

**Taking forward the Sustainable Community Strategy Commitments:  
FEEDBACK FROM WORKSHOPS 27 APRIL 2010**

**8. Aiming to eliminate the impact of poverty and deprivation within our communities**

**i. What particular aspects of this commitment should we be focusing on initially?**

- Target people and deliver services where people are
- Sharing information and joined up services
- Progression and jobs
- Longevity of services that work
- Engaging with the 'non-usual suspects' through creative means to promote true participation
- Valuing all opportunities for career development
- Celebrating some of our best local service provision

**ii. Are there any particular communities/areas/issues in need of improvement activity that we should focus on?**

- Accessibility of services
- Tackling/understanding pockets of deprivation within more affluent areas
- 'Parachuting' approach raises expectations and doesn't tackle key issues
- What criteria need to be met for voluntary sector projects to be mainstreamed
- Start consulting with young people earlier regarding future opportunities
- Need for a 'think family' approach which is inclusive of parental and child responsibilities

**iii. Are there any areas of good practice that we can build on?**

- 'Ad hoc' benefits surgeries in rural areas
- E2E, Princes Trust, Family Support, Voluntary Sector Projects
- Everybody benefits take up campaign
- Restorative justice approaches

**iv. Any opportunities for innovative activity?**

- Using drama to explore community relationships/barriers/cohesion