

LAA Annual Review 2010

Themed Area	Alcohol and the evening economy
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Attendees		
	Melanie Allen	City Centre Management
	Alison Eldam	Derby City Council - Performance
	Heather Greenan	Derby City Council – Performance
	Helen Osler	Derby City Council - Culture
	Rob Salmon	Derby City Council - Planning
	Laura Follows	Derby Community Safety Partnership
	Kerry Hodges	Derby Community Safety Partnership
	Mark Kennell	Derby Community Safety Partnership
	Richard Martin	Derby Community Safety Partnership
	Sonia Rafferty	Derby Community Safety Partnership
	Clare Labram	Derby City Partnership
	Hazel Lymbery	Derby City Partnership
	Steve Battlemuch	Government Office for the East Midlands
	Terry Evans	Government Office for the East Midlands
	Joanne Moore	Government Office for the East Midlands
	Mike Sandys	NHS Derby City
	Dr Hannas Botha	NHS East Midlands

Question 1 – What are the key issues for Derby – are the right people engaged?

Comments	Action
<p>Culture Need to tackle the drinking culture in the city.</p> <p>Current strategy to reduce alcohol harm is rather short term in nature – focused on treatment and night time activity.</p> <p>Hidden nature of alcohol – issues are not just caused by pubs/clubs etc. There are 33,000 binge drinkers in Derby, 30,000 more at risk from alcohol and 5,000 dependent drinkers.</p> <p>Leadership / engagement</p> <p>No clear leader for alcohol agenda due to its cross cutting nature.</p> <p>Limited representation from big players e.g. retail, university (to tap into student market).</p> <p>Limited involvement from wider DCP cities.</p> <p>Analysis of data Need to drill down into the figures. For example, there has been a 23% increase in one cohort due to 70+ hypertensive women, which are included in the definition.</p> <p>There has been better recording of alcohol related admissions due to greater awareness etc. However this would be the case across the country.</p>	<p>Invite retail sector to participate in development of alcohol reduction strategy.</p> <p>Consider specific problem groups within the admissions and develop targeted approaches.</p>

Comments	Action
<p>If target for reducing alcohol admissions are not realistic it might be worth considering what is a realistic target outside of LAA</p> <p>Delivery / joined up working</p> <p>Gap between strategy and delivery – action plans in place but they don't reflect the wider agenda. Also low cost approaches are limited, this agenda requires real investment.</p> <p>Could tap into existing resources e.g. frontline staff in CYP who interact with families on a day to day basis</p> <p>Inspection</p> <p>Alcohol identified as potential red flag under CAA, however it was felt there was sufficient work going on e.g. street pastors etc. However the city needs to demonstrate the agenda is moving on, particularly to focus on prevention and sustainable approaches.</p> <p>Home Office is currently auditing the top 50 risk authorities for assaults, anti-social behaviour perception and alcohol.</p> <p>Derby is one of the nine areas being looked at in the East Midlands. Home Office and GOEM have started mystery shopping – visiting cities on Friday/Saturday nights to see problems on the streets and in hospitals. May identify some good practice which can be shared across the country.</p>	<p>Consider more realistic targets outside of LAA.</p>

Question 2 – What would it take to improve performance?

Comments	Action
<p>Strategy</p> <p>Review alcohol strategy to develop medium and long term objectives and actions. Need to focus on prevention agenda e.g. social marketing campaigns, tackle family issues.</p> <p>Also need to continue with existing strategies on treatment and support.</p> <p>Engage all Derby City Partnership cities in delivery planning.</p> <p>Night time economy strategy in place but not been approved or implemented.</p> <p>Governance</p> <p>Basic governance structure in place but limited cross working – different organisations working in silos etc.</p> <p>Delivery /' Joined up working</p> <p>Make the links between organisations e.g. CAMHS, sexual health etc to help prevent alcohol admissions.</p> <p>Funding</p>	<p>Review alcohol strategy to develop medium and long term objectives and actions</p> <p>Put alcohol as a key issue at the heart of all partnership programmes – use same approach as child poverty.</p> <p>Health agenda needs to be better reflected in Core Strategy and Sustainable Community Strategy.</p> <p>Integrate with Night time economy strategy.</p> <p>Review governance arrangements to reflect wider representation from missing partners and establish clear leadership</p> <p>Raise awareness amongst key service delivery staff of alcohol agenda e.g. children' services, adults services</p> <p>Redesign frontline services to address needs of alcohol strategy</p>

<p>Limited involvement beyond NHS in prevention funding. Still too focused on treatment / outputs etc rather than outcomes in reducing alcohol admissions in the first place.</p> <p>Nationally savings of £25 billion could be made by reducing alcohol admissions within the country – likely to be a significant figure in Derby.</p> <p>Enforcement</p> <p>There has been a recent review of licensing policy but what more can be done to enforce the laws in place.</p> <p>However need to get the balance between marketing the city, generating income and licensing restrictions.</p> <p>Also can more be done to get supermarkets to sell alcohol more responsibly e.g. fewer discount, BOGOF offers and alcohol not sold at front of store etc.</p> <p>The Council could use its power more as a landowner to enforce use of premises etc Riverlights – would need more long term planning to do this.</p>	<p>Total Place – look at alcohol spend across partner agencies and see whether more could be redirected into prevention.</p> <p>More regular briefings for Members of the licensing committee on work being done through the Alcohol Reduction Strategy.</p> <p>Tighter enforcement ‘no tolerance approach’ – more prosecutions? Using police powers e.g. beer gardens, drinking on the streets</p> <p>Review local authority statement on licensing – does it address the health implications of alcohol?</p> <p>Engage with retail sector to influence alcohol promotion.</p>
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Question 3 – 3 ideas

No Cost			
Ideas	Impact	Responsibility	Timescales
<p>Review alcohol strategy to place more emphasis on medium and long term objectives.</p> <p>Engage with key players such as supermarkets, businesses, pubs etc in development of strategy</p> <p>Joint action planning with DCP cities – similar to Child poverty</p> <p>Review governance structures</p>	<p>Move focus from treatment to prevention</p> <p>Improve ownership in the agenda and promote more responsible selling of alcohol</p> <p>Integrated working to reduce silos</p> <p>Establish leadership</p>		
Low Cost			
Ideas	Impact	Responsibility	Timescales
<p>Better enforcement of licensing – prosecutions if required</p> <p>Social marketing campaigns</p> <p>Using celebrities to back no tolerance campaign e.g. Nigel Clough</p> <p>Re-design services to address alcohol issues</p>	<p>Send out positive messages about getting tough on alcohol</p> <p>Raise awareness of dangers of alcohol and change drinking culture.</p> <p>All key services engaged in tackling prevention agenda.</p>		
Off the wall			
Ideas	Impact	Responsibility	Timescales
<p>Fundamentally review funding for alcohol prevention across partners</p>	<p>Support shift from treatment to prevention. Secure greater resources to tackle priority issue.</p>		

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Themed Area	Climate change and waste
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Attendees	Nicky Bartley	DCC – Planning
	Alison Eldam	DCC - Performance
	Heather Greenan	DCC – Performance
	Andy Hills	DCC – Climate Change Unit
	Malcolm Price	DCC
	Dave Slinger	DCC
	John Cadwallader	Derby Cityscape
	Clare Labram	Derby City Partnership
	Hazel Lymbery	Derby City Partnership
	Ed Green	Derbyshire Wildlife Trust
	Steve Tupper	Environment Agency
	Steve Battlemuch	GOEM
	Terry Evans	GOEM
	Robin Hall	GOEM
	Rebecca McIntyre	Groundwork Derbyshire

Question 1 – What are the key issues for Derby – are the right people engaged?

Comments	Action
<p>Climate change is a massive agenda with no real clout from government – need national level input to drive behavioural change.</p> <p>Need to move people out of comfort zone with their perceptions of climate change.</p> <p>Group established looking at added value - an effective draft strategy is being developed.</p> <p>Major Derby employers engaged. – Rolls-Royce, NHS Derby City, Hospital Foundation Trust, Bombardier, College and University but need to engage smaller businesses.</p> <p>Need to join up as city holistically – the agendas are too big for agencies to manage in isolation.</p> <p>How effectively are we joining up climate change agenda in the city? There is only a marginal overlap of discussions at the moment.</p> <p>Within own department municipal waste is responsible for only 18-20% of Co2 emissions – no discussions taking place on other 80%.</p> <p>A lot of work done on NI 188 – Andy involved in regional project around the adaptation agenda</p> <p>Are we getting right messages to all partners on DCP on climate change? Needs to be considered by all groups.</p>	<p>Engage smaller businesses in the climate change agenda.</p> <p>Identify if discussions within groups can be joined up more effectively.</p> <p>Identify how to get climate change on partners agendas,</p>

<p>problems are and what solutions are.</p> <p>NI 188 describes what climate change means for every service within DCC.</p> <p>Derby is well engaged in flood risk discussions. Draft report for this year due. Need to learn from other areas. Further investigation needed into data.</p> <p>Need to move away from fossil fuel and to look at combined heat power – needs corporate approach.</p> <p>Need to look at waste hierarchy – reduce, reuse, recycle.</p>	<p>Investigate flood risk data further.</p>
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Question 3 – 3 ideas

No Cost			
Ideas	Impact	Responsibility	Timescales
Need more senior people engaged– how important is this issue to CEO/ Managing Director? Use high profile champions to promote climate change.			
Low Cost			
Ideas	Impact	Responsibility	Timescales
Have discussions on waste minimisation with the commercial sector. Engage more small businesses – link with Envirowise?			

<p>Need to develop city wide communications plan on climate change.</p> <p>Clear signposting links to neighbourhood boards? May need localised agendas for each community.</p> <p>Housing sector is poorly insulated with low energy efficiency. Introduce a means tested Insulation programme for poorly insulated, inefficient homes. All partners to contribute to fund. Link to Future Jobs Fund and train local people to install.</p> <p>'Your Derby' climate change partnership edition</p> <p>Get reliable information on energy usage to all households.</p> <p>Support small companies with considering their options for waste removal and getting best energy suppliers / tariffs.</p> <p>Need to share best practice more effectively between organisations.</p>			
Off the wall			
Ideas	Impact	Responsibility	Timescales
Close down all City Council car parks in city centre to encourage people to use public transport			

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Themed Area	Narrowing the gap – Key Stage 2 and targeted youth provision
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Attendees		
	Ged Leahy	City Growth
	Hugh Hastie	Connexions
	Paul Davies	Derby City Council
	Alison Eldam	Derby City Council
	David Finn	Derby City Council
	Jacqui Jensen	Derby City Council
	Kevin Murphy	Derby City Council
	Rita Silvester	Derby City Council
	Maris Stratulis	Derby City Council
	Richard Williams	Derby City Council
	Clare Labram	Derby City Partnership
	Hazel Lymbery	Derby City Partnership
	Steve Battlemuch	Government Office for the East Midlands
	Christine Cassell	Government Office for the East Midlands
	Terry Evans	Government Office for the East Midlands

Comments	Action
<p>Need to be clear about the gap that we are trying to narrow so can be specific about the course of action to take and then focus on one or two key things rather than trying to implement all plans to a lesser degree.</p> <p>Authority needs to be more engaging with the voluntary and 3rd sector - not just about schools but communities</p> <p>100% of schools in the city offering extended school services e.g. breakfast or after school clubs</p> <p>Not about the services on offer but how children and parents are engaged in those services – about the targeting and commissioning of services in areas</p> <p>Derby worst performing authority in terms of improvement made year on year compared to statistical neighbours for Key Stage 2 results – Gap still wide between Derby and neighbours</p> <p>There is alot going on but needs to be better connected? Worklessness of parents may equal lower inspiration/aspiration of children</p> <p>Can the role of culture help – positive activities, culture becoming part of the Children and Young People’s commissioning service</p> <p>Universal entitlement for schools is there but not the same for Youth Services</p> <p>Look at Integrated approach around Improvement Partnerships – involvement from wider city groups</p> <p>Community involvement is also required</p>	<p>City Growth action – try to address rising youth unemployment</p> <p>Partnership employment and skills strategy required – needs to link to the education system</p> <p>More out of school academic activities at accessible locations/venues in e.g. school holidays</p>

Comments	Action
<p>Narrowing the gap at the heart of the Enjoy & Achieve outcome group</p> <p>Should each city map what they are doing to narrow the gap?</p> <p>Some of the work already done through the group that's focusing on child poverty however there is an issue of where that piece of work goes next – the findings are being transformed into an action plan/strategy but who leads on it and where does it sit – between City for CYP and City Growth</p> <p>Why are we different to other areas –is there a lack of investment in primary education/schools?</p> <p>If tackle school leadership won't see results straight away, will be long term</p>	<p>Identify what services/people are doing to narrow the gap – what links are there</p> <p>Should a strategy/plan be owned strategically by DCP Management Group?</p>

Question 2 – What would it take to improve performance?

Comments	Action
<ul style="list-style-type: none">• Leadership in schools• Focus on early intervention (integrated process required to support that)• Targeted support <p>TYS provisions needs to be targeted into one or two areas if it's to make a big difference/impact – needs to be a focus on area or groups of children</p> <p>Where there is an environmental deficit/where children are the subject of their environment and circumstances and this is holding them back</p>	<p>Need support/ positive role models – people who have been where children are and have turned their lives around – would need to be a pilot basis</p>

Question 3 – 3 ideas

No Cost			
Ideas	Impact	Responsibility	Timescales

Low Cost			
Ideas	Impact	Responsibility	Timescales
<p>Partnership employment and skills strategy</p> <p>School mentoring/learning from each other similar to National Challenge format/remit</p> <p>Role models/mentoring/positive adult engagement and volunteering</p>	<p>Show children that they can turn things around – their current path doesn't have to be their life path</p>	<p>City Growth</p>	

Off the wall			
Ideas	Impact	Responsibility	Timescales
<p>Services such as those delivered through the Osmaston/Allenton Sure Start Centres e.g. Counselling service where deal with a variety of issues</p>	<p>Positive engagement of parents leads to better links to children and their increased aspirations</p>		