

Report of the Service Director for Communities and Partnerships

To: Communities and Partnership Committee

Meeting Date: 3 December 2020

From: Service Director: Communities and Partnerships, Adrian Chapman

Electoral division(s): All

Key decision: No

Outcome: This Service Director report provides an overview of strategic activity relevant to this Committee, relating to both the response to the COVID-19 pandemic and 'business as usual' activity, and seeks to assure Members that the agreed direction of travel for the Committee's business is progressing at pace.

Recommendation: The Committee is asked to:

- a) Note and comment on the key themes discussed in this report; and
- b) Agree the Cambridgeshire Local branding and intended use.

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1. Background

- 1.1 At its August Committee meeting, Members agreed to receive a regular Service Director report, setting out information, opportunities and challenges relating to the cross-cutting work that the Committee and its service directorate has responsibility for. This includes the service directorate's role in supporting the COVID-19 response.

2. Main Issues

- 2.1 The work of the Communities and Partnership Committee is diverse and cross-cutting. The Committee combines responsibility for specific services but also for leading the transformation of our approach to ensuring communities and residents are at the heart of our decision making, service design and delivery. Further, it has the responsibility of developing meaningful, productive partnerships across all sectors that make a lasting and positive difference to communities and achieves improved outcomes for all. This Service Director report draws together a range of different but linked workstreams.

2.2 Think Communities

- 2.2.1 Following the allocation of funding to the Think Communities programme from General Purposes Committee, as updated at the last Committee meeting, work has developed at pace to ensure meaningful delivery of positive change across our county. The funding, and the associated work, signals a shift in emphasis for Think Communities, from being a concept which partners had signed up to with a few pilot projects taking place to test out the principles, to being a full-scale transformational approach to council and broader public service delivery.
- 2.2.2 To emphasise this change, we are developing the use of a new public-facing brand. As stated, this is based on the need to signal an important change, but also on feedback received that suggests the Think Communities identity may not be easily understood or interpreted by communities. We are therefore replacing the Think Communities brand with Cambridgeshire Local. This in no way changes the concepts and agreed principles of Think Communities, but is simply a more accessible public facing brand which better illustrates what we are striving to achieve. It is envisaged that the brand will become a countywide brand that other partners can use, adding their own logos underneath. This will create a strong, shared brand that the public will begin to recognise, and associate with positive, place based working that resolves challenges and presents opportunities. The main Cambridgeshire Local brand is shown below, along with an example of how we and a partner organisation may use it:





2.2.3 Through October, we have worked hard with our partners to develop the governance for Cambridgeshire Local. The Countywide Community Resilience Group (CRG) will oversee our action plan against the eight Cambridgeshire Local priorities with our initial focus being outbreak management, support for carers, and those who are struggling with economic hardship, food and fuel poverty. The CRG has been actively meeting since March in response to the pandemic, and is chaired by the Service Director for Communities and Partnerships. CRG members, who have been incredibly positive, proactive and determined to support our collective efforts, have recently agreed to support the continuation of the CRG beyond the pandemic, such is its effectiveness. For information, the current CRG membership is as follows:

- **Councils for Voluntary Service**
 - Hunts Forum
 - Cambridge Council for Voluntary Service
 - Peterborough Council for Voluntary Service
- **Voluntary Sector**
 - Age UK
 - Cambridgeshire ACRE
 - Cambridgeshire and Peterborough Association of Local Councils
 - Care Network
 - Caring Together
 - Health Watch Cambridgeshire and Peterborough
 - British Red Cross
 - Alzheimer's Society
 - Cambridge Citizens' Advice
 - Peterborough Citizens' Advice
 - Rural Cambridgeshire Citizens' Advice
- **Faith Representatives**
 - Archdeacon, Diocese of Ely
 - Peterborough Interfaith Council
- **District/City Councils**
 - Cambridge City Council
 - East Cambridgeshire District Council
 - Fenland District Council
 - Huntingdonshire District Council
 - Peterborough City Council
 - South Cambridgeshire District Council

- **Public Sector Representatives**
 - Cambridgeshire Fire and Rescue
 - Cambridgeshire Police
 - Office of the Police and Crime Commissioner
 - NHS Clinical Commissioning Group
 - Cambridgeshire and Peterborough Safeguarding Board
 - Department of Work and Pensions
 - Bedfordshire, Cambridgeshire and Hertfordshire Civil Contingencies Unit
- **Housing Partners**
 - Sub-Regional Housing Board
 - Cross Keys Homes
- **County Council Representatives**
 - Cambridgeshire Local
 - Children's Services Early Help
 - Adult Social Care
 - Commissioning Service
 - Public Health
 - Communications
 - Business Intelligence
 - Countywide Hub

2.2.4 Two full-service officer workshops were held in October, the aim being to ensure staff fully focus their practice on the eight Cambridgeshire Local Priorities. The workshops were also valuable in gathering feedback to help us identify key activities against outcomes as well as links to the broader service areas of the Communities and Partnerships directorate and Committee, and the wider council.

2.2.5 The officer workshops also informed the Committee workshop which was held on 12 November. This was a focussed workshop enabling Members to provide their insight, expertise and perspectives on how best to progress the initial Cambridgeshire Local priorities. Members were updated on progress toward the delivery of community engagement events across the 22 Service Delivery Areas in Cambridgeshire and in addition were able to give their valued input to the development of priority activity for Cambridgeshire Local for the next 12 months. The Cambridgeshire Local team will now use the feedback from the workshop to focus on priority activity where we think the most impact can be made, tracked and measured. The workshop also gave us the opportunity to check our thinking around behaviour change, with key feedback being given in areas such as how to better communicate and engage with unknown carers through to how we can re-engage young people in physical activity after lockdown.

2.2.6 Alongside the development of the action plans that will deliver our priorities, focused work has been undertaken to develop an appropriate tracking tool to make sure we are achieving what we set out to achieve, and that we are making a positive and lasting difference. The emerging tool will bring together details about specific activity with related information on progress, compared against key performance indicators, outputs and outcomes, and an assessment of impact. The tool will be brought to Committee, along with the proposed impact measures, in its draft state as soon as it is available.

2.2.7 Committee will be aware of the 22 Service Delivery Areas that have now been agreed. These offer an additional geographical definition where other boundaries do not provide the

place focus needed to resolve an issue or develop an opportunity. They do not replace any existing boundary (such as Council Division or parish council area). The Cambridgeshire Local Place Coordinators have been working with our Community Champions to develop engagement events in these 22 service delivery areas, to be held between now and February next year. Work has been undertaken to identify existing forums and networks where we are already engaged to be able to undertake early activity and we have developed an action plan to support delivery in areas that are not as well known to us. These initial engagement events are important opportunities to extend the reach and understanding of Cambridgeshire Local, and to ensure that communities and partners are fully briefed.

- 2.2.8 On 23 October the Cambridgeshire Local Councils Annual Conference took place as a virtual online event. Working with Cambridgeshire ACRE and the Cambridgeshire and Peterborough Association of Local Councils (CaPALC), more than 300 delegates logged in to take part in the workshops, view the opening address by Gillian Beasley and key note interview with Adrian Chapman. There was also a very popular networking lounge area as well as information booths and a panel discussion. Early indications suggest the event was highly successful, reaching out to a wider audience as well as enabling the efficient dissemination of information alongside the ability for people to make links with others in a creative way. Further information is provided in the Local Council Development Plan report also being presented to Committee in December.
- 2.2.9 The Cambridgeshire and Peterborough Against Scams Partnership have secured a monthly slot on BBC Radio Cambridgeshire's Jeremy Sallis show on the first Tuesday of every month. Six scams awareness audio files are being recorded for Soham Community Radio using local volunteers. 100 victim referrals have been received from the National Scams Investigation Team in recent weeks. All victims will be contacted with information and offers of support to stop the cycle of engaging with scammers.
- 2.2.10 A guide to help schools to support armed forces children has been published in partnership with the Education service directorate as part of our Armed Forces Covenant work. We have also led work to develop a new housing outreach project partnership, focused on understanding what data is available around the armed forces housing need, what would be required to help identify members of the armed forces community in the process, and how we can support partners to be able monitor this. The Armed Forces Housing Outreach Officer is also undertaking casework across the District and City councils and working in close partnership with the Defence Medical Welfare Service and Project Nova.
- 2.2.11 The National Citizen Service Autumn delivery started in Cambridgeshire recently: Fifty year 12 students from St Peter's School took part in a two day activity programme at Grafham Water Centre; Granta School also started their NCS Autumn programme in October with 17 of their sixth form students; Castle School and The Centre School began their NCS programmes in early November.
- 2.2.12 Youth and Community Coordinators are working alongside Littleport Academy to develop support for a group of Young Carers within the school, to improve aspirations, provide respite and offer an environment where likeminded young people can share their experiences, have fun and respite and explore the issues important to them in a safe and supportive environment. This is a vital pilot approach to support one of our key

Cambridgeshire Local priorities, and, if successful, we will seek to expand across the county.

2.2.13 Finally, at time of writing, interviews for the remaining two Cambridgeshire Local Place Coordinators (for the Huntingdonshire and Fenland areas) are due to take place on 26 November. Subsequent interviews for the Cambridgeshire Local Connectors are due to take place week commencing 7 December.

2.3 Community Safety

2.3.1 A Domestic Abuse capacity building fund has been announced that will allocate £50K to each upper tier authority to assist with planning for the new Domestic Abuse Statutory duty, the details of which have been previously shared with Committee. Officers are developing proposals for the most appropriate way to commit this funding, and further details will be provided to Committee in the January Service Director report.

2.3.2 We are now seeing an anticipated increase in domestic abuse referrals, most likely linked to pressures caused by COVID-19 and lockdown. Quarter two data (July to September 2020) has highlighted an overall increase of around 8% in Independent Domestic Violence Adviser (IDVA) referrals compared to quarter two in 2019/20. There have been particular increases in A8 referrals from Eastern European communities and also from young people.

2.3.3 An 'Adolescent to Parent Violence and Abuse Needs Assessment' has been completed and taken to the Vulnerable People Recovery Sub-Group, part of the COVID-19 structure. It will now be taken to the Domestic Abuse and Sexual Violence (DASV) Delivery Board for further action.

2.3.4 'Housing First' properties have been identified in Fenland for individuals who face multiple disadvantage, supported through the county's Counting Every Adult programme. Further, a meeting with Accent Nene Housing Group led to their interest in the Housing First programme which may bring additional properties for Wisbech (and Peterborough). The addition of the Counting Every Adult service to the Communities and Partnerships service directorate is a relatively recent change, and a fuller overview of the work of this team will be included in the January Service Director report.

2.4 Regulatory Services

2.4.1 Product safety issues are expected to increase on the run up to Christmas and with a rise in imported goods specifically for the Christmas market. Trading Standards are mobilised to act based on demand.

2.4.2 The planning application for the move of the Cambridge Registration Office to the Roger Ascham building is now not due to be heard at Planning Committee in Cambridge until January. As a result of this delay, other accommodation options are having to be explored although when this review was previously completed there were no other viable options available.

2.4.3 The Coroners Service are working with the Transformation Team to explore efficiencies in the use of IT and the viability of building a dedicated mortuary, pathology and inquest facility, as previously agreed by Committee.

2.5 COVID-19 Coordination and Response Hub

- 2.5.1 The Hub and our partner hubs have been supporting Clinically Extremely Vulnerable (CEV) people during the current lockdown. Although this group of almost 32,000 people across Cambridgeshire and Peterborough is not being advised to shield, they are being provided with enhanced advice to ensure they are protected as far as possible from the virus. This includes not going out to work or to shop, and to stringently avoid contact with others. Councils have been asked to deliver support to CEV people during the current lockdown in line with the new national Shielding Framework – the countywide hub has held discussions with each of our district council partners and with Peterborough to develop our local delivery and support model, and this has been operational since 5 November.
- 2.5.2 Our local model is based on our experiences during the previous shielding period, which closely mirrors many aspects of the new national Shielding Framework, and comprises four main principles:
- Supporting people to be independent (our offer will give people the information and resources they need to help themselves)
 - Local is best (individuals will be linked into local support in their area wherever it's available and appropriate)
 - Building on existing relationships (we will work with and support our partners to provide the most appropriate support possible in ways that make most sense to those that need it)
 - Data and Intelligence led (we will use our data, with our partners, to understand our CEV population and better tailor our offer of support)
- 2.5.3 At time of writing there were 31,977 people on the CEV list across Cambridgeshire and Peterborough. Over 11,000 people from this list have been proactively contacted by the Hub and district/city councils, these being those that we were providing support for when shielding was paused in August and those people subsequently added to the list. All of this group have been sent details of the full range of support available from the Hub network, as well as details of local community-based provision.
- 2.5.4 CEV people are able to register for support via a new national portal, and at time of writing just 1,493 people in our county had done so. All of those have been contacted by telephone, with 23% needing immediate support. Registration on the national portal enables CEV people to access priority supermarket home delivery slots, and nationally the NHS scheme to deliver medicines direct to CEV peoples' homes has been restarted; both of these services are thought to be the primary reasons why demand for support during this current phase is relatively low.
- 2.5.5 The Hub has continued to provide marshalling support at test sites in the North and South of the county which are available for key workers, run in collaboration with the NHS.
- 2.5.6 In October, the Government announced new funding to support people financially where self-isolating as a result of a positive test or from being contact-traced would lead to a loss of earnings. The scheme provides £500 for eligible applicants, and is administered by district and city councils. The countywide Hub has coordinated this effort in order to achieve consistency across our county. The Hub has also developed a local support scheme that wraps around the national offer, providing financial support where appropriate and where

the national scheme cannot help, but also other forms of support that prevents someone that must self-isolate from not being able to. A countywide working group continues to meet every 2 weeks to review requests coming through, share learning and identify any gaps that can be met through the local support scheme. At time of writing there had been around 700 applications to the national scheme, with around two fifths being approved.

2.5.7 District and City Councils have been asked to develop their own local rapid response plans to respond to the latest epidemiology. All of our partner councils have now compiled their plans, which are being signed off by the Director of Public Health, and are being monitored via local arrangements. Alongside this, we are in the process of developing the next iteration of the Local Outbreak Control Plan action plan; our current action plan, which underpins our Local Outbreak Control Plan, is now 80% complete. The next version of the plan will bring together the various workstreams that are operating as part of our COVID-19 response, including test and trace, self-isolation support, community engagement, communications, mass vaccination planning, and rapid response arrangements.

2.5.8 Although not wholly related to the COVID-19 response, the work to develop and deliver the local response to the Government's announcement to fund a Winter Grant Scheme is being led by the countywide Hub. At time of writing, we are awaiting final guidance from Government, and the Children and Young People Committee will be receiving a fuller report on our local response at its meeting on 1 December. However, in brief:

- Cambridgeshire County Council will receive total funding of £1.4million to cover the period from 1 December 2020 to 31 March 2021
- Funds are expected to be allocated with 80% going to families and 20% to other groups or individuals, and with 80% funding food and utility bills and the remaining 20% for other essentials
- The scheme is expected to provide support to families in need who are also eligible for free school meals, and is also clearly intended to offer support more widely and flexibly
- The Department for Education has said that further announcements about support beyond Easter 2021 will be made at a later date
- Utilising our Cambridgeshire Local approach, we propose to manage the Winter Fund through the countywide Hub, which will work closely with the district hubs in ensuring delivery of financial and practical support

Further details can be found in the Children and Young People Committee report pack at the following link:

https://cambridgeshire.cmis.uk.com/ccc_live/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/1374/Committee/4/Default.aspx.

Any subsequent changes, following publication of the guidance or as the detail of the local scheme is developed, will be shared with Communities and Partnership Committee Members either verbally or via the potential late report referred to in paragraph 2.5.9.

2.5.9 At time of writing, there are a significant number of live work streams that are at critical stages of development and decision making. Alongside this, the Government is making announcements relating to post-lockdown arrangements and the new tiered structure of local management arrangements. The Chairman has therefore agreed to accept a late report for December's Committee meeting if there is sufficient detail to be incorporated, in order that the Committee is as fully briefed and as up to date as possible.

3. Alignment with corporate priorities

3.1 A good quality of life for everyone

The Committee's focus is on leading positive change, in collaboration with partners, which benefits our residents and their communities, offers opportunity for all, and ensures no community is excluded or disadvantaged. By focussing on these objectives, which the various workstreams set out in this report seek to do, we can ensure that the quality of life outcomes for everyone are improved.

3.2 Thriving places for people to live

For citizens to be confident, healthy, safe and secure, they need to live in communities that mirror those attributes, and where there is a strong sense of local identity and cohesion. The workstreams set out in this report seek to support the development of a strong local identity, helping to create thriving places for people to live in.

3.3 The best start for Cambridgeshire's children

All of the workstreams set out in this report affect all residents, regardless of age. Moreover, building communities that are vibrant and have opportunity, and enhancing the social mobility of families, will directly and positively create the best possible start for our children.

3.4 Net zero carbon emissions for Cambridgeshire by 2050

All of our work is cognisant of the net zero carbon emissions target.

4. Significant Implications

4.1 Resource Implications

There have not been any significant changes in the projected financial consequences of the pandemic within the remit of this Committee since the September report.

4.2 Procurement/Contractual/Council Contract Procedure Rules Implications

Any purchases to support this project will be carried out in accordance with the Council's Contract Procedure Rules.

4.3 Statutory, Legal and Risk Implications

There are no significant implications within this category.

4.4 Equality and Diversity Implications

There are no significant implications within this category.

4.5 Engagement and Communications Implications

There are a number of communications and engagement aspects to this report that our Communications team are aware of, and they are working closely and proactively with relevant officers where appropriate.

4.6 **Localism and Local Member Involvement**

There are no significant implications within this category.

4.7 **Public Health Implications**

This paper clearly lays out the diverse contributions that are being made through the work of the Communities and Partnerships Directorate to health and wellbeing, and to the management of the COVID-19 pandemic. It acknowledges that key to Public Health is the improvement of health and wellbeing which needs action across many determinants.

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: Gus De Silva

Has the impact on statutory, legal and risk implications been cleared by the Council's Monitoring Officer or LGSS Law? Yes

Name of Legal Officer: Fiona McMillan

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: Christine Birchall

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

5. Source documents

5.1 None