BUILDING COMMUNITY RESILIENCE

To:	**Economy and Environment Committee**
Meeting Date:	**1 March 2016**
From:	**Executive Director, Economy Transport and Environment**
Electoral division(s):	**All**

Forward Plan ref:		***Key decision:*** **No**

Purpose:	**To introduce *Stronger Together – Cambridgeshire's Strategy for building resilient communities,* and to seek the views of Economy and Environment Committee on the actions taking place in support of this strategy.**
Recommendation:	**Economy and Environment Committee is asked to comment on the actions proposed to support the Community Resilience Strategy.**

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1. BACKGROUND

1.1 The public sector faces enormous challenges in the next few years. Rising demand together with significantly reduced resources makes redesigning public services imperative. Put simply, the public sector cannot continue delivering services in the way that it does now.

1.2 Alongside this, there is a growing body of research and evidence to show that local community-based support can be more effective in supporting some vulnerable people – and better at preventing some of the crises which necessitate costly Council services.

1.3 *Stronger Together – our strategy for building resilient communities* represents the culmination of work that has been happening across the Council on the back of these two immediate imperatives. It proposes a fundamental shift in the way that service provision and local communities interact; essentially, repositioning the Council as part of the wider community, with a real focus on building the capacity of local people so that we can meet local needs together.

1.4 The concepts and actions within this strategy have been informed by officers and Members across the Council, from a series of meetings, workshops, discussions, Member seminars and more latterly a more formal Programme Board with membership drawn from each directorate. It has been developed alongside the Council's new operating model, reflecting the cross-cutting nature of both the work and the potential impact. Community Resilience is an enabler within the operating model.

1.5 The Council's General Purposes Committee agreed to adopt this Strategy at its meeting in October 2015. Since then officers and Members across the Council have been developing activity to make this Strategy a reality.

2.0 FINANCIAL BENEFITS AND BUSINESS PLANNING

2.1 There is evidence to show that this approach can deliver improved services for less money. But it is difficult to accurately predict the savings that will accrue from fostering more resilient and supportive communities. Our business plans will consider the following:

- **Costs avoided** – for example, less costly care packages for older people, where neighbours and friends can do some of the things that we currently ask domiciliary care providers to undertake;
- **Helping to guide where savings could be made in front line services** – for example, where local parents step up to successfully offer peer support through children's centres or other community spaces and therefore reduce the need for services for parents in crisis, or where communities part-fund some highways improvement work or help to maintain local footpaths;
- **Mitigating the impact of cuts which will have to be made to front line services** – for example, by ensuring there is a greater wealth of volunteer capacity in local areas with people willing and able to give some time to help others including through more organised opportunities such as timebanks, or through raising awareness and perceptions of volunteering opportunities.

2.2   There is increasing emphasis on demand management within the Council's Business Plan. This Strategy is central to our ability to manage demand for our services - through supporting families and communities to do more to prevent the escalation of need and also to support the most vulnerable. It will drive our work with local communities to help, for example, to support a network of opportunities for socialising to combat loneliness and isolation in older people, or to encourage local people to look out for their vulnerable neighbours. For the most vulnerable, this Strategy articulates our intention to combine our own care delivery with that from local people, for example by building capacity locally to support carers with their caring, or including local community support within care plans for adults with disabilities.

2.3   Council staff will place additional focus on helping to create groups and networks of people who face (or have faced) similar issues or needs, for example, parents with children who have a disability, or people with caring responsibilities. In this way people will increasingly be able to get some of the help and advice they need without recourse to our services.

3.0.   SUPPORTING ACTIVITY

3.1   Our Strategy proposes six areas of activity. Each represents a specific part of the work we need to take forward, and there are developing action plans for each area. The six areas are:

- Communication
- People helping people
- Council members
- Our workforce
- Community spaces
- Partnerships

Further detail on each of these areas can be found within the Strategy document itself, together with a clear articulation of what the Council aims to achieve by 2020.

3.2   **Communication**

A comprehensive Communications Strategy and Action Plan are in place to support the Community Resilience Strategy. In the meantime work has already started in raising awareness of the challenge being faced by the Council and ways we and the community can help one another as part of the Council's Budget Challenge Campaign.

A regular update is now being sent to Parish Councils and a letter has also been sent with supporting materials that they can use themselves or in local publications. A menu of ideas and support offers, case studies and online resources are now being developed to help Parish Councils, the community and other organisations to develop their own local activity that will help mitigate the impact of our budget and service reductions. Communications to staff have begun and will increase with the official launch of the Community Resilience Strategy, and we are increasingly publicising the good work that is already happening in local communities, with or without our support.

The way the Council is using social media has been changing in order to better place the Council and its services as part of the wider community rather than a centralised provider of services.

3.3 People helping people

This workstream aims to facilitate people helping people in a range of capacities across the county. People help people in a broad range of ways – from very informal help for a neighbour, through to more facilitated volunteering such as peer-to-peer support. Within this workstream we will look at how the Council can support people helping people in both formal and informal ways. We aim to build on existing good practice across the Council, for example in libraries, and develop the links between service provision where this is needed.

Activity planned includes:

- The delivery of three pilot learning sites aiming specifically to build community capacity. These will take place in Godmanchester, Ely and Littleport, and the Abbey area of Cambridge. Godmanchester and Ely and Littleport will be aligned with existing work happening through Transforming Lives.
- Work on building peer support mechanisms across the county.
- Aligning our VCS contracts around our Community Resilience strategy.
- Making available a toolkit for staff and Members, providing advice on sources of funding, support and training that community groups can access, useful tools, tips and techniques for building capacity in communities, and examples of successful activities and case studies.
- Identifying occasions where our staff may not feel they are able to link vulnerable people with sources of support from within the community – and making sure our policies and processes facilitate this whilst also keeping people safe from harm.
- Further development of Time Banks and Time Credits.

3.4 Council Members

The first Councillors as Community Connectors cohort is now complete. Two further cohorts are planned. The purpose of this group is for pro-active Members to work together to mutually improve knowledge of how to help build capacity within the communities in their divisions. The material they have covered includes: community engagement techniques, discussions with service leads regarding how the councillors' community role can support services, and practical ideas to take forward. Attendance has been slightly lower than anticipated; of the 18 who signed up, 12 remain engaged with the programme. A number of councillors on the programme have initiated new activity including; holding a village meeting to ask how the community can do more, arranging for members to be trained as Community Navigators and instigating parish clusters.

The programme has been a conduit for the Cultivating Communities Small Grants pilot through which communities can work with their County Councillor to apply for a grant to fund local community-led partnership projects.

Stronger Together has stimulated positive conversations with local councils. Some have approached the council to ask what they could do to help mitigate

the impact of the cuts, and a number of county members have started discussions with their parishes to stimulate ideas. Examples of activity include:

- Histon and Impington parish proactively working with a county officer to further develop their already substantial community offering
- Development of a Parish menu outlining examples and suggestions of ways our two councils can work together
- An invitation to officers to attend Huntingdonshire Joint Rural Forum to discuss 'Where will the axe fall and how can towns and parishes help?'
- Cllr Tew convening parish cluster meetings where parishes are now collaborating on projects
- Cllr Downes holding a Village Meeting explaining the situation and asking for ideas. These are now coming forward through their Community Plan.
- Monthly briefings of relevant information to all Local Councils from the County Council Communications team

At this early stage the approach we are adopting is to work with the willing, engaging with proactive local councils who approach us.

3.5 Our workforce

LGSS have the lead on this workstream, and due to other priorities they do not yet have plans in place. The draft Council Workforce Strategy is being revised to reflect the new direction of 'Customer First' that the new Chief Executive is introducing and the final product will include the requirements of our work on community resilience.

In the meantime, there will be a workshop in the near future to plan how we will support our staff to gain the skills and expertise they will need for this new way of working.

3.6 Community spaces

The use of the Council's assets will play a pivotal role in supporting an integrated approach to community resilience. At this point however there is still work to be completed before a detailed proposal can be developed that sets out how we will use our assets to help our communities become more resilient and self-sufficient. There are a number of stages that are necessary in this process. The first is to define exactly what the Council's service offer is. Work has been undertaken on this and it is starting to take shape. Once complete this will be mapped against an assessment of community need using the various data sets and forward projections to facilitate this process. Having determined the needs and priorities of communities a gap analysis will be undertaken by comparing this assessment to the location of the existing public estate. It is highly unlikely that the existing infrastructure and the identified infrastructure needs will be aligned and therefore the process will create some surplus assets and perhaps some investment requirements.

We have begun work on identifying those aspects – buildings, staff and activity – which we could potentially bring together across children's centres and libraries in a given geographical location. We will build on this over time to identify one community-facing hub space in each community (geographical size to be determined), which will be the local "front door" for the provision of

information and advice, preventative activities, developing and brokering community support, and networking and partnership working across all of our services. This will mean reducing our property portfolio as we join up across services, and will involve working with other Partner organisations who also desire a local presence.

3.7 Partnerships

A series of individual meetings are taking place with partners to explore the resonance of the strategy with their own objectives. Discussions are also taking place at partnership boards to establish any cross-cutting strategic links which need to be made. From these discussions, any countywide actions and goals will be developed as well as any specific local activity to take the work forward. These conversations will have been concluded by March 2016, with a proposal that they are presented back to Cambridgeshire Public Services Board for strategic sign up. In Fenland, initial discussions have been taking place under the auspices of the Fenland Strategic Partnership to look at whether rethinking the totality of the resource being allocated across agencies in a community through the lens of community resilience could assist the process of re-focussing services.

4. ACTIVITY IN ECONOMY, TRANSPORT AND ENVIRONMENT

4.1 Current Activity

The following table identifies key areas within Economy, Transport and Environment (ETE) Services with ongoing community resilience activity. All of the activities listed below strengthen communities and help to enable individuals to live independently for longer with greater wellbeing. Descriptions of each of the services listed can be found in Appendix A.

	Economy & Environment Committee	Highways & Community Infrastructure Committee
Volunteering	- Supporting Adult Learning & Skills activities - Community Transport - Volunteer Drivers - Broadband Champions - Connecting Cambridgeshire	- Community run libraries (Library Access Points) - Library Volunteers including 'Library at Home' Service and Computer Buddies - Coroners Support Service - No Cold Calling Zones - Good Neighbours Stop Rogue Traders - Community Speed Watch - Winter Maintenance - Gritting - Environment Maintenance - Mail Marshalls - Looking after Public Rights of Way
Information / Signposting		- Library Services - Registration Services - Coroners Services - Supporting Businesses and Communities Service

Targeted Services to help people to live independently and/ or to support communities	Activities organised by Adult Learning and Skills Services including: - Social activities for older people - Entrepreneurial / work skills for vulnerable older people - Family Learning Activities - National Careers Service Contract - Organised physical activities - Support for adults with mental health problems - Healthy eating activities - Skills development	- Library EngAGE Programme - Health Information Services delivered by the Library Service
Communities Shaping Services	- Community Learning	- Local Highway Improvements - Parish Path Partnerships - Library Friends Groups
Community Spaces		- Flexible space in libraries - Community Hubs Programme
Grants		- Arts Alive - Creative People and Partnerships - Pump-priming grants to kick start community activities
New Communities	Services across ETE work together to ensure that new developments are designed to be resilient with community facilities and services to meet the needs of communities. A significant part of this work involves working closely with the City and District Councils and Developers.	

4.2   **Exploring New Opportunities**

Following approval to adopt the Community Resilience Strategy at General Purposes Committee in October, ETE Services have been pro-active at identifying how community resilience activities can be developed and expanded.

- Highway Maintenance Member Steering Group, established to identify tasks which could be undertaken by communities, identified four key areas to develop:

  o Siding out footways/cycleways
  o Cutting back over hanging vegetation
  o Cleaning signs
  o Litter picking

  Leaflets with guidelines and advice will be produced and circulated to support this work.
- The Library service Income Generation Member Steering Group has also considered the role of library friends groups in fundraising
- ETE will be the lead for Cambridgeshire County Council in linking with local businesses to see how they can support communities to become more resilient. The Council has key links to businesses through the Local

Enterprise Partnership (LEP), the work of Trading Standards Officers and through commissioning arrangements. There are opportunities to use these relationships to facilitate discussions around Corporate Social Responsibility and the role of businesses in helping to build community resilience.

- Significant Library Service Transformation savings are predicated on transferring libraries to communities.

5. ALIGNMENT WITH CORPORATE PRIORITIES

5.1 Developing the local economy for the benefit of all

The following bullet points set out details of implications identified by officers:

- The Bank of England estimates that around 15 million people volunteer regularly on a formal basis, and that the same amount of time is spent on informal volunteering, which might be running a neighbour to a doctor's appointment or taking an elderly relative to do their shopping. They calculate that the economic value of volunteering could exceed £50bn a year.
- Individuals benefit from doing things for others, though the balance of benefits differs across individuals. For example, younger people highlight the importance of acquiring new skills and enhancing employment prospects, while older volunteers benefit from increased social interaction and improved health. Enjoyment and satisfaction rank high across all volunteer types, and it is clear that there are economic benefits for the individual. The Bank of England estimates that the gains to the individual in terms of wellbeing, improved health and increased employability might exceed the £50bn-plus benefit to the recipients of volunteering.
- It is therefore reasonable to suggest that building and supporting increased volunteering across the county will have benefits for the local economy.

5.2 Helping people live healthy and independent lives

The following bullet points set out details of implications identified by officers:

- There is evidence that community engagement and resilience supports the adoption of a healthy lifestyle as a community norm and engagement in health improving initiatives
- The benefits to those supported by volunteers include improvement in health, wellbeing and independence
- Supporting community resilience builds increased social capital; cohesion, empowerment, and improved relationship with organisations.

5.3 Supporting and protecting vulnerable people

The following bullet point sets out details of implications identified by officers:

- The County Council, along with other partners in the public sector, will have to make reductions in front line services in order to meet the significant financial challenges ahead. This strategy is a key aspect of the Council's approach to mitigating the impact of those cuts on those who

need support but could manage without the intervention of statutory services.

6. SIGNIFICANT IMPLICATIONS

6.1 Resource Implications

The following bullet points set out details of significant implications identified by officers:

- Implications for delivery of savings are outlined in paragraph 3. There are no significant additional costs incurred in the delivery of the overall strategy – though some actions may require short-term revenue input in order to achieve identified savings (invest to save). Delivery requires no additional staffing capacity; rather it asks our staff to work in different ways to secure support for people and places from within the local community.
- The strategy helps to establish how we best use our property assets to achieve the most value for Cambridgeshire residents.

6.2 Statutory, Risk and Legal Implications

The following bullet points set out details of significant implications identified by officers:

- The strategy is designed to mitigate the impact of reductions in local government funding. As such it should help to guard against the risks identified in the corporate risk register around failure to deliver our five year business plan, namely:
  - Lack of capacity to respond to rising demand for service provision, in new and existing communities
  - Failure to produce a robust and secure business plan over the next 5 years
  - Failure to deliver the current five year business plan.
- There will be a continuing legal duty on local authorities to ensure that vulnerable people are not exposed to additional or unreasonable levels of risk as a result of the implementation of these strategic objectives.

6.3 Equality and Diversity Implications

The following bullet points set out details of significant implications identified by officers:

- Evidence indicates that services delivered by local people within local communities can be more successful than statutory services at reaching people who may need support. Our strategy should therefore support more equal and diverse accessible provision locally.
- Our services will become increasingly more localised, less uniform and more bespoke, so that we can meet local and individual need within each specific community context.
- People identify themselves within different communities, not only the geographical community in which they live. People are also part of communities with shared interests (e.g. the Women's Institute, or the local Allotment Society) and this strategy will drive our approach to

building relationships and harnessing capacity within these communities too.

6.4 Engagement and Consultation Implications

The following bullet point sets out details of significant implications identified by officers:

- We recognise that successful delivery of this strategy will hinge upon the relationships we have with other agencies in local communities – at a strategic planning level as well as between people working in local areas. There have been some early discussions with voluntary sector organisations and other statutory agencies further develop a partnership approach to developing and supporting community resilience.

6.5 Localism and Local Member Involvement

The following bullet points set out details of significant implications identified by officers:

- The role of Members is critical to the success of this strategy – in engaging communities and in acting as community advocates. For this reason, this strategy has been circulated in draft form to all Members for comment prior to being considered at General Purposes Committee. The role of Members is further outlined on pages 11-12 of the strategy.
- A number of councillors have volunteered to become early adopters of this work, piloting this new and critical way of working. They have formed a "Councillors as Community Connectors" group, meeting as an action learning set, and the learning from their experience will inform our direction going forward. Councillors are invited to express an interest in joining cohort two of this programme, which will begin in January 2016.

6.6 Public Health Implications

The following bullet points set out details of significant implications identified by officers:

- There is evidence that community resilience and engagement can have a positive effect on the health of Cambridgeshire residents, by supporting the adoption of a healthy lifestyle as a community norm and improving engagement in health improving initiatives. Targeting efforts where people have greater health needs will have the most impact. This would include focusing on more deprived areas, on those who are isolated and do not access services, or those where increased self-care or community support is required would have a larger impact on health.
- Building community resilience will impact on many of the needs identified in different Joint Strategic Needs Assessments (JSNAs), including the following:
    - Migrant communities
    - Long Term Conditions
    - New Communities
    - Homelessness and at risk of homelessness
    - Vulnerable children and adults
    - Autism, personality disorders and Dual Diagnosis
    - Carers

- Older People's Mental Health

Source Documents	Location
Stronger Together – Cambridgeshire County Council's strategy for building resilient communities	http://www.cambridgeshire.gov.uk/info/20076/children_and_families_practitioners_and_providers_information/370/providing_children_and_families_services/5
In giving, how much do we receive? The social value of volunteering. Andrew G Haldane, Chief Economist, Bank of England	www.bankofengland.co.uk/publications/Pages/speeches/default.aspx
NICE Guidelines PH 9 Community Engagement	https://www.nice.org.uk/guidance/ph9/chapter/Appendix-C-the-evidence#evidence-statements
JSNAs	http://www.cambridgeshireinsight.org.uk/jsna

Appendix A: Community Resilience activity in Economy, Transport and Environment

Service	Activity	Description
Adult Learning and Skills	Volunteers	Adult Learning and Skills Services have a number of volunteers support activities in communities.
Adult Learning and Skills	Social activities for older people	Adult Learning and Skills (ALS) runs activities aimed at older people including: 'Read IT groups' across the county to develop digital participation and lessen social isolation. ALS run these sessions in sheltered housing and Community Access Points ALS run digital participation training for all members of the community which is a key community engagement tool for both developing communities and improving the quality of life for individuals
Adult Learning and Skills	Entrepreneurial / work skills for vulnerable older people	ALS holds specific funding for Adults with Learning Difficulties and Disabilities (ALDD) which includes vulnerable older adults. This funding is aimed at moving people on, developing entrepreneurial skills and work skills. This work is delivered in partnership with Day Services.
Adult Learning and Skills	Family Learning Activities	ALS manage, plan and fund Family Learning activities that support the school – child – parent triangle. ALS organises sessions including 'Keeping up with your children, (English and Maths)' at Children's Centres and other locations.
Adult Learning and Skills	National Careers Service Contract	ALS holds the National Careers Service contract – the remit of which is to deliver information, advice and guidance on employment and skills, carers development and getting back into work. This can cover a myriad of issues including money issues, health, caring responsibilities etc. We deliver around 10,000 information and advice sessions per year in local areas.
Adult Learning and Skills	Organised physical activities	ALS plan, manage and fund hundreds if not thousands of learners each year to participate in organised physical activities and have a whole programme of activities delivered through partners organisations in local schools and community venues.
Adult Learning and Skills	Support for adults with mental health problems	ALS plan, manage and fund activities for supporting adults with mental health problems through the Cambridgeshire Adult Learning Fund (CALF) and Community learning Fund. ALS work in partnership with local voluntary organisations to deliver these projects.
Adult Learning and Skills	Healthy eating activities	ALS manage and fund activity around healthy eating through CALF and Community Learning
Adult Learning and Skills	Skills development	A key to developing resilient individuals and communities is skills development – whether that is digital skills, work skills, job hunting, confidence building.
Adult Learning and Skills	Community Learning	Community Learning is planned to meet the needs of a locality by a local partner group representing stakeholders and including feedback from local learners and in some cases local learner participation. Learner

		Advisory panels have been used to consult on what the local learning needs are. Chatteris has recently developed a new learning programme of courses and activities from feedback from a range of community groups.
Passenger Transport	Community Transport - Volunteer Drivers	There are currently 66 schemes across the county. CCC estimates there are around 900 volunteer drivers operating around 80,000 journeys per annum. These journeys are ones that otherwise might not be made helping reduce isolation and potential other costs to social care or the health service.
Connecting Cambridgeshire	Broadband Champions	There are currently approximately 150 Broadband Champions who: ◦raise awareness of the benefits of superfast broadband ◦are one of the links between Connecting Cambridgeshire and their community ◦encourage their community to take advantage of better broadband services when they become available.
Growth and Economy	Community Flood Groups	Several Parish Councils have established 'Community Flood Groups'. The County Council has played a limited role in supporting these groups but has provided leaflets and other resource materials.
Library Service	Library Volunteers including 'Library at Home' Service	There are 565 volunteers who support the Library Service (not including Library Access Point volunteers or Library Friends Groups). 3277 housebound readers benefit from the Library at Home Service delivered by volunteers
Library Service	Community run libraries (Library Access Points)	Community run libraries provide library facilities in 10 communities and are fully run by volunteers. There are 244 volunteers who support these facilities.
Library Service	Information & Signposting	One of the key functions of a modern Library Service is to provide information and to signpost to other services in a variety of formats, mostly now electronic. Leaflets and noticeboards are used in all libraries to inform about local community groups and events as well as sources of support. The Health Information Service is delivered via libraries working with Public Health and the community.
Library Service	Libraries - Flexible Space	Libraries have already made significant progress with creating flexible space for the use of the communities. Meeting rooms are available in larger libraries and wheeled shelves are now used in many libraries so that space for community groups can be created easily.

Library Service	Library EngAGE Programme	EngAGE is a partnership by Cambridgeshire Libraries and Community and Adult Services to develop new and useful opportunities for people over 50 years old. It offers: - monthly social and information events at local libraries - basic computer assistance for beginners provided by our Computer Buddies - new opportunities to volunteer and support your local library - meeting places for Knit and Natter knitting groups - venues for some exercise opportunities
Library Service	Community Hubs Programme	The Library Service has been the lead on the Community Hubs Programme, with a strong track record of partners working out of libraries and delivering hubs e.g. at Ramsey, Chatteris, Whittlesey and March This has combined public services into single locations to meet the needs of the local community. In addition, flexible community facilities have been introduced at Cherry Hinton, Rock Road, Histon, Bar Hill and Yaxley libraries and the programme is continuing with new facilities being introduced at St Ives, Arbury Court, Warboys and Ely in February and March 2016.
Library Service	Arts Alive	Arts Council award of £99,850 towards the delivery of high quality arts experiences selected by the community in 8 libraries across north Cambridgeshire (areas of low cultural engagement) This builds on the successful Library Development Initiative partnership project delivered in Fenland
Library Service	Library Friends Groups	Currently 102 volunteers involved in Library Friends Groups. These provide a vehicle for communities to get more involved in the running of their local libraries and to help raise funds etc. Two new groups have started in recent months.
Registration Service	Information & Signposting	There are hard copy leaflets / posters in registration offices that cover a range of issues (and some links on our website pages)– good examples are a CCC booklet given to all birth registration customers on all child care matters (inc. help with special needs, children's centres etc.) from 0 to starting school , posters on key campaigns for example winter warmth or preparing for marriage, DWP booklets are given to all death registration customers (covers everything from benefits to help groups for the recently bereaved).
Coroners Service	Coroners Support Service Volunteers	Coroner Support Service volunteers support bereaved families at inquests.
Coroners Service	Protecting vulnerable residents - Information & Signposting	The Coroner Service signposts relevant customers to a wide range of support groups – from those who lose a child to recently bereaved elderly adults struggling to cope (emotionally, financially or physically)

| Supporting Businesses and Communities

[Community Services team from 1 April)	No Cold Calling Zones: Rogue Trader prevention	The transfer of the existing 140 Trading Standards owned 'No Cold Calling' zones over to communities has begun with 4 in place at the end of Jan 2016. This work will now continue the transfer and build community resilience to prevent more vulnerable people falling victim to rogue traders. Local volunteers are far better placed to manage their own local zones by keeping residents regularly informed on the latest scam or rogue trading activities. The community volunteer maintains the street signs and door stickers which inform unwanted doorstep trades people not to call, gives timely advice to neighbours and new residents moving into the area and regular reminders to those in declining health. Building community resilience will increase the number of people informed to prevent this criminal activity. Prevention of financial loss and the emotional harm caused by criminals in the home will support those wanting to live more independently for longer and limit enforcement activity and legal costs incurred by CCC and enforcement partners,
Supporting Businesses and Communities

[Community Services team from 1 April) | Good Neighbours Stop Rogue Traders | The 'Good Neighbours stop Rogue Traders' is a flexible and informal approach which encourages neighbours to look out for each other, look out for rogue trading activity and then support their neighbours to confidently turn down door step traders. |
| Supporting Businesses and Communities

[Community Services team from 1 April) | Scams prevention - Mail Marshalls | The Mail Marshall scheme engages previous victims of financial scams who collate and supply information of scams to the National Scams Team. This gives the former victim a positive and active role whilst refraining from sending further money to scams.
 National Scams Team show average financial harm for those who eventually report scams is over £1k per person. Cambridgeshire victims report losses of between £500 and £30,000.
The emotional affects are more difficult to quantify, but leave people feeling afraid to live alone and financially unable to support themselves. A resident who needs care as a result could result in the council paying for that persons' care, around £30,000 a year. |
| Supporting Businesses and Communities

[Community Services team from 1 April) | Information & Signposting | Volunteers will create and update Community Protection and Prevention Advice Boards. This can be leaflets and information in libraries, village hall receptions or areas where the community gather, so they can keep themselves and their neighbours informed.
This is being piloted in 2 South Cambridgeshire libraries and run in partnership with South Cambridgeshire Police. This work will pass over to Community Services from 1 April |

Supporting Businesses & Communities [Community Services team from 1 April)	Pump-priming grants to kick start community activities	Officers are supporting the 'Councillors as Connectors' programme to encourage community resilience using the community small grants scheme. This encourages community groups and networks to work together to bid for small amounts of funding to deliver local activities or events. To encourage interest this is often against a suggested broad initial theme and always includes set criteria of Council and local priorities. Whilst the offer of small amounts of funding available has helped bring community groups together in localities, further benefit has been achieved by encouraging innovative and empowered approaches which create something significant for local needs and further develop local assets. .
Highway Services	Community Speed Watch	Across Cambridgeshire there are over 140 speed watch teams made up of local volunteers. The teams are generally supported by Parish and Town councils as part of a traffic management plan. Speed watch teams are encouraged to support Local Councils achieve local road safety objectives such as reducing speed limits and introducing physical road improvements. Volunteers are trained, insured and audited and they work to an agreed set of guidelines to ensure the public have total confidence in them. CCC has supported 45 communities by erecting signs for the operation of the speed watch.
Highway Services	Winter Maintenance - Gritting	There are currently 82 volunteers who grit in 28 Parishes. CCC provides training and equipment including the replenishment of 850 salt bins.
Highway Services	Environment Maintenance	Communities do more to manage and maintain green spaces and nature reserves.
Highway Services	Public Rights of Way	Local people look after and maintain public rights of way.
Highway Services	Local Highway Improvements	Communities identify and part-fund improvements for pedestrians, cyclists and motorists.
Highway Services	Parish Path Partnerships	Local people take an active part in looking after and developing new paths.