

## N&RN APB & TEAM NORTHWICH PLAN 2011-12

## Partnerships

### PRIORITY 1: Area Partnership Board

| ISSUE   | ACTION   | LEAD PERSON     | TIMESCALE   | RESOURCES  | RAG STATUS / UPDATE  | Indicators |
|---|--|-----------------|---|--|--|------------|
| APB lacks direction, vision and leadership  | Arrange a 'visioning day' so the APB can create a vision for itself and N&RN, including aspirations, and effectively take an over-seeing role for the whole APB area   | Mark Simmons    | March 2011  | Ask APB to fund visioning day, £1,500                  | CPD appointed to run Visioning Day on 7 <sup>th</sup> June.<br>APB agreed £1,500 to fund Visioning Day   |            |
| The APB should drive the development of an area action plan and 'own' the APB area action plan. | Agenda item at each APB for updates on themes, the APB should be responsible for monitoring all the outcomes.  | Mark Simmons    | March 2011  | Nil  | Agenda template completed to include regular updates from each themed sub-group  |            |
|   | APB to hold sub-group lead accountable for actions at each APB meeting   | Chris Rowbottom | March 2011  | Nil  | Agenda template completed to include regular updates from each themed sub-group lead   |            |
|   | The plan should show how partners will narrow the gap between the best and worse performing areas by providing additional activity.  | Mark Simmons    |   | Nil  | APB Plan being developed   |            |
|   | Arrange regular meetings / activity for the year linked to Community Engagement Plan   | Fiona Dunning   | June 2011   | APB agreed funding of £2,433<br>Officer time – in kind | Community Engagement Calendar of Event produced upto Dec 2011.<br>See Community Engagement section for further information.  |            |
|   | Introducing a simple tracker survey, 3-4 questions per sub-group theme to run over 12 months   | Mark Simmons    | June 2011   |  | Not able to introduce tracker survey until priorities are agreed   |            |
|   | The APB should create links with Town and Parish Councils so that their Town / Parish priorities and plans dovetail in to the APB plan and actions taking into account the Decentralisation and Localism Bill approach for Neighbourhood Plans | Team Northwich  | Rudheath & Witton plan by Sept 2011<br><br>Other - Dec 2011 |  | Team Northwich has visited 18 of 25 Parishes from Dec to Mar 2011 to promote area working.<br>Team Northwich will visit each Parish & Town Council again between the June and Sept APB meetings  |            |
| APB to set up of four sub-groups to address identified priorities                               | Put in place 4 sub-groups;<br>Health & well-being (H&WB);<br>Worklessness & education / skills (Ec&Ed);<br>Environment & Transport (Env&Tr);<br>Marketing, communications & engagement (CEP)   | Mark Simmons    | March 2011  | Nil  | H&WB group set up and has set 5 priorities.<br>Ec&Ed group set up, data shared and 5 draft priorities set<br>Env&Tr group has met, data shared, possible 4 priorities discussed<br>CEP group set up, populating an events calendar, events identified for 2011, draft CEP prepared |            |
|   | Ensure existing members of the current APB who do not become part of the new core APB have a role in the new sub-groups  | Mark Simmons    | March 2011  | Nil  | 02/03/11<br>All previous APB members are active in a sub-group   |            |
|   | Create Terms of Reference (ToR)  | Mark Simmons    | March 2011  | Nil  | ToR template produced. ToR to go   |            |

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|  | for each sub-group showing delegated authority to the sub-groups for them to determine the priorities and actions for the area.   |                 |            |     | to APB in June 2011 for approval  |  |
|  | Each sub-group to explore how they can pool resources at a local level to deliver activity/services   | Sub-group Leads | April 2011 | Nil | H&WB group are the most advanced and have started to undertake joint activities   |  |
| The APB in bringing together all the priorities and actions from each working group will then agree a collective resource plan from resources pooled at an APB level including allocation of funding allocated to the APB. | Set up a system and application form so sub-groups can submit a short business case to request funding whereby the APB will then be able to commission activity and projects some of which may be cross-cutting | Mark Simmons    | June 2011  |     | Draft commissioning process produced with application form and evaluation form. APB to approve process at June meeting. |  |
|  | APB to produce a combined services Resources Plan   | Mark Simmons    |            |     | Not started as priorities and actions not completed.  |  |

| Partnerships  |   |               |            |                                       |  |                     |
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| PRIORITY 2: Health & Well-being                             |   |               |            |                                       |  |                     |
| ISSUE   | ACTION  | LEAD PERSON   | TIMESCALE  | RESOURCES                             | RAG STATUS / UPDATE  | National Indicators |
| Need to identify issues and agree priorities                | Set Priorities  | Jane Branson  | Dec 2010   | Nil                                   | 5 priorities agreed  |                     |
| Choose Well   | All partners to promote the Choose Well campaign  | All           | Mar 2011   | Nil                                   | All partners have increased the promotion of Choose Well at all their relevant outlets where residents have access. Choose Well is promoted on the N&RN website. |                     |
|   | Choose Well to be incorporated in to CEP activity   | Fiona Dunning | Mar 2011   | Staff time to attend activities - Nil | Choose Well will be promoted at several CEP events including LINKs event in June and Impact Week in July   |                     |
|   | Out of Hours service to visit GoToDoc to learn from good practice and reduce referrals to A+E | Susan Ikin    |            | Nil                                   | Mark Simmons has passed contact details to Susan Ikin  |                     |
| Target reduction in children attending A+E from Castle area |   |               |            |                                       | Further data being produced to ascertain the reason for residents attending A+E  |                     |
| Teenage pregnancy   | Mapping exercise to identify current teenage pregnancy provision                              | Mark Simmons  | April 2011 | Nil                                   | A draft list of outlets for teenagers who are pregnant has been produced. Gaps in service are being explored.  |                     |
|   | Finish the roll out of Christopher Winter training at schools                                 | Amanda Gould  | June 2011  | £17k                                  | APB agreed to fund £10k for training in addition to £5k from EIP   |                     |

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|                         |  |                             |            |  | and £2k from Western Cheshire PCT. All schools with the exception of 4 Faith schools have completed the training.   |  |
|                         | Identify key area(s) to be targeted in N&RN using data.  | Rachel Raw                  | April 2011 | Nil  | Weaverham has seen a constant increase in teenage pregnancy for the last 8 years and is the N&RN target area for actions. Rudheath & Castle areas have not increased but have levelled out.   |  |
|                         | Make recommendations on CWaC Teenage Pregnancy Strategy  | Rachel raw / Mark Simmons   | May 2011   | Nil  | A response has been sent to the strategy asking the strategy to note; Weaverham as an area in need of attention, the lack of an outreach service, the ending of EIP in Northwich and risk of continuing the Christopher Winter programme, the need to adopt a 'think family' approach       |  |
|                         | Assist in the development of a mobile app for easy access to teenage pregnancy advice                        | Rachel Raw / Mark Simmons   | May 2011   | Total £3500<br>APB has agreed to contribute £500 | CWaC and partners have agreed to develop a mobile phone app, a company has been appointed to produce the app including QR code  |  |
|                         | Make closer links with Weaverham High School and develop joint actions                                       | Mark Simmons                | May 2011   |  | Head contacted and has informed the sub-group that the school has not had a teenage pregnancy for 2 years however evidence shows school leavers become pregnant soon after leaving the school. The School provides sex education lessons and a Health Worker is available one day per week. |  |
|                         | Increase and promote the condom distribution scheme (CDS)  | Sharon Shelbourne           | June 2011  | Nil  | Weaverham and Rudheath High Schools have the CDS in place. CDS is due to be rolled out to the Children's Service hubs including Weaverham   |  |
| Lifestyles              | New management company for CWaC leisure centres to adopt health priorities from APB                          | Mark Simmons / Helen Pearce | Jan 2010   | Nil  | APB has written to Leisure Services who have agreed to include the 5 priorities in to discussions with the new management company.  |  |
|                         | Identify target areas and age groups   | Martin Barratt              | June 2011  | Nil  | Using the Sport England diagnostic tool and APB profile the areas of Rudheath, Witton, Winnington and Leftwich show low levels of activity and poor diet  |  |
|                         | Gap analysis - Map current activity provision against Sport England groups to identify any gaps in provision | James Ollier                | June 2011  | Nil  | The mapping exercise is in progress.  |  |
| Admissions for diabetes |  |                             |            |  |   |  |
| Deaths from heart       |  |                             |            |  |   |  |

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| disease and stroke |  |  |  |  |  |
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| Partnerships   |   |                |                |           |  |                     |
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| PRIORITY 3: Economy & Education  |   |                |                |           |  |                     |
| ISSUE  | ACTION  | LEAD PERSON    | TIMESCALE      | RESOURCES | RAG STATUS / UPDATE  | National Indicators |
| Need to identify issues and agree priorities                           | Agree priorities  | Arthur Neil    | March 2011     | Nil       | 5 priorities revisited and a proposal paper circulated to sub group seeking endorsement for change to 5 <sup>th</sup> priority and supporting actions for all priorities.  |                     |
| Unemployment in Witton and Winnington                                  | Gadbrook Business Park – Ascertain the types of regular job vacancies<br>Assess the common skills for job vacancies<br>Ensure right skills training is in place and targeted at unemployed<br>Explore the option of an Employment Charter | Steve Newson   | June 2011      |           | Questionnaire modified and to be put to BID executive for endorsement to proceed.<br><br>The CWaC Skills & Learning Team has agreed to work with any new businesses to increase local employment via training and apprenticeships. |                     |
|  | Local Labour Market Agreement for new regeneration projects and Gadbrook Park business.<br><br>Roll out of an employment charter across Gadbrook Business Park.   | Steve Newson   | September 2011 | Nil       | Principle agreement reached with CWAC business relationship contacts for future new business.<br><br>Discussion to take place to seek agreement to create a CWAC labour market proposal.   |                     |
|  | Produce key future business sector list and associated link to education sector   | Steve Newson   | May 2011       |           | Sub-group members have produced a matrix of potential future business sectors but further analysis is required.  |                     |
| Not in Education, Employment or Training (NEET) in Witton and Rudheath |   | Tina Milns     | June 2011      |           | Potential supporting actions circulated for agreement  |                     |
|  |   |                |                |           |  |                     |
| Benefit claimants in Rudheath, Witton and Leftwich                     |   | Sue Hodgkinson |                |           | Potential supporting actions circulated for agreement  |                     |
|  |   |                |                |           |  |                     |
| Education attainment in Rudheath, Witton and Leftwich                  | School to break down results by local area and separate out special needs pupils  | Matthew Wood   | May 2011       |           | Stats outstanding  |                     |
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| Long-term incapacity benefit claimants in Frodsham |  | Sue Hodgkinson |  |  |  | Potential supporting actions circulated for agreement |
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| Partnerships   |   |                 |           |           |   |                     |
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| PRIORITY 4: Environment & Transport  |   |                 |           |           |   |                     |
| ISSUE  | ACTION  | LEAD PERSON     | TIMESCALE | RESOURCES | RAG STATUS / UPDATE   | National Indicators |
| Need to identify issues and agree priorities                                 | Set priorities  | Jane Staley     | June 2011 | Nil       | The group have shared data but required more information before deciding on priorities  |                     |
| Use of train stations as a focal point to drive improved access to key areas | Sub-group to produce an action plan and link with the development of 'Station Travel Plans' | Sally Buttifant |           |           | An outline of the proposal will be submitted to the APB in June 2011  |                     |
| Condition of highways  | Promote and increase awareness of the Road Care Scheme                                      | Mark Heywood    |           |           | CWaC Highways Section has a Road Care scheme in place and run Highways surgeries to promote its use. Highways are also involved in activities through the CEP CWaC are rated as the best authority for road condition according to the national cycling association |                     |
|  |   |                 |           |           |   |                     |
| Access to transport in villages  |   |                 |           |           |   |                     |
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| Increase the use of rural attractions and create links to the town centre    |   |                 |           |           |   |                     |
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| Partnerships   |        |              |            |           |   |                     |
|--|--------|--------------|------------|-----------|---|---------------------|
| PRIORITY 5: Community Safety Tasking   |        |              |            |           |   |                     |
| ISSUE  | ACTION | LEAD PERSON  | TIMESCALE  | RESOURCES | RAG STATUS / UPDATE   | National Indicators |
| Set priorities using data from Strategic Assessment and Neighbourhood Policing figures |        | Joanne Byrne | March 2011 | Nil       | Crime priorities identified and discussed with Police. To be presented to Community Safety Tasking Group in April |                     |

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| Train partners in SARA problem solving techniques         |   | Joanne Byrne  | April 2011 | Nil | Training not undertaken in April due to re-organisation of Police   |  |
| Draft action plan with timescales and date targets        |   | Joanne Byrne  | April 2011 |     |   |  |
| Anti-social behaviour (ASB) on waterways                  | Set up a 'Waterways Watch'                                | Joanne Byrne  | June 2011  |     | Discussions have taken place and a meeting has been arranged with British Waterways   |  |
|   | British Waterways to improve signage and safety publicity | Joanne Byrne  | June 2011  |     | Discussions have taken place and a meeting has been arranged with British Waterways   |  |
| Drunk and rowdy behaviour in Town Centre and Castle areas | Make recommendation for a drinking on the streets ban     | Paul Loughlin | May 2011   |     | A trial drinking on the streets ban has been implemented in Chester. Licensing has agreed that N&RN will be the next area to introduce the scheme.<br>The Police have increased patrols on Friday and Saturday evenings in the Town Centre. |  |
| Vehicle ASB in Witton                                     |   | Paul Loughlin |            |     |   |  |
| Burglary  |   | Paul Loughlin |            |     | A safety message campaign was rolled out leading up to Christmas  |  |
| Neighbour disputes in Witton and Castle areas             |   | Paul Loughlin |            |     |   |  |
|   |   |               |            |     |   |  |

## Community Engagement and Marketing

### PRIORITY 1 – Community Engagement Plan

| ISSUE   | ACTION   | LEAD PERSON   | TIMESCALE   | RESOURCES | RAG STATUS / UPDATE   | National Indicators |
|---|--|---------------|---|-----------|---|---------------------|
| Disjointed community consultation                   | Produce a cross-service Community Engagement Plan (CEP) incorporating consultation;<br>First draft incl. organisations<br>Update incl. events<br>Update incl. Parish info<br>Revised action plan | Fiona Dunning | March 2011<br>April 2011<br>May 2011<br>June 2011 |           | Draft CEP produced including one multi-agency event per month during 2011. Events calendar produced with known events.                        |                     |
|   | Establish Resident Advisory Panels (RAP). Initial RAP to be Rudheath/Witton  | Steve Newson  | October 2011                                      |           | Use Community Reps Board as the RAP. Community Reps have received two sessions of awareness training on the role of the Council and services. |                     |
| Involving residents                                 | Develop a system of community representatives. Pilot in Rudheath & Witton.<br>22 reps to be appointed  | Steve Newson  | July 2011   | Nil       | 14 reps appointed and 6 possible reps pending   |                     |
|   | Community representatives to replace partner Board in Rudheath & Witton  | Steve Newson  | Dec 2011  |           |   |                     |
|   | neighbourhood agreements, pilot in Rudheath / Witton   | Steve Newson  | December 2011                                     |           |   |                     |
|   | Produce annual Neighbourhood Plans (new Govt initiative) that are approved by RAPs   |               | December 2011                                     |           |   |                     |
| Community Forums (CF)                               | Team Northwich to input in to the review of CF's   | Fiona Dunning | April 2011  |           | Report on issues relating to Community Forums submitted to Alison Armstrong   |                     |
| Introduce   | Establish a 'market place' at each CF  | Fiona Dunning | March 2011  |           | Multi-agency market place used at CF's in January and were well received. Market Place format to be used as part of CEP                       |                     |
| PRIORITY 2 – Marketing & Communications             |  |               |   |           |   |                     |
| Disjointed marketing and Communications across N&RN | Produce a marketing and communications action plan for N&RN area   | Fiona Dunning | June 2011<br>August 2011                          |           | First sub group to be held.<br>Draft Action plan to be produced.  |                     |
|   |  |               |   |           |   |                     |

| Service Delivery |        |             |           |           |                     |                     |
|------------------|--------|-------------|-----------|-----------|---------------------|---------------------|
| PRIORITY 1 -     |        |             |           |           |                     |                     |
| ISSUE            | ACTION | LEAD PERSON | TIMESCALE | RESOURCES | RAG STATUS / UPDATE | National Indicators |
|                  |        |             |           |           |                     |                     |
| PRIORITY 2 -     |        |             |           |           |                     |                     |
|                  |        |             |           |           |                     |                     |
| PRIORITY 3-      |        |             |           |           |                     |                     |
|                  |        |             |           |           |                     |                     |
| PRIORITY 4 -     |        |             |           |           |                     |                     |
|                  |        |             |           |           |                     |                     |
| PRIORITY 5 -     |        |             |           |           |                     |                     |
|                  |        |             |           |           |                     |                     |
| PRIORITY 6 -     |        |             |           |           |                     |                     |
|                  |        |             |           |           |                     |                     |

Abbreviations list:

|         |   |
|---------|---|
| N&RN    | Northwich and Rural North                 |
| APB     | Area Partnership Board                    |
| CEP     | Community Engagement Plan                 |
| H&WB    | Health and Well-being                     |
| Ec&Ed   | Economy and Education                     |
| Env&Tr  | Environment and Transport                 |
| CWaC    | Cheshire West and Chester Council         |
| QR code | Quick Response code (similar to bar code) |
| CF      | Community Forum                           |
| RAP     | Resident Advisory Panel                   |
| ToR     | Terms of Reference                        |