and Cultural services**

Improve utilisation of Warwickshire Museum and County Record Office services within North Warwickshire area (site based, mobile & electronic). In particular achieve:

- 10 school visits to St John’s Museum/Heritage Education from North Warwickshire area during 2006-7
- 4 On the Road exhibition placements at North Warwickshire area venues during 2006-7
- 5 support and development visits/events by Community Museums Officer with heritage groups in the North Warwickshire area during 2006-7.

Adult & Community Learning to support Family Learning in the North Warwickshire area with:

- 130 users of ACL Family Learning, Literacy & Numeracy courses from the North Warwickshire area during 2005-6.
- 212 Adult and 106 children users of ACL Wider Family Learning courses from the North

On target. Eg CMO has worked with North Warwickshire Heritage Forum on production of new Heritage Trail booklet.

During the course of the year there were 133 enrolments on Family Learning Literacy and Numeracy programmes run by the ACL Service. There were also 297 adult enrolments and 228 child enrolments on Wider Family Learning programmes. Most Family Learning programmes are organised in conjunction with primary schools.

Modernise the way that services are delivered to customers in libraries

Library Service upgrading computerised circulation system in 2007.

The Library and Information Service is on target to implement an upgraded Library Management System (LMS) in October 2007. Work is progressing well in configuring the system to meet our business requirements, to make improvements to processes and to prepare user instructions. Plans are in place to train 400 staff including partners to use the LMS.

Library service providing new fleet of IT enhanced mobile libraries in 2007

The library and Information Service is working towards a launch date for the new mobile fleet in September 2007. Plans and technical specifications are in place for the mobile fleet to have real time access on the staff side computer to the new computerised Library Management System, Lotus Notes and the Internet and for mobile library customers there will be access to the Internet in the Information Zone.

4. Economic Development and Enterprise

4.1 Improve levels of prosperity for the whole of Warwickshire with priority to the most disadvantaged neighbourhoods

Aspirations	
We will need to create an environment in which businesses are able to innovate, create and sustain jobs; residents are encouraged to learn, acquire skills and competencies, and enhance their employability. Those experiencing deprivation and disadvantage are given targeted help. We will focus on innovation and enterprise, to secure a competitive edge, and drive local regeneration.	
Key Local Actions	Half-year Progress Report
Develop town centre and industrial estates projects	
Information not provided	
Develop local neighbourhood initiatives	
Use Area Committee's delegated funds to commission projects to meet local priorities as agreed by Area Committee	Wellbeing Fund 06/07 – to support Vital Villages mini-grants programme in Partnership with NWBC, project value £10,000

4.2 Improve the employment potential of Warwickshire's residents and increase sustainable employment opportunities

Aspirations	
A move toward higher value enterprises and diversification of businesses are priorities for the County. Additionally the move toward an increasingly knowledge based economy will result in an increased need for skills and competencies. WCC seek to increase the number of economically active residents, raise the overall skills base, and improve employability skills for those in the most disadvantaged areas and groups.	
Key Local Actions	Half-year Progress Report
Develop a countywide Employment and Skills Strategy	
Nothing in North Warks Area specific	Nothing to report
Develop plans with partners for "themed" Major Employment Sites	
Information not available	Nothing to report

5. Environment

5.1 Implement environmental sustainability

Aspirations

WCC is prepared to lead on issues raised by global warming such as CO2 emissions, having adopted a Climate Change strategy in May. We aim for the County Council itself to be seen as a model of good practice in environmental sustainability and to demonstrate this through the achievement of the ISO14001 environmental standard for the authority. The disposal/processing of waste is a bigger issue than our aim to minimise household waste and increase rates of recycling and composting, and the recently adopted Warwickshire Waste Strategy, charts the way forward.

Key Local Actions	Half-year Progress Report
Improve WCC's environmental performance by implementation of the corporate ISO 14001 action programme	
<p>Co-ordinate the environmental performance of the County Council's activities through the phased roll-out of the ISO14001 environmental management system and achieve external certification.</p> <ul style="list-style-type: none"> - Environment and Economy - Performance & Development, Resources, and Community Protection <p>Children, Young People and Families, and Adult, Health and Community Services</p>	<p>Environment and Economy achieved ISO 14001 in March 2006. The next 3 directorates working to implement environmental management systems and obtain ISO14001 certification are Resources, Performance and Development, and Community Protection Directorates</p> <ul style="list-style-type: none"> - DIG Meetings set up in all 3 directorates - Directorate Environmental Objectives & Targets being finalised - Environmental Legislative Review completed - Internal environmental auditors trained and audit programmes planned - General environmental awareness training to commence November 2006 <p>Milestone on course to be achieved</p>
Agree and implement a Climate Change Strategy for Warwickshire with Warwickshire Strategic Partners	
<p>Reporting and review mechanism will be established in 2006. All parties will be invited to contribute to the review process</p>	<p>Agreed by Cabinet June 2006. Launched with partners July 2006.</p>

Implement Warwickshire Municipal Waste Management Strategy

Grendon Recycling Centre

Identify and acquire land for a new Household Waste Recycling Centre to replace the current Grendon Recycling Centre

On-going

Deliver the LPSA waste target

Will be considered in 2007/08

On-going

5.2 Improve accessibility to jobs and services and maintain and improve the efficiency of the transport network

Aspirations

One of the shared priorities between Central and Local Government is ‘meeting transport needs more effectively’ in particular delivering accessibility, better air quality, tackling congestion and making roads safer. Our Local Transport Plan sets out actions to achieve these objectives. In addition to this, major schemes within the plan, which focus on the maintenance and improvement of Warwickshire’s highway network, have to be delivered.

Key Local Actions

Half-year Progress Report

Implement strategies and programmes identified in the Local Transport Plan (LTP)

Implement N.Warks Area LTP as agreed by N.Warks Area Committee in November 2005

On-going

Deliver road maintenance work to improve conditions for pedestrians and other road users.

Implement Road Maintenance programme agreed by N. Warks Area Committee

In progress

6. Development and Resources

6.1 Refocus the way we deliver services to our customers and effectively manage change

Aspirations	
<p>Warwickshire's aspirations are for our services to be designed around customers and their needs. Our aim is seamless service provision for the customer. New ways of working will include improving how services are delivered, with the public and partners, and reshaping the organisation to effectively deliver this change agenda.</p>	
Key Local Actions	Half-year Progress Report
Develop and implement a corporate access strategy	
<ul style="list-style-type: none"> • A draft strategy has been produced and agreed by SDMT • The paper is to go to Cabinet for consideration 27th June • Initial recommendations include proposals for a number of One Stop Shop pilots and considers the possibility of utilising kiosks (electronic service points) for service delivery • Additional development and service coverage for the Customer Service Centre 	<p>Corporate Customer Service & Access Strategy agreed by Cabinet on 27 June 2006.</p> <p>Discussions taking place on the possibility of having a One Stop Shop jointly with appropriate partners in Stockingford, Bedworth and Nuneaton.</p>
Develop the Customer Service Centre to maximise the number of public enquiries satisfied in one phone call	
<p>Local actions to be developed as part of the Customer Access Strategy</p>	
<ul style="list-style-type: none"> • Amalgamation of County Highways contact centre • Registrations • Pilot introduced supporting the provision of basic learning needs • Processes to be re-engineered to improve efficiency and effectiveness – highways, street lighting, contact assessments <p>These proposals may change following the outcome of the June Cabinet meeting.</p>	<ul style="list-style-type: none"> • The Highways centre has now been amalgamated with the Customer Service Centre. Work has commenced on process mapping activities to inform future re-engineering possibilities. • Street Lighting processes are now being developed in the Customer Relationship Management system and are likely to be available to test at the beginning of November. • The contact assessment process changes are nearly complete with testing under way at present

6.2 Improve the public perception of the Council

Aspirations
WCC aims to improve public perception of all local public services, recognising that the public is interested in public service provision, rather than in which agency provides it. In addition, the Council is seen by some as remote and distant, so we need to take proactive steps to make sure we communicate with the public, and are able to articulate the needs of the people of Warwickshire, providing community leadership. Warwickshire also wants to be seen as a national player amongst local authorities.

Key Local Actions	Half-year Progress Report
Improve WCC's visibility on the streets and in neighbourhoods of Warwickshire through better signage and more consistent branding	
Local actions to be developed as part of the Corporate Communications Strategy	In progress
Raise the media profile of the County Council nationally and locally	
Local actions to be developed as part of the Corporate Communications Strategy	In progress

6.3 Provide effective community leadership and public engagement through partnership working

Aspirations
In Warwickshire the County Council role of providing the community leadership to take forward the LAA, has been acknowledged by partners. The work to set up the existing Warwickshire Strategic Partnership, and to produce the Warwickshire Strategic Partnership Plan (2005-2008) will form the starting point for the development of Warwickshire's LAA. Key to this is the establishment of an effective partnership so that the resources of relevant agencies can be directed to meeting the needs of local people. In order to support this aspiration the County Council will develop the organisation towards a culture focused on the public and where working in partnership is seen as the key.

Key Local Actions	Half-year Progress Report
Develop and implement the Warwickshire Local Area Agreement by March 2007	
Local actions to be developed as part of the Local Area Agreement.	On target
Continue to strengthen the Council's relationship with the Voluntary and Community Sectors and with town and parish councils	
Local actions to be developed as part of the Voluntary and Community Sector Strategy and Action Plan.	In progress

