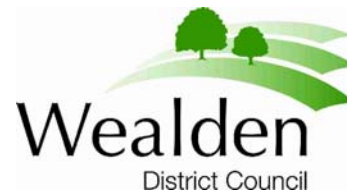


Public Health & Community Development

Service Plan 2009/10



The role of the service

- Promote better health for all of the people living or working in Wealden either through the Council's own actions or in partnership with others
- Maximise opportunities for young people in the district by working towards improving the five 'Every Child Matters' outcomes
- Protect and improve the safety of the food that people eat and provide consumers and businesses with a trusted source of advice, training and information.
- Ensure the effective control and prevention of disease in the community
- Safeguard the health, safety and welfare of employees and to protect the public from harm arising from work activities and provide a trusted source of advice, training and information
- Support leisure, play, sports and community activity to help improve health and well being and the quality of life for all.
- Work in partnership to reduce crime, anti social behaviour and manage the fear of crime to increase voluntary and community engagement
- Support community and voluntary organisations through the community grants scheme and advice on external funding and volunteering

The service is planning to achieve the following outcomes by March 2012:

- For Wealden to be an even safer and healthier place to live in
- Improve the five 'Every Child Matters' outcomes for children and young people by working with Children's Services Authority and the Children's Trust Arrangements
- Obtain independent assurance of the quality of our services ensuring that these are in line with the highest standards nationally
- Improve value for money based on the opinions of our customers and when our performance is compared to other local authorities
- Achieve value for money efficiency savings year on year
- Work more efficiently, meeting agreed key priorities, and cutting 'red tape' wherever possible
- Implement the recommendations on food hygiene inspection practice arising from the Public Inquiry into the South Wales E Coli outbreak.

What have we achieved in 2008/09?

Corporate Objective 1 : Putting People First

Providing Quality Services
Health, Prosperity and Community Safety

- We achieved Charter Mark status in January 2008 and passed a second assessment in December 2009
- Held the first Wealden Youth Forum
- Trained 415 local business people and others in either food safety or health and safety at work.
- Launched a competition to refresh the look of the successful Wealden Youth Website
- Worked with partners to achieve an overall reduction in reported crime of - 11.9%, based on rolling year figures
- Near to completing the expansion of the business website which will soon provide a comprehensive 'one stop shop' for our small businesses
- Developed an innovative programme to raise food safety standards of the 50 poorest performing businesses - to be launched spring 2009.
- Increased by 3.5% per annum the number of local people taking 30 minutes exercise three times a week compared to the Sport England 2007 baseline
- Organised in partnership with others the Safety in Action event for 684 children from 22 primary schools in the district, providing them with practical and vital personal and community safety information
- Continued to offer child safety equipment on loan to parents in order to reduce the number of home accidents in the district. This initiative is in conjunction with NHS East Sussex Downs and Weald, 'SureStart' and the Children's Centres
- Worked in Partnership to carry out 326 safety checks for local elderly residents on their electric blankets in the district, 39% were found to be in a potentially dangerous condition and were removed from use. The same project offered the residents important information about staying safe, benefits advice and home energy.
- Organised in partnership with others a number of play days and safety days.
- The number of local people taking 30 minutes exercise 3 times a week increased from 22.3% of the District's population in 2005/06 to 27.46% in 2007/08 (Sport England Active People Survey)
- 1400 children and young people took part in activities run by the Active Play mobile play project funded by the Big Lottery Fund.
- Worked in partnership to hold Wealden's first 'Community Sports Festival' taster day funded by Sport England

Corporate Objective 2 : Pride Of Place

Sustainability
Place Shaping

- We allocated £90,000 from the Government's Play Pathfinder funding for East Sussex to Wealden projects in 08/09 and co-ordinated the allocation of a further £113,000 for 09/10
- Community Grant awards included funding of local community projects.
- The service supported the LDF process particularly in relation to open places and leisure/play opportunities

Corporate Objective 3 : Purpose Through Partnership

Improving Performance and Efficiency
Strong Community Leadership

- Value for money efficiency savings year on year
- Improved value for money based on the opinions of our customers and when our performance is compared to other local authorities
- Working more efficiently, meeting agreed key priorities, and cutting 'red tape' wherever possible
- Worked with partners on the Safer Wealden Partnership to reduce reported crime and produce the Community Safety Plan with priorities based upon reported crime, a district wide crime survey and intelligence from local residents
- Worked with a variety of partners to promote health and well being within the district
- Formed and held the first Wealden Youth Forum to open up a meaningful dialogue with young people and to hear about their priorities for action
- Working in partnership with a range of organisations to promote healthy living including through the East Sussex County Sports Partnership, Wealden Community Sports Network, East Sussex Arts Partnership, Freedom Leisure and the PCT.

What we plan to improve

Target for 2011/12	2008/09 Baseline	2009/10 Milestone	2010/11 Milestone
Corporate Objective 1 : Putting People First Providing Quality Services Health, Prosperity and Community Safety			
Expand the Council's business website to provide a comprehensive 'one stop shop' with support from across the Council's services	Business support included in both the WDC and the Business Help web sites	Re-launch new site. Small business one stop shop live by Autumn 09.	N/a
Refresh the Youth Website and build upon its success	4067 = number of unique visitors	Achieve a 10% increase in the number of unique visitors	Achieve a further 10% increase in the number of unique visitors
Work with partners to reduce British Crime Survey comparator crimes for Wealden from 2007/08 level of 3,528 recorded crimes	3,109 - a 3% reduction on 2007/08 results	Achieve a further 5% reduction	Achieve a further 3% reduction
Raise the food safety standards of the 50 poorest performing businesses by improving their compliance score	N/a	Commence 09/10 with launch in April 09.	Improve standards of next 50
Undertake repeat health & safety inspections, every 12 months, for more than 80% of our 'high risk' businesses	81%	83%	85%
Increase adult participation levels in sport in the Wealden district by 1% per year (by taking 30 minutes exercise three times a week) from 22.3% of the district's population (25,444)	27.46% of the District's population (NI.8)	Original target already achieved. Target now is to increase by 1% of 2008/09 base line.	Increase by 2% of 2008/09 base line
Increase leisure centre attendance by 6% between 2008-11 from baseline of 975,921	Target is 995,437. By Q3 08/09 attendance figure was 723,203. Note - total end of year figures will not be available until after 1 April	1,014,958 (+4%)	1,034,476 (+6%)
Re-focus services where necessary to support businesses and families through the economic downturn	Head of PHCD role extended to coordinate the Council's response to the downturn	N/a	N/a

Target for 2011/12	2008/09 Baseline	2009/10 Milestone	2010/11 Milestone
Improved accessibility to services for young people and the elderly through more integrated public transport options and creative outreach solutions (e.g. mobile play schemes).	Free swimming for 60 and over Mobile Play Project	Initiate free access to leisure for looked after children and provide free swimming for 60 and over	Provide free access to leisure for looked after children. Continue to provide free swimming for 60 and over
Corporate Objective 2 : Pride Of Place Sustainability Place Shaping			
Improve play, sports facilities and green spaces through planning agreements between 2008-11 and include these issues in the development for the LDF To be consulted on the negotiations for section 106 Agreements (those that include open pace, sports and play provision) and input into the LDF.	Wealden PPG17 Open Space Audit published on Wealden website Responded to seven applications regarding play, sport and open space issues	Sport, play and Open Space issues to be incorporated into LDF development To be consulted on all major applications on issues of play, sport and open space	Sport, Play and Open Space guidance published to accompany LDF To be consulted on all major applications on issues of play, sport and open space.
Corporate Objective 3 : Purpose Through Partnership Improving Performance and Efficiency Strong Community Leadership			
Maintain Charter Mark and prepare for move towards Customer Service Excellence	Charter Mark review passed with no remaining or additional non-compliances	N/a	Apply for customer excellence award
Deliver 3% cashable efficiency savings year-on-year	3% saving	3% saving	3% saving
Explore the ways of attracting 5% more external funding (£165,000) for the district between 2008-2011 (including bids by the Council and by the Grants officer assisting external groups in applying for funds)	Baseline of £165,000 achieved.	£168,300 (2% increase on 07/08 baseline)	£173,250 (5% increase on 07/08 baseline)
Work in partnership with NHS East Sussex Downs and Weald to review the effectiveness of the various safety projects undertaken by the Council	N/A	Complete by March 2010	N/a
Deliver the Safer Wealden Partnership plan for 2009-2012	N/A	Meet targets as detailed in the plan	Meet targets as detailed in the plan

Risk This is a frontline service and, as always, the risks to delivery of the Service Plan centre on staffing - there is for example a national shortage of suitably qualified and experienced Environmental Health Professionals. There is always a moderate risk of losing staff in any given year and when this occurs the impacts on the delivery of a service plan are always significant as staffing numbers are small.

The risk of losing staff will be greater this year due to the inevitable uncertainties arising from the transformation programme process. The Council's work on community safety is subject to external funding and although secure for 2009/10 there is a real risk that the next financial year 2010/11 will be more challenging, if cuts in those budgets were to materialise this could jeopardise progress with this important area of partnership work.

Other Considerations

Customer Satisfaction

This service consistently achieves high levels of satisfaction. A wide range of customers are surveyed, this includes upon the completion of inspections, responses to service requests, delivery of training courses and provision of leisure/play activities. Satisfaction rates are high and published on the Council's web pages.

Customer Involvement

Customer survey, targeted consultation exercises and the use of focus groups continue to figure prominently in this service's approach to effective service delivery and development. This extends to local business panels, grant workshops, road shows and working with our Town and Parish Councils.

Access to Services

The greatest proportion of this service's work is delivered direct to our customer base in the community and through our leisure centre operations. This includes taking the service to the customers home or business or place of education. Very few customers call at our office bases. Services are also delivered through the use of modern technology although we also always strive to provide the choice of hard copy information and documentation. We liaise with the Council's Equalities Officer on these matters to ensure that we are fully inclusive.

Value for Money

Through the Transformation Programme we will review all services to determine how we could improve the value for money over the next three years. The following options will be explored:

- Service cessation (where the service is discretionary)
- Reduce the service
- Improve the service by doing it or delivering it differently
- Shared service with partner / other local authority

Workforce Priorities

Workforce priorities will follow the requirements of Service Transformation programme which will be decided later this year. Currently vacancies are being made available on a short term secondment basis until future structures and priorities are determined.

Learning & Development

We are committed to continuing professional development for all staff and the pursuit of relevant qualifications by individuals, subject to sufficient resources being available. Unfortunately our resources do not provide for any trainee posts but we are currently looking at whether we can fund a trainee EHO post with a neighbouring authority.

Equalities and Diversity

We strive to ensure that equality is integral in every aspect of the service. We strive to be fair and transparent in the way that we provide our services and ensure that they are accessible to all in our communities. This is reflected in our Customer Charters and in the Council's Statement of Values. An Equality Impact assessment has been completed in respect of the

service and an action plan developed. The Charter Mark process also identified some areas that we need to address in relation to 'hard to reach groups'.

Sustainability

The Public Health and Community Development Service recognises the part it plays in the Council's overall objectives as set out in the sustainability agenda. We aim to incorporate sustainable solutions in the wide variety of services we deliver including interactions with the business community and our leisure services.

Rural impact

The service supports rural areas in a variety of ways by frequently taking the service to the customer, assisting small independent businesses, providing grant aid that supports rural communities and through its implementation of the Council's Play Strategy which includes mobile play initiatives travelling to various locations around the district.

Communication

The service always strives to ensure it communicates clearly, simply and concisely with its customers. Wherever possible a choice of communication is offered and when needed special arrangements are made for minority groups and others that may have particular needs. Methods employed include targeted newsletters, email alerts, dedicated websites and the media including public service 'commercials' on local radio stations.

Health and safety

Health and safety is a key consideration in the way we provide local services and in the way the service is run. Working practices take proper account of the health and safety of our employees and work in ways which minimise the risks to lone workers and of violent incidents associated with the various roles we undertake.

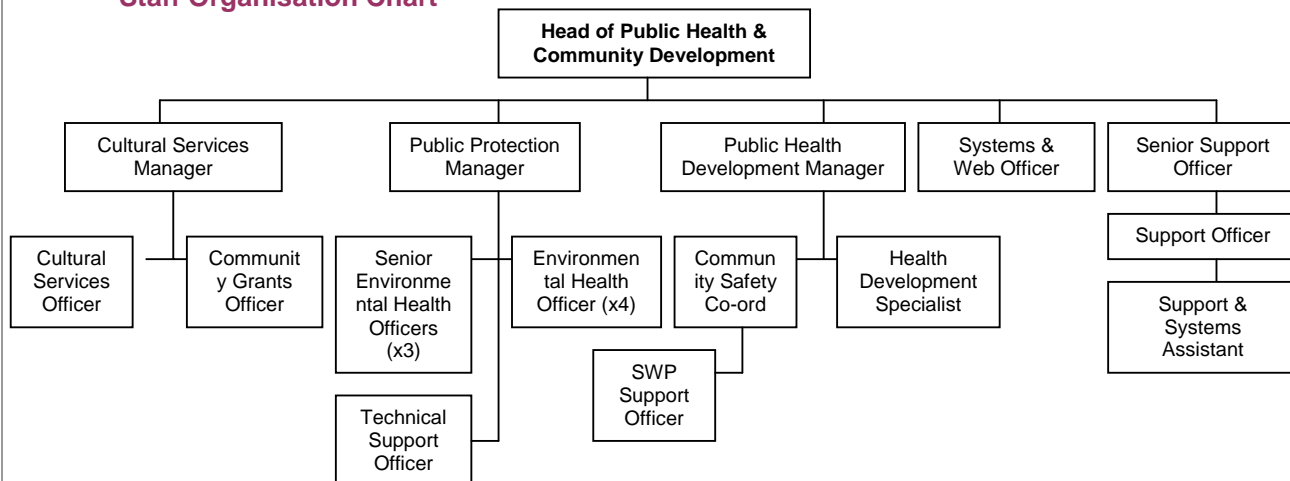
This includes has piloted the Health and Safety Executive's new Stress Management model. Officers of the service also advise, inspect and enforce health and safety in nearly 4000 businesses in Wealden.

Standards

Officers undertaking food safety and health and safety work have to meet the strict competency requirements laid down by the Food Standards Agency and the Health and Safety Executive. In addition Environmental Health Officers have to comply with demanding professional standards, including continuing professional development as determined by their professional body.

Resources and budget

Staff Organisation Chart



Budget

2008/09 £(000)		2009/10 £(000)	2010/11 £(000)	2011/12 £(000)
157,670	Systems and Support	45,780	45,780	45,780
3,230	Director of Community Services	3,430	3,430	3,430
732,220	Leisure Externalised	762,220	732,220	732,220
66,280	Uckfield Leisure Centre	66,280	66,280	66,280
21,010	Heathfield Leisure Centre	21,010	21,010	21,010
58,440	Hailsham Leisure Centre	58,440	58,440	58,440
7,090	Crowborough Leisure Centre	7,090	7,090	7,090
22,740	Culture	25,890	25,890	25,890
81,920	Leisure Health and Play	91,470	91,470	91,470
32,290	Leisure Client	32,690	32,690	32,920
439,780	Community Grants	391,570	391,570	391,570
-	Community Small Grants	20,000	20,000	20,000
231,330	Food Control	265,320	265,320	265,320
86,820	Health Promotion	107,480	107,480	107,480
15,000	Smoke-free Legislation	-	-	-
210,740	Occupational Health Promotion	246,730	246,730	246,730
37,170	Community Safety	33,870	33,870	33,870
-	Safer Wealden Partnership	-	-	-

Performance indicator targets

The National Indicator Set was introduced from 1 April 2008. In 2008/09 we gathered baseline data which has been used to set targets for 2009/10 and beyond.

NOTES

In a large number of cases we are reliant on data submitted from other agencies e.g. the Sussex Police. Although the response from these agencies is improving, in several cases data has not been made available in time for this report - please see the key at the foot of the table

In other cases we need to obtain comparative data from the Place Survey before we can decide on realistic local targets for 2010/11.

PI No.	Description	2008/09 Actual	2009/10 Target	2010/11 Target
NI 6	Participation in regular volunteering	Figure awaiting confirmation from CLG *	bi-annual survey	TBC
NI 8	Adult participation in sport and active Recreation	27.46% of the District's population	Maintain at 08/09 level (1% Increase on baseline already achieved)	Maintain at 08/09 level (1% Increase on baseline already achieved)
NI 15	Serious violent crime rate - per 1000 population	0.118	+	+
NI 16	Serious acquisitive crime rate - per 1000 population	5.92	+	+
NI 17	Perceptions of anti-social behaviour	Figure awaiting confirmation from CLG *	bi-annual survey	TBC
NI 19	Rate of proven re-offending by young offenders	To be confirmed in 2009 *	TBC	TBC
NI 20	Assault with injury crime rate - 1000 population	0.577	+	+
NI 21	Dealing with local concerns about antisocial behaviour and crime by the local council and police	Figure awaiting confirmation from CLG *	bi-annual survey	#
NI 22	Perceptions of parents taking responsibility for the behaviour of their children in the area	Figure awaiting confirmation from CLG *	bi-annual survey	#
NI 23	Perceptions that people in the area treat one another with respect and consideration	Figure awaiting confirmation from CLG *	(bi-annual survey)	#
NI 27	Understanding of local concerns about anti-social behaviour and crime by the local council and police	Figure awaiting confirmation from CLG *	bi-annual survey	x

PI No.	Description	2008/09 Actual	2009/10 Target	2010/11 Target
NI 28	Knife crime rate - Figures relate to Sussex Police force area. Not District level	*	TBC	TBC
NI 29	Gun crime rate - Figures related to Sussex Police force area. Not District level	*	TBC	TBC
NI 30	Re-offending rate of prolific and priority Offenders - E.Sussex figures only not broken down by district	*	TBC	TBC
NI 32	Repeat incidents of domestic violence - To be introduced in 2009/10	30.6%	Baseline year	TBC
NI 34	Domestic violence – murder - figures for Sussex Police force area only, not broken down by district	*	TBC	TBC
NI 35	Building resilience to violent extremism - This indicator comes 'Live' from April 09	Level 1	Level 1	Level 2
NI 38	Protection against terrorist attack	*	TBC	TBC
NI 41	Perceptions of drunk or rowdy behaviour as a problem	Figure awaiting confirmation from CLG *	bi-annual survey	x
NI 42	Perceptions of drug use or drug dealing as a problem	Figure awaiting confirmation from CLG *	bi-annual survey	x
NI 47	Killed or seriously injured in a road traffic Accident (% change in total number of people killed or seriously injured, current average for rolling 3 years. Compared with previous 3 years)	+ 9.7%	- 7.1% for 2008/10	+
NI 48	Children killed or seriously injured in road traffic accidents (% change in total number of people killed or seriously injured, current average for rolling 3 years. Compared with previous 3 years)	+ 3.4%	No more than 25 in East Sussex	No more than 23 in East Sussex
NI 70	Injuries to children	Data not available from PCT*	TBC	TBC
NI 110	Young peoples participation in positive activities	*	TBC	TBC
NI 111	First time entrants to Youth Justice System	Figures available for E.Sussex only. Not broken down by District	TBC	TBC
NI 119	Self-reported measure of people's overall health and well-being	Figure awaiting confirmation from CLG *	bi-annual survey	TBC

PI No.	Description	2008/09 Actual	2009/10 Target	2010/11 Target
NI 120	All-age all cause mortality rate	data not available from Primary Care Trust*. Due Oct/Nov 2009	TBC	TBC
NI 121	Mortality rate from all circulatory diseases at ages under 75	Data not available from Primary Care Trust* Due Oct/Nov 2009	TBC	TBC
NI 122	Mortality from all cancers at ages under 75	Data not available from Primary Care Trust* Due Oct/Nov 2009	TBC	TBC
NI 137	Healthy life expectancy at age 65	Data not available from Primary Care Trust*. Due Oct/Nov 2009	TBC	TBC
NI 138	Satisfaction of people over 65 with both home and neighbourhood	Awaiting confirmation of figures from CLG*	bi-annual survey	TBC
NI 182	Satisfaction of businesses with local authority regulation services	81%	83%	85%
NI 184	Food establishments in the area which are broadly compliant with food hygiene law	74%	75%	80%
WLI 0709	Percentage of high risk food inspections carried out (categories A and B)	100%	92%	95%
WLI 0713	Percentage of health and safety inspections of high risk premises carried out (category A and B1)	81%	78%	80%
Ex. BV 119a	Satisfaction with sports and leisure Facilities* *Derived from Place Survey question 8.		To be confirmed when baseline known	To be confirmed when baseline known
Ex. BV 126	Domestic Burglaries per 1,000 households	3.47 per 1000 households	-5%	-5%
Ex. BV 127a	Violent Crimes per 1,000 population	6.67 per 1000 population	-5%	-5%

PI No.	Description	2008/09 Actual	2009/10 Target	2010/11 Target
Ex. BV 127b	Robberies per 1,000 population	0.090 per 1000 population	-5%	-5%
Ex. BV 128	Vehicle Crimes per 1,000 population	9.39 per 1000 population	-5%	-5%

KEY:

- * data not yet available from a statutory partner or the Place Survey
- + we are working with the Safer Wealden Partnership to establish realistic targets
- # we are awaiting comparative data before setting local targets

How this Service Plan will be monitored

The Council's performance management framework is critical to monitoring and reporting the achievements of the Service and as a catalyst for improvement when targets are not achieved.

In the same way that targets cascade down to individual appraisals, the achievement of those targets is managed at individual, team or service level. Day to day management is used to identify good performance and also those areas where delivery is slower or below the standard expected. There is an underlying principle of "no surprises".

At the end of each quarter, performance against key targets is collated and reported to a directorate management meeting. Based on the above system, management should already be aware and have taken appropriate action to improve a situation subject to the availability of appropriate resources. This quarterly meeting and information review should allow the Corporate Director to balance the outcomes from each of the service areas for which they are responsible and take appropriate action within their directorate.

A quarterly report is prepared by each directorate which is then collated by the Policy Officer with responsibility for Performance Management. This report then forms an appendix to a Cabinet report, with Portfolio Holders commenting on performance for their respective portfolios and recommending any improvement to Cabinet. The Cabinet report is circulated to all Members. Cabinet recommendations are then implemented by officers.

In the Scrutiny cycle following Cabinet's consideration of performance, the three Scrutiny Committees review the decisions of Cabinet and scrutinise the actions taken to improve performance and whether these have been effective.

At the year end, provisional outturn figures are prepared and considered by Cabinet. These must then undergo a process of data quality checks internally and external validation by the Audit Commission prior to final publication around June 2010.

Other key reference documents for the service

Wealden Corporate Plan 2008-2011- the Council' objectives and priorities for the next three years

Statutory Food Safety Plan 2008-09 – sets out how the Council's food safety duties will be achieved and reports on past performance (in preparation).

Statutory Health and Safety Plan 2008-09 - how the Council's health and safety enforcement duties will be achieved and reports on past performance (in preparation).

Wealden Play Strategy – the Council's plans to offer children and young people within Wealden easy access to a range of quality play opportunities near to their homes.

Safer Wealden Partnership Plan 2009 - 2012 – a strategy to further reduce crime and the fear of crime in the district.

Freedom Leisure Business Plan 2008-2012- how Freedom Leisure will spend the partnership funding received from Wealden District Council to deliver the leisure centre service (in preparation).

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