

AREA CHAMPIONS ANNUAL REVIEW

To: **Communities and Partnership Committee**

Meeting Date: **27 September 2018**

From: **Adrian Chapman: Service Director - Communities and Safety**

Electoral division(s): **All**

Forward Plan ref: **N/a** *Key decision:* **No**

Purpose: **To provide a summary of the role of Area Champions and activities carried out during the 12 month period August 2017 - July 2018.**

Recommendation:

- a)** To consider the outputs and achievements of the Area Champions since their appointment.
- b)** To suggest priorities for the Area Champions to focus on for the coming 12 months.
- c)** To consider and approve a change in name from Area Champions to Community Champions [named District] – section 2.7 refers.

<i>Officer contact:</i>	<i>Member contacts:</i>
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1.	BACKGROUND
1.1	<p>The Annual Meeting of Council in May 2017 agreed to establish the Communities and Partnership Committee and accepted the Terms of Reference which included a reference to the membership of the committee as 'including one Member from each City/District area of the County, to reflect the political control of the respective City/District Councils, to undertake an enhanced role'. It was agreed the enhanced role would be known as Area Champion.</p> <p>The Terms of Reference were further discussed, refined and agreed at the first meeting of the Communities and Partnership Committee on 6 July 2017.</p>
1.2	<p>On 24 August 2017 the Communities and Partnership Committee agreed the scope and remit of the Committee, agreed the purpose and brief of the Area Champion role and approved the appointment of named Area Champions. A copy of the role description is attached at Appendix One.</p>
1.3	<p>Members have been appointed as Area Champions and carried out their roles as follows:</p> <p>Cambridge City Councillor Elisa Meschini (Labour) from 24 August 2017 to 30 May 2018 Councillor Claire Richards (Labour) from 30 May 2018 to date.</p> <p>Fenland Councillor Steve Tierney (Conservative) from 24 August 2017 to 6 April 2018 Councillor Jan French (Conservative) from 30 May 2018 to date</p> <p>East Cambridgeshire Councillor Lis Every (Conservative) from 24 August 2017 to date</p> <p>South Cambridgeshire Councillor Lina Joseph (Conservative) from 24 August 2017 to May 2018 Vacant position (Liberal Democrat) from 30 May 2018 to date</p> <p>Huntingdonshire Councillor David Wells (Conservative) from 24 August 2017 to September 2017 Councillor Adela Costello (Conservative) from 26 October 2017 to date.</p>
2.	MAIN ISSUES
2.1	<p>Area Champions have an opportunity to feedback on their activities and progress at each Communities and Partnership Committee meeting, the details of those updates are recorded in the minutes of the meetings. A summary of the main progress and outcomes of activity has been provided by each of the Area Champions and collated by District, as shown in Appendix Two.</p>

2.2	<p>Since August 2017, and in line with the role description, Area Champions have attended monthly meetings at which they provide updates, share their experiences, opportunities and challenges, and develop their thinking.</p> <p>With support from the Strengthening Communities Manager and identified service leads, Area Champions have been developing a deeper understanding of key issues which impact on demand for Council services so they can promote and support these priorities within their appropriate District through engagement with partners, District and local councils, community groups and organisations, and working with local members as appropriate.</p>
2.3	<p>The training, awareness and actions included at monthly meetings include:</p> <ul style="list-style-type: none"> • Actively promoting Innovate and Cultivate Fund criteria and opportunities • Supporting and promoting the White Ribbon campaign • Supporting Public Health priorities, including raising awareness of District Profiles and promoting 'Let's Get Moving Cambridgeshire' • Increasing awareness of Universal Credit changes and impact, discussing digital support arrangements with District Councils and partners • Increasing knowledge and awareness of the Local Council Development Plan, supporting Parish Councils to access training and support • Increasing awareness and opportunities for local councils and communities through development of Dementia Friendly Communities as part of the Dementia Friends Strategic Plan • Actively supporting the recruitment of reablement support officers, working closely with adult social care colleagues • Actively supporting the recruitment campaign for foster carers and adoption families • Championing community good practice, for example: <ul style="list-style-type: none"> ○ Recommended local initiatives (Timebanks, Good Neighbour Schemes, Older People's co-ordinators, Parish Nurses etc.) ○ Tips on engagement techniques and messaging ○ Sharing Cultivate Fund and other funded projects as examples ○ Sharing links to Cambridgeshire Insight ○ Sharing examples of community led and run projects and programmes highlighted at the 'Community Insights' events ○ Highlighting the training and support available across Cambridgeshire by Support Cambridgeshire, the voluntary and community infrastructure contract
2.4	<p>The Communities and Partnership Committee delivery plan agreed at Committee on 17 April 2018 included key actions that either require support from, or specifically relate to, the role of Area Champions. Those actions are shown in a summary table at Appendix Three, along with an update of activity carried out by lead officers and Area Champions between April and July 2018. These include specific actions on priority recruitment of essential roles for Reablement Support Officers and Foster Carers.</p>
2.5	<p>It has been acknowledged by senior managers and others that creating meaningful working relationships and encouraging stronger local networks takes time. This end of first year report gives a flavour of the work done to date by Area Champions whilst</p>

	acknowledging their actions are often the starting point of a longer term action (including those referred to in the Communities and Partnership Committee Delivery Plan).
2.6	Officers from services involved in supporting Area Champions as mentioned in paragraph 2.3 above and Appendix Three have informally acknowledged the benefits of engaging with a number of Members (as Area Champions) in a less formal way than might otherwise be the case at Committee meetings for example. Examples of this have included sharing opportunities and challenges from their own service areas and having conversations with Area Champions about front line delivery, the impact of their service on communities, and how Area Champions can assist service areas by improving local connections and sharing key messages with relevant local networks, organisations and communities.
2.7	The role title of 'Area Champion' has been considered as part of this annual review. Taking into account comments from some Members that the title did not best describe the role, i.e. the post holder covers the wider district rather than an area and that <i>all</i> elected members could be described as champions of their own area, it is suggested the role be renamed as Community Champion [name of district], to better reflect the role set out in the role description.
3.	ALIGNMENT WITH CORPORATE PRIORITIES
3.1	Developing the local economy for the benefit of all
	<ul style="list-style-type: none"> Recruitment of key workers in the Reablement service and Fostering and Adoption services will meet the needs of the most vulnerable children, families and residents The career development opportunities the Champions have contributed to, including qualifications, skills and training, improves the longer term career prospects of people seeking work Area Champions play an active role in delivering improvements to economy and skills priorities as indicated in a number of specific actions for Area Champions within the Communities and Partnership Committee delivery plan. Paragraphs 2.3, 2.4 and Appendix Three refer
3.2	Helping people live healthy and independent lives
	<ul style="list-style-type: none"> Development and sharing of District Health Profiles along with examples of local initiatives and signposting to available support increases the awareness of the opportunities available at a local level This work also aligns the Area Champion role to the priorities of the Health Committee Paragraph 2.3 refers
3.3	Supporting and protecting vulnerable people
	<ul style="list-style-type: none"> Working in partnership with local councils and communities to develop more Dementia Friendly Communities will support those living with dementia and their families Promoting project ideas and funding opportunities through the Innovate and Cultivate

	Fund will increase the number of locally delivered support programmes focusing on Council areas of priority
4.	SIGNIFICANT IMPLICATIONS
4.1	Resource Implications
	<ul style="list-style-type: none"> Area Champions provide resource to encourage, support and align partner and community engagement on council priorities and sharing good practice Aligning the priorities of Adults, Health and Children and Young People Committees with the role of Area Champions makes good use of the resource across the Council and enables delivery against the specific actions shown in the Communities and Partnership Committee Delivery Plan Continuing to increase community capacity and a more collaborative approach will help to establish how we best use our assets to achieve the most value for Cambridgeshire residents
4.2	Procurement/Contractual/Council Contract Procedure Rules Implications
	There are no procurement implications.
4.3	Statutory, Legal and Risk Implications
	<i>[input awaited]</i>
4.4	Equality and Diversity Implications
	Evidence indicates that some services delivered by local people within local communities can be more successful than statutory services at reaching people who may need support. The role of Area Champions in sharing good practice and opportunities to build capacity within local communities to help people help each other should therefore support more equal and diverse accessible provision locally.
4.5	Engagement and Communications Implications
	Aligning the work of Area Champions with priorities identified by Service Committees focuses the combined effort of officers and members on key priority areas and increases the positive impact through consistent messages and engagement at a more local level.
4.6	Localism and Local Member Involvement
	Through engagement with partners, District and local councils, community groups and organisations and working with local members as appropriate, Area Champions help contribute to the success of the Council's community resilience ambitions by actively encouraging local delivery or a supporting role on Council priorities identified by Service Committees.

4.7	Public Health Implications
	<ul style="list-style-type: none"> Increasing the awareness of health priorities, local initiatives and support available helps individuals and communities to take responsibility for their health. It can engage them in taking steps to adopt a healthy lifestyle and other health improving activities Building community resilience will impact on many of the needs identified in different Joint Strategic Needs Assessments (JSNAs), including the following: <ul style="list-style-type: none"> Long term conditions New communities Homelessness and at risk of homelessness Vulnerable children and adults Carers Older people's mental health Substance Misuse Unhealthy lifestyles Health inequalities

Implications	Officer Clearance
Have the resource implications been cleared by Finance?	Yes Name of Financial Officer: Martin Wade
Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by the LGSS Head of Procurement?	Yes Name of Officer: Paul White
Has the impact on statutory, legal and risk implications been cleared by LGSS Law?	Yes or No Name of Legal Officer: <i>response awaited</i>
Have the equality and diversity implications been cleared by your Service Contact?	Yes Name of Officer: Adrian Chapman
Have any engagement and communication implications been cleared by Communications?	Yes Name of Officer: Matthew Hall
Have any localism and Local Member involvement issues been cleared by your Service Contact?	Yes Name of Officer: Adrian Chapman
Have any Public Health implications been cleared by Public Health	Yes Name of Officer: Val Thomas

Please include the table at the end of your report so that the Chief Executive/Executive Directors/Directors clearing the reports and the public are aware that you have cleared each implication with the relevant Team.

Source Documents	Location
Full Council Meeting paper referring to Communities and Partnership Committee Terms of Reference.	23 May 2017 Cambridgeshire County Council Website - Council paper (see page 74)
Communities and Partnership Committee Papers, Terms of Reference, 6 July 2017	6 July 2017 Cambridgeshire County Council Website - Terms of Reference Committee papers Decisions summary
Scope and Remit of the Communities and Partnership Committee and Role of Area Champions, 24 August 2017	24 August 2017 Cambridgeshire County Council Website - Committee papers Decisions summary
Communities and Partnership Delivery plan as agreed on 17 April 2018	17 April 2018 Cambridgeshire County Council Website - Delivery Plan
Area Champions Role Description	Appendix One



Area Champions' role description

Representation and Community Leadership

The Area Champion is a role that has been created as part of the newly formed Communities and Partnership Committee. The purpose of the Area Champion is to enhance the representation and community leadership aspect of the role of individual Members, paying particular attention to areas of interests for the Committee in the 5 Cambridgeshire Districts.

Stronger Together – the County Council's Strategy for Building Resilient Communities is a priority for this Council. The strategy underpins the Council's approach to demand management with the responsibility for it's delivery sitting with the Communities and Partnership Committee. It will be the role of the Committee and the Area Champion to specifically identify areas of success and areas for improvement within its remit, where a greater impact could be made. The Communities Network officers group will provide a route to engage with the wider network of partner organisations on relevant issues.

The areas of focus to be ratified and confirmed at Committee on 24th August 2017 for the Committee are:

Community resilience

- *Helping the Council to manage demand through focussing on*
 - Information, advice and guidance for Communities who want to develop stronger self sustaining communities to reduce reliance on statutory services
 - Vulnerable People's housing; particularly homeless families to reduce the use of expensive and unsuitable temporary accommodation
 - Partnerships with the voluntary and community sector to increase community capacity to help people help themselves
 - Volunteering opportunities to reduce reliance on paid services
 - Use of assets to support the delivery of the Community Resilience Strategy
 - Workforce development in the context of public sector reform
 - Community based activities to address well-being and inequalities, including poverty and community cohesion
 - Tackling worklessness to help improve health and wellbeing including mental health

Community Safety

- Reducing the impact of domestic and sexual Violence Reducing the impact of anti-social behaviours on vulnerable people and communities
- Targeted youth support to reduce likelihood of young people becoming involved in criminal or anti-social behaviour and increase access to life enriching activities

Innovate and Cultivate Fund

- Supporting and promoting innovation through investment in ideas which are likely to reduce the need for more costly services and which enable people and communities to help themselves. It is proposed that the elected member of the recommendation panel for innovation funding be drawn from this committee.

With the support of the Committee Chair and Vice-chair, the role of the Area Champion which may vary from place to place depending on local needs and priorities but is likely to include on behalf of the Committee, to:

- Gain a deep understanding at a District/ City level through discussion with officers and local members where appropriate, of key issues which impact on demand for County Council services
- Focussing on relevant issues for the District/ City, report back to Committee and the Communities Network on areas of strength and areas for improvement which would strengthen impact on outcomes.
- Provide challenge to the Committee, the Council, and partner organisations on whether we are doing everything possible to address the issue within available resources
- Demonstrate leadership by engaging with communities and other elected representatives for relevant Divisions as needed across the District/City so people's voices are heard and self-sustaining communities are encouraged
- Work with partners, stakeholders, community groups and representatives to develop relevant actions and creative responses to identified need
- Be an ambassador for community based provision across the District/City;
- Share good practice in strengthening communities across and between Districts/City, county wide and where appropriate nationally;
- Ensure new ways of working and new models of service delivery are shaped by and where appropriate commissioned from community groups and organisations.

Support for Area Champions

Area Champions will operate independently, with some support from the Strengthening Communities Manager, but will have access to service leads and resources to support research and the development of plans and priorities.

The Area Champions will meet monthly to provide updates, share and develop thinking.

Appendix Two

Summary of actions and achievements by Area Champions during the period August 2017 to July 2018, reported per District

Cambridge City Area Champion(s): summary of key actions and outcomes

- Regular meetings between the Area Champion(s) and the Executive Councillor for Community Services in order to discuss current and emerging live issues of mutual interest, gain a deeper understanding of the relevant issues for Cambridge City, provide challenge to the Committee and Council on the impact decisions may have in local areas. Examples include a discussion on the changes to Child and Family Centres, where the Area Champion was able to brief on service moves to areas of high need in order to meet the changing needs within the city
- Attendance at the City Faith Partnership workshop in November 2017 resulting in regular involvement in order to develop and share the learning from the partnership, consider making links between schools and Faith groups through Standing Advisory Council for Religious Education (SACRE)
- Meetings with consultant and city officers working on extension plan for Cambridge to understand their plans, ambitions and areas of concern. Fed into plans and made connections between some community groups. Ongoing work with officers and members on new developments within the City including acting as an Ambassador for community based provision in meetings for new developments in Eddington and Darwin Green. Working with Eddington on Senior Living accommodation, for example
- Central Library in Cambridge is a flag ship library which meets the demanding needs of a diverse population. Area Champion has met with key staff in central library to act as an ambassador and engage in community projects. Meetings with Assistant Director and Head of Library service to discuss Library transformation and how that might impact on the City
- Part of working group addressing issues of poverty across Cambridgeshire
- Meetings planned with key County officers working in homelessness and making links with the City on this issue
- Acting as an Ambassador for the White Ribbon Campaign (a national campaign supported by this Council, working to end male violence against women and girls)

East Cambridgeshire Area Champion: summary of key actions and outcomes

Gain a deep understanding at a District/City level through discussion with officers and local members where appropriate, of key issues which impact on demand for County Council Services

- I undertook an initial research programme to determine local needs, existing provision and ascertain modes of working. The extensive training provided including deprivation, poverty and health statistics which helped to identify area needs. Emerging was the need for networking, brokering, sign posting, collaboration, vertical and horizontal feeding back and putting like-minded or relevant groups together in order to determine their own outcomes (with my support

as required).

Outcome: An identified strategy to work with existing and willing councillors at all levels. This was vital to promote the sharing of good practice across the District for use in their own areas. One example Outcome: a meeting with the Library Service resulted in brokering an introduction to Littleport Parish Council to discuss a further library presence in their planned new community building. Brokering a meeting on governance and fund raising for a new Day Care Centre in Soham.

- Initial meetings with Service Leads at District Level: Outcome: I now have regular meetings with Service Leads of Housing, Community Safety Partnership, Leisure and Sport, and Community, sharing and disseminating information from across the District to raise awareness and develop cohesion.
- A letter I sent to all District/County Councillors about the new role resulted in meetings with Parish Councils (by invitation) to discuss their issues and promote fund raising opportunities including the Innovation and Cultivate Fund. Outcome: as an example, requests for specific support came from Bottisham, Cheveley area (12 parishes), Littleport, and Haddenham to support the Community Nurse scheme, Timebanks and writing grant bids.
- I wrote a bid working with Millfield Primary School and St George's Church to fund training for a new parenting course in Littleport. Outcome: 2 newly trained facilitators and a new course starting in September. Potential Outcome: to disseminate this further, create Ambassadors to support this and introduce it to other schools in the area.

Focussing on relevant issues for the District/City, report back to Committee and the Communities Network on areas of strength and areas for improvement which would strengthen impact on outcomes

- I have been working with the Community Safety Partnership members to re-shape this service. Outcome: a new Board and Operational Structure working through the last year of a 3 year programme and identifying priorities for the next 3 years. We are now seeking the White Ribbon accreditation and have re-launched the Eyes and Ears Project, i.e. the production of an accessible booklet and website to support the most vulnerable by signposting services. (Launch 13 September 2018).
- I am initiating a Youth Strategy for Ely, Littleport and Soham by pulling together a meeting in September of the district and parish councillors, CSP, the East Cambs and Fenland Youth Co-ordinator and police to explore a scheme to support the recruitment, funding and training of potential Youth Workers. Planned outcome: securing funding across an agreed strategy to 'grow our own' Youth Workers delivering a local youth programme meeting the individual needs for the 3 areas. Such activities can reduce the incidences of anti-social behaviour and criminal activity.

Demonstrate leadership by engaging with communities and other elected representatives for relevant Divisions as needed across the District so people's voices are heard and self-sustaining communities are encouraged

- Public transport is a major issue in the Ely area, particularly bus schemes and I have been working with County, District, City of Ely and community representatives on a new bus service for the Ely area, contributing to the marketing and PR plan to maximise customer usage - 'use it or lose it'. Outcome: in the short term, a better bus scheme well promoted and working towards a better service to support growth in the medium/long term.
- Using social media and word of mouth to charities, I have been promoting the Reablement Worker scheme and the Fostering Service. Outcome example: in regular contact with a new Reablement worker seeking to discuss the role which I will feed back to the Reablement Team; supported recruitment of a new worker by supplying a reference.

Work with partners, stakeholders, community groups and representatives to development relevant

actions and creative responses to identified need

- Four secondary schools in the Opportunities Area had received funding for behaviour improvement. I was able to help achieve a positive outcome through working with some of the schools and County. Outcome: secured additional funding for behaviour support in the Opportunities area. Additional funding contributed to collaborative working across the schools who will now have in place alternative curriculum opportunities which will result in fewer students being educated out of school.
- Working with a school in Huntingdon, their Trust and the County helped secure additional funding for renovation spend. Outcome: a refurbishment programme has been put in place to provide a better environment for learning.

Be an ambassador for community based provision across the District

- I have met regularly with the 'Get Moving' team to develop strategies for local activities. Outcome: partnerships are being formed from various stakeholder group in local areas to identify local activities to improve well-being, reduce social isolation and increase mobility.
- Meetings with the County lead on Children's Centres and District Hub Social workers has identified local needs and gaps in provision which could be plugged by other community groups. Outcome: First Pilot in Ely. Working to Outcome: a cohesive approach of agency working across areas based on need.

Share good practice in strengthening communities across and between Districts.

- Initial research has identified organisations in existence, what they currently offer, and how these services overlap. Working to Outcome: the development of a networking strategy for the District and County working with other Area Champions and officers. Using the individual skills and expertise of each Champion to support the work in other areas, and the analysed information from the Innovative and Cultivate fund awards to determine gaps in areas or where collaboration can take place as appropriate, e.g. the spread of Timebanks

Ensure new ways of working and new models of service delivery are shaped by and where appropriate commissioned from community groups and organisations

- Set up the East Cambridgeshire Skills Forum (Education) with local stakeholders and District Economic Development Department resulting in all secondary and now some primary schools working together on business and school links. Outcome: collaborative working and planned business interventions providing an enhanced careers programme for students in these schools and a greater understanding of career paths as part of the skills agenda.
- Involvement in the planning and management of the annual East Cambridgeshire District Council (ECDC) Careers Event where all Year 10 and 12 students from all the secondary schools in the area and Year 5 Primary pupils from Ely and Littleport attend to talk careers with over 60 businesses, Further Education (FE) and Higher Education (HE). Outcome: a wider knowledge of career opportunities introduced earlier in the curriculum.
- Working with ECDC Economic Department and businesses, we have been promoting the benefit of employing apprentices by running seminars and creating a district web portal. Outcome: to make the process easier to access for both business and students. Working towards Outcome: create more apprenticeship opportunities at all levels for local people.
- I will be meeting with Highfields School in September to assist in identifying work placements for students with learning difficulties. Intended Outcome: regular placements to be secured for their 6th form students in order to maximise their chances of finding suitable work.
- Working with stakeholders (schools, CA, FE and County) we are aiming to secure a high quality District post-16 provision offering academic, vocational and foundation courses. Working towards Outcome: to provide high quality programmes of study for local young people reducing travel time and cost and ensuring appropriate courses are available for all abilities (dropout rates from FE will reduce for potential Not in Education, Employment Training NEET).

- Now setting up the Skills Forum (Business), working with the Chamber of Commerce and Ely Cathedral Business Group to secure business sector leads to determine area skills shortages and create a strategy to bring this knowledge to the schools' career programmes through a planned programme. This will include an annual conference to share aims and objectives for the skills agenda. Intended Outcome: a planned programme of business meetings over the next year bringing the sector representatives together to provide this information. Working towards Outcome: a better understanding of the local labour market, skills sought and matching schools and businesses to work on the employability curriculum, resulting in well informed young people taking appropriate progression routes, reducing NEETs. Working currently on a project with the Agriculture Society to promote farming as a career through Science and Maths. Working towards Outcome: young people are aware of the opportunities available in this area and improve recruitment into farm management.
- Working with the Adults Skills Service specifically in the area of apprenticeship promotion and the new Apprenticeship Hub. Working to Outcome: provide easily accessible and high quality information to raise awareness of and encourage the pursuit of apprenticeships at all levels,

Fenland Area Champion: summary of key actions and outcomes

- Liaison with Fenland and Wisbech Councils to consider the work being done to help homeless people.
- Liaison with local voluntary organisations, to seek ways of increasing volunteer numbers.
- Following discussion with people in the community, a Lithuanian conversation class has been set up with volunteers from the community working with other councillors and the public, to improve the dialogue with one of the largest European communities in Wisbech (as Latvians also speak this language). The aim is to help bring different communities together and encourage greater communication.
- Information received from Council officers on Scams prevention and the Fenland Community Safety Partnership. Shared with vulnerable groups across Fenland to increase awareness on how to spot and stop scams.

From April 2018:

- Developing knowledge of community led activity which supports Council priorities, including meeting with a local Timebank Coordinator to learn from their experiences of setting up a new Timebank and how their activities by volunteers support their older residents and those who might otherwise feel isolated in their communities.
- Personally encouraging others to consider setting up Timebanks across Fenland by sharing good practice above and explaining how interested groups can get funding support through the Innovate and Cultivate Fund. I have discussed this with a wide range of Town and Parish councils, including through my attendance at the Wisbech St Mary Parish Council, meeting with Fenland Care Network to discuss their role in recruiting Timebank coordinators and my attendance and talking to those at the Manea Golden Age Fair.
- Talking to local community groups and organisations and residents to hear their concerns, understand their challenges and share with them funding opportunities and avenues of support

available to them, including training and support from Support Cambridgeshire contract, Innovate and Cultivate fund and other community funding from Amey and others.

- This includes discussions with the Oasis Centre in Wisbech on their grant funding for the centre and discussions with March Town Council, Whittlesey Town Council and Fenland District Council (FDC) on funding opportunities and what they already have in place.
- Publicised and encouraged attendance at the Innovate and Cultivate Fund drop in session in September, to be held in March community centre with a wide range of contacts including Town and Parish Councils, local community workers and local groups. Officers tell me the take up for that session has been good.
- I am meeting with front line officers working across Fenland to understand their focus and offer support for priority areas of concern, including those of the Youth and Community Coordinator in March, and officers working on the White Ribbon campaign.
- Developing my knowledge of Council priority employment opportunities including the roles of Reablement workers, Foster Carers and Adoption families. Sharing that information on what the valuable work involves with people across Fenland.
- During National Volunteers Week, visited March, Wisbech and Whittlesey libraries to meet with and thank the many dedicated volunteers that do a sterling job for our services.
- Attended the Anglia Water open day for the new centre for apprenticeships.
- Meetings have been taking place with Director and portfolio holder from FDC to share priorities and work together. As a result am attending the SAG meeting in FDC (Senior Citizen Age Group). I am involved in the Countywide Poverty group and am discussing with Wisbech Councillors how they would like to get involved via Wisbech 2020.

Huntingdonshire Area Champion: summary of key actions and outcomes

- Following successful meetings with District Council officers, Essentials by Sue will be launched in September in Huntingdon at two locations. This project supports young people living in poverty or from low income families who are unable to find the money for basic hygiene needs by providing access to free essential items for boys and girls. A pilot project in Huntingdon will be undertaken during summer holidays before official launch. St Neots Young People worker has already approached us about going there as soon as possible.
- Building on a willingness and desire to increase community support and volunteering, I am supporting Ramsey Neighbourhood Trust to set up a Timebank with the financial backing of Ramsey Town Council, sharing the learning of other established Timebanks in the area including those with projects funded by the Innovate and Cultivate Fund.
- Working with Ramsey Neighbourhood Trust to set up a social club for adults with learning difficulties and meet the needs of those vulnerable residents who are often affected by social isolation. Interviews taking place next week to employ a manager.
- Meeting local parishes in the area to find out what is happening in their area and talk about

Council priorities and opportunities including Innovate and Cultivate Fund Next meeting arranged for October when the Tour of Cambridgeshire Cycle Race will be discussed as it has a great impact on the locality and raises concerns from some relating to the rolling road closures. I will identify ways in which other Parishes have dealt with similar issues, suggest ways in which the community can support each other for that short duration and also come together socially to support the race as it goes through their area

- Working with Cllr Tom Sanderson, Huntingdon Town Clerk and Deputy to discuss the future of the new Medway Centre and opportunities available once opened. Suggested it would be an ideal venue for adult learning not only in Huntingdon but the district. Also possibilities for classes for adults with learning disabilities. Further meeting took place at Shire Hall with interested partners including the Library Service
- Meeting with Time Bank Co-ordinator for Houghton and Wyton to learn from their experiences. Great ideas for the future including a winter box with necessary warm clothing and blankets to be knitted by volunteers and then circulated to the elderly and young families. Details to be arranged with Ramsey Time Bank as an initial project but if successful, could be initiated throughout the District or even County.
- In place are regular meetings with the previous and current Portfolio Holder for Community at the District Council, which allows us to discuss how we align priorities and work together. Items raised include a recent discussion on making our towns a Dementia Friendly Community. Further meeting to be arranged to organise an event for County and District Councillors to learn more.
- Public transport remains an issue for isolated villages and even towns. Ramsey Million have commissioned a survey on public transport for Ramsey and I am working alongside the group to highlight concerns. A meeting is being arranged with Total Transport who use a bus for people with special needs but include all the community.
- Raising awareness of Council priorities and news in the local area, I have a regular article in a local paper. Recent articles have included Highways work in the area; information on the Innovate and Cultivate Fund; recruitment of Reablement Workers and Foster Carers.

South Cambridgeshire Area Champion: summary of key actions and outcomes

- Gaining a deeper understanding of Human Trafficking, working closely with Council officers, key stakeholders as well as working to understand local challenges and at the same time coordinate with national organisations and policy so that local challenges are understood at a national level
- Actively promoting the Council priority of increasing the number of Reablement Support Officers, by learning more about the requirement and opportunities for potential applicants then promoting via social media, email and poster displays. The outcome is at least one person has applied for the role as a result of my active promotion
- Increasing own knowledge and understanding of Universal Credit and the Cambridgeshire Local Assistance Scheme. Discussing at local and District level to gauge concerns and work

together to address those/be more informed and prepared

- Through attendance at the South Cambridgeshire Tackling Loneliness event, discussions with Council, District and local residents on the effects of loneliness and how communities can come together to tackle that. Examples shared of other community led actions and the #Be More Us media campaign. Was liaising with District Council on their strategy and policy to tackle loneliness and in particular the negative effects it has on physical and mental health of residents.
- Actively promoting the Innovate and Cultivate Fund with all network connections and contacts across South Cambridgeshire including social media video. As a result applications from South Cambridgeshire were submitted
- Raising awareness of scams and the impact they can have on individuals, where financial and emotional harm caused by scams can often leave residents unable and afraid to live independently. Sharing Cambridgeshire and national media messages during Scams Awareness Month and actively encouraging communities and local groups to be more involved in protecting their vulnerable neighbours
- Through own research, identified some parishes which do not have a community web space or a village magazine and others where the village newsletter is good practice and supports their desire to have a strong and resilient community. The intention was to share good practice and support councillors in other areas (who were interested and willing) to see how I could help
- Working with officers to understand and get best from Cambridgeshire Insight to identify areas of deprivation, with the aim of focusing attention on those areas of need. Once that work was complete to contact local schools and members, offer my support to tackle the inequality of results between children in vulnerable situations and the rest. Education is key to tackle deprivation for generations to come
- Meetings were held with a number of willing Councillors and Parish Councils (by invitation) to better understand their parishes or divisions, develop and share many examples of good practice
- Further meetings with local and District Councillors had been planned for May onwards and included requests for support to develop local surveys and sharing examples of community activities along with lessons learnt elsewhere

Appendix Three

Communities and Partnership Committee Delivery Plan

An extract of the priority actions in the Communities and Partnership Committee Delivery Plan which include activity specifically relating to the role of Area Champions with an update of activity to end of July 2018.

REF.	ACTION DESCRIPTION	Activity update (to end July 2018)
PRIORITY ONE - COMMUNITY RESILIENCE		
1.4	Develop, agree and deliver a new Cambridgeshire and Peterborough Community Resilience Strategy which drives the approach to working with and alongside communities and residents to achieve the best possible outcomes, building on the experience of national and local projects including the Neighbourhood Cares Pilots	Development of the draft shared approach to Community Resilience with eight partners (Cambridgeshire County Council, Peterborough City Council, 5 x District Councils and Police) has been supported by Area Champions through discussions with their District counterparts.
1.16	Secure Cambridgeshire County Council accreditation to the White Ribbon Campaign, and develop a clear two year work programme to sustain awareness and action to end male violence against women and girls	Area Champions are engaged as advocates for the White Ribbon campaign.
PRIORITY THREE - ECONOMY AND SKILLS		
3.1	Support the Area Champions to innovatively recruit c.35 reablement workers to meet the needs of our most vulnerable residents, to improve the career prospects of people seeking work, and to reduce demand for costly and sometimes less appropriate social care interventions	<p>Training and awareness of the Reablement support officer role by the Reablement Service Recruitment Manager.</p> <p>Action and delivery plan for Area Champions agreed in April 2018 which includes</p> <ul style="list-style-type: none">- Understanding the role- Expanding the reach of the campaign- Proactively approaching suitable potential applicants.- Enabling potential future applicants- Public support for recruitment campaign at Roadshows and events. <p>Monthly updates from Area Champions received from April onwards.</p>

3.2	Support the Area Champions to increase the recruitment of and support for foster parents and carers, to meet the needs of our most vulnerable children and young people and their families, and to reduce demand for costly and sometimes less appropriate placements	<p>Training and awareness of the roles by Fostering and Adoption team manager delivered at 5th July Area Champions meeting.</p> <p>New Social media campaigns due to be launched in August 2018, to be shared by Area Champions across their networks and contacts and proactively promoted to potential applicants.</p>
3.3	Support the Area Champions to deliver specific actions that support the skills development and employment of people with learning and other disabilities and people with mental health conditions	[update from Adult Learning] There has been significant progress in this area which will be reported to both C&P Committee and Adults Committee in September and early October. Councillor Costello has provided valuable input into this work showing a particular interest in Cambridgeshire County Council (CCC) becoming a beacon of good practice in the employment of adults with learning difficulties and autism and working with British Association of Supported Employment (BASE) to provide more informative data to reflect our successes. Both actions are being taken forward and will continue to work with Councillor Costello and involve the rest of the Area Champions at the appropriate time.
3.5	Support the Area Champions to develop actions that enable more applicants to apply for high priority jobs (e.g. carers, social workers, ICT etc.), in order to support skills and employment shortages in key employment categories and to improve the prosperity and wellbeing of our residents	Work in progress with service leads.

PRIORITY 4: PARTNERSHIP WORKING

4.5	<p><i>[Original text ... Develop, agree and oversee delivery of an action plan for Area Champions that supports all of the objectives above].</i></p> <p><i>Communities and Safety Delivery Board have suggested this be amended to:</i> Aligning the focus and delivery of Area Champions to the priorities of the Communities and Partnership Committee.</p>	<p>Area Champions Terms of Reference, monthly meetings and forward agenda in place.</p> <p>Appointments to outside bodies agreed by GPC and Communities and Partnership Committee.</p> <p>Initial introductory meetings held with District counterparts and subsequent meetings arranged by Area Champions.</p> <p>Change in Area Champion Personnel has</p>
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		<p>impacted on momentum, mitigated by increased officer time to support new Area Champions.</p> <p>C&P Delivery Plan re-shared with Area Champions on 5 July. Forward planning of Area Champion informal monthly meetings agenda taking into account delivery plan actions.</p>
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