

Communities, Social Mobility and Inclusion Committee Minutes Action Log

This is the updated action log as at 21 March 2021, and it captures the actions arising from recent Communities, Social Mobility and Inclusion Committee meetings and updates Members on the progress in complying with delivery of the necessary actions.

Minutes of Committee Meeting Held on 21 July 2022					
65.	Household Support Fund	P Fox	Establish whether a core list of suitable locations to promote support that was available from the Council existed.	The Communications team adopts a cascade approach, rather than attempting to keep a consolidated or core list which would differ for each issue and message, and would rapidly become outdated. The cascade approach uses local media, key partners (such as district councils), the voluntary and community sector, and other umbrella organisations to act as key advocates through their own existing networks. Press releases are sent to members as key influencers in their local community, and are also circulated via social media, to allow wider forwarding and dissemination.	Action Complete
66.	Decentralisation – The Communities, Social Mobility and Inclusion Committee Perspective	P Fox	Provide Members with further information on the decentralisation pilot projects.	A report on decentralisation will be presented to the Committee at its meeting on 8 th December 2022.	Action Ongoing

68.	Cambridgeshire Skills Six Month Review	T Molloy	Provide Members with information on the number of prospective learners who were currently not receiving publicity of any form.	<p>It is not possible to measure non-engagement, but there have been 215,000 online engagements in the last year. This does not account for the interaction with physical publicity, which is more difficult to measure. Digital marketing data shows the least engaged prospective learners as being:</p> <ul style="list-style-type: none"> • Males aged between 19 and 34 • Those who live in the most rural parts of the County • Those who are digitally excluded • Those who may be in receipt of benefits • Those who are Not in Education, Employment or Training (NEET) and who are aged between 16 and 24 • Members of the traveller community • Those who may be in the criminal justice system <p>Measures to engage these groups currently undertake are:</p> <ul style="list-style-type: none"> • Joint working with the Think Communities teamt, social prescribers and the Department for Works and Pensions, to access those hardest to reach via physical marketing • Paid targeted advertisement, including leaflet drops in specific wards and community specific literature • Referrals from other Council departments, such as the Early Help and Traveller Health teams, as well as wider people and community services 	Action Complete
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Minutes of Committee Meeting Held on 22 September 2022

78.	Household Support Fund Update	P Fox	Make a further approach to Cambridge Water, or its parent company, South Staffordshire Water, in order to try and minimise the unequal distribution of funds across the county.	Following a further approach, it was possible to make the Household Support Fund offer to support pensioners in arrears of water bills available to customers of both Cambridgeshire Water and Anglian Water.	Action Complete
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