

## **Agreed Plan for use of LAA reward grant following meeting of 5 Chief Executives, October 2009**

This paper sets out the decisions on the use of the £1m LAA reward grant for Breaking the Cycle of Deprivation in Oxford and Banbury. These decisions were made by the 5 Chief Executives of Cherwell District Council, Oxford City Council, Oxfordshire County Council, Oxfordshire Primary Care Trust and Thames Valley Police Oxfordshire BCU at their meeting on 5<sup>th</sup> October.

In summary, it was agreed

- To accept the outline plan for use of the LAA reward money set out here
- That decisions on detailed action planning should be made by the Steering Groups in Oxford and Banbury

### **1. Giving Children a Good Start in Life and Supporting Vulnerable Families (Revenue £270k, capital £44k)**

**Overall aim:** to have 100% of young people in Employment, Education or Training. (100% EET). This is an overarching outcome and will be achieved by implementing work to support vulnerable families, improve employability and address health inequalities issues. These are listed as 1a, 1b and 1c below:

#### **Plans for investment**

**1a. Supporting Vulnerable Families.** Improved coordination, consistent standards/job descriptions and extended roles for front line workers, improved links to other agencies for Academies and local school partnerships

- Developing the role of **Home School Link Workers** and bringing all up to the standard of the best.
- Maximising use of “**Go For It**” initiatives through **Extended Services** by bringing more partners into local work and therefore setting up innovative projects, activities and engagement for young people.
- Development of **Children’s Centre** offer for parenting, access to training and job brokerage, support for young carers, link to **Family Nurse Partnership**, support to children of alcohol/drug users.

*Add a Coordinator role based in CYP to bring together all initiatives in a local area and develop truly Extended Services, Super Children’s Centre and comprehensive multi-agency links with school partnership, including Home School Link Workers.*

**1b. Improving Employability.** Support for vulnerable young people through **Mentoring** to supplement the **Family Intervention Project**. Adjustment of threshold for access to all support and mentoring services so that more young people are given access, not just those with low attendance or at greatest risk of low attainment.

- **Mentoring** schemes with Universities, County Youth Mentoring Service and peer mentoring in schools.
- New **sport and health initiatives** in schools and on estates with potential for matched funding from Football Foundation. New work from Oxford Utd. Possibly incorporating existing work at Oxford City FC / Pupil Referral Unit
- **Fire Cadets** in schools linked to Go For It and **Youth Support** services building on success in other parts of the county.
- Working closely with targeted initiatives through the **Learning and Skills agenda** (new initiatives to be funded through a separate bid)

*Fund the Sport and Health initiative to enable Football Foundation application for matched funding, Fund revenue and capital as in business case for Fire and Rescue.*

**1c. Reducing health inequalities** through behaviour change initiatives targeting risk groups for heart disease, teenage pregnancy, infant mortality and cancer.

- Initiatives through local workplaces to improve **Men's health**; links to Oxford Utd Sports and Health programmes on the estates to include health promotion/preventing **teenage conceptions**; smoking cessation in pregnancy and for those at risk of **Cardiovascular Disease**; physical activity and weight management; link to social marketing initiatives for **mental well-being**, reducing stigma and debt counselling.

*Fund referrals to weight management, exercise, health promotion events and materials over 2 years.*

## **2. Physical environment and capital projects (Capital £456k)**

It was agreed that the use of £456k of the capital element of the grant would be discussed in more detail and Steering Groups would identify priorities for capital expenditure.

Potential programmes of work that can benefit from the capital element of this grant include:

- Local plans include development of **physical environment** including District Centre Development in Blackbird Leys, housing developments, school refurbishment and improvements in public realm.
- Community safety initiatives include “**target hardening**” to reduce crime and fear of crime.
- Banbury Youth Bus for preventing youth offending and promoting positive activities
- Local labour schemes on construction projects and development of construction academy
- Public realm and environmental initiatives

### **3. Public involvement, evaluation and research (*Revenue £80k*)**

#### **Plans for investment**

- **Public involvement**, building on current groups and networks, including front line staff, events and communications
- Brookes proposal for innovative community involvement initiatives
- **OCVA maximising engagement of VCS**
- **Evaluation** and developing the Oxfordshire Model, led by Brookes.

### **4. Management and coordination (*Revenue £150k*)**

- **Coordinator** post to be hosted by NHS Oxfordshire and work across both localities.
- Local support / admin function in each district.

### **5. Initiatives to be funded by other partnerships**

- Learning and Skills. It is essential to the success of this work that this work should focus on the same localities
- Economic Partnership. Growth in the wider economy and improved prospects for employment are essential to the success of the current project.
- Self Build initiative for young people at risk of homelessness in Banbury – grant awarded. This will be tied in with local initiatives.
- VCS Grant Pot. Criteria should complement this work in targeting and supporting work in the most deprived localities.
- Environment Partnership bid includes Fuel Poverty work which will be targeted to areas of deprivation.
- Allocations received by individual organisations as reward for targets should also be used to support this work (Police, County Council, Health and Well-Being Partnership, Children's Trust). Decisions on implementing new and additional work should always be aligned to these priority areas.