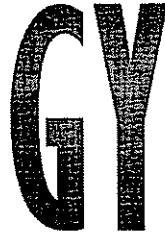


G R E A T Y A R M O U T H



L O C A L S T R A T E G I C P A R T N E R S H I P

Working with the Community

A G E N D A

for the

G R E A T Y A R M O U T H L O C A L S T R A T E G I C P A R T N E R S H I P E X E C U T I V E

18 July 2008

at 10.00 am

in the Norfolk Room, King's Centre, Queen Anne's
Road, Southtown, Great Yarmouth



**LARGER PRINT COPY AVAILABLE
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MEETING OF THE GREAT YARMOUTH LSP EXECUTIVE

**Date: Friday, 18 July 2008
Time: 10.00 am
Venue: The Norfolk Room, King's Centre, Queen
Annes Road, Southtown, Great Yarmouth***

*** Please note the venue**

A G E N D A

DECLARATIONS OF INTEREST

Members should declare interests in any items on the agenda when a decision on it could affect the financial position of himself, a relative or friend. Having declared an interest, the Member should not take part in the discussion of, or voting on, the item if the interest is significant. A "significant" interest is one which a member of the public would consider to be so significant as to prejudice the individual's consideration of the public interest.

1. APOLOGIES FOR ABSENCE

2. MINUTES

To confirm the minutes of the meeting held on 20 June 2008 (copy to follow).

3. MATTERS ARISING

To consider any matters arising from the above minutes.

PRESENTATION

4. COMPREHENSIVE AREA ASSESSMENT UPDATE

Sue Jewkes, the Comprehensive Area Assessment Lead (Norfolk) will give a presentation on the above.

ITEMS FOR DECISION/DISCUSSION

5. LOCAL GOVERNMENT REVIEW

To receive an update in relation to the above.

6. SUSTAINABLE COMMUNITY STRATEGY

To consider the attached report (pages 1-5).

7. NEEDS ANALYSIS – UPDATE

An update on the progress of the Holden McAllister Needs Analysis will be given at the meeting.

8. ITEMS FROM GYP/COMMUNITY PARTNERSHIPS

To consider any items from GYP/Community Partnerships.

9. NORFOLK LOCAL AREA AGREEMENT, TARGETS AND PERFORMANCE MANAGEMENT

To consider the attached report (copy to follow).

10. EMPLOYMENT AND SKILLS WORKING GROUP

(a) Action Plan

To receive an update at the meeting.

(b) Working Neighbourhood Fund

To receive an update in relation to the above.

ITEMS FOR INFORMATION

11. OPPORTUNITIES-GY

To consider the attached report (pages 6-8).

12. NEIGHBOURHOOD MANAGEMENT

The Neighbourhood Manager's report is attached (copy to follow).

13. enterpriseGY

An update relating to the above will follow.

14. FORA UPDATES

Forum Facilitators will report on any activity since the last meeting.

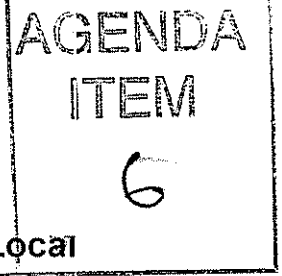
15. DATE AND TIME OF NEXT MEETING

To confirm the date of the next meeting as Friday, 15 August 2008 at 10.00 am.

16. ANY OTHER BUSINESS

To consider any other items of business.

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**Report to the LSP Executive of the Great Yarmouth Local
Strategic Partnership**

18 July 2008

**Arrangements for finalising the Great Yarmouth Sustainable
Community Strategy**

1. Introduction

1.1 Earlier this year the Borough Council employed a consultant (David Stannard) on behalf of the Local Strategic Partnership (LSP) to carry out the detailed work involved in refreshing the Sustainable Community Strategy (SCS). This process included:

- Reviewing progress to date on the delivery of the 2020 Vision.
- Assessing the impact of any policy changes and national developments that had taken place since the production of the previous iteration of the community strategy
- Assembling information about the changing needs of local people and issues facing the area
- Consultation with a wide range of stakeholders and the local community on the objectives to be pursued in the SCS.

1.2 The product of this intensive work was submitted to the Council in May having been discussed and broadly agreed by both the LSP Board and Executive and the various fora and sub groups.

1.3 While recognising the diligence with which David had carried out his brief, it has become apparent that some work still remained to be carried out to ensure:

- compliance with government guidance on sustainable community strategies,
- to meet the requirements of the new Comprehensive Area Assessment to be introduced in 2009 and
- to make it a practical document that would inform the actions of all those agencies involved in the LSP.

1.4 The work needed to finalise the SCS has been carried out by Pam Fox, Interim LGR Adviser to the Council, who has extensive experience of working with LSPs and developing sustainable community strategies.

1.5 This report provides information on the nature of the revision that Pam Fox has been making the draft SCS and puts forward proposals for a process for

making the SCS “fit for purpose”. It also outlines associated work that is being carried out in parallel with the finalisation of the SCS.

2. Reshaping the SCS

2.1 The work that has been carried out by Pam Fox has sought to build David Stannard’s excellent work, rather than to start anew. To make the document more “user friendly” information contained in David’s draft has been précised and detailed information assigned to “technical appendices”. Other changes include:

- Providing additional information on issues where their appeared to be gaps in the draft document (e.g. in relation to housing, social cohesion, young people, etc.).
- Making clear the relationship between the SCS and other relevant plans and strategies, especially the Norfolk Local Area Agreement and the Local Development Framework (which itself may require some further revision following this work).
- Shifting the emphasis of the document to give more attention to “people” issues since it was felt that the content of the document was somewhat skewed towards the physical shaping of Greater Yarmouth as a place. A number of recent external reports have suggested that, to date, comparatively little attention has been given to “people” issues and that a more balanced approach is needed to ensure that local people benefit from the regeneration and economic development of the Borough.
- Representing the aims and objectives set out in the strategy so they clearly reflect feedback from the local community received during the consultation process and the weight of evidence on the needs of local people. In particular, the results of the recent research carried out by Holden McAllister, which presents a very stark picture of increasing inequalities and “generational poverty” are now explicitly built into the document.
- Adding sections previously missing from the draft document. Of particular note is the addition of a Delivery Plan setting out the detailed actions to be carried out to ensure that the aims and objectives set out in the strategy are implemented. The Delivery Plan includes:
 - Specific actions/projects/programmes
 - Timescales, targets and milestones

- Lead and other responsibilities
- Relevant LAA, national and local indicators

2.2 Once these changes have been made, the document will be structured as follows:

Foreword by the Chair of the LSP

Section One: Introduction: What the strategy is and how it relates to other plans and documents.

Section Two: Overview of Great Yarmouth and the issues and challenges it faces.

Section Three: The LSP's long term vision for the future of Great Yarmouth and the outcomes it is seeking to achieve.

Section Four: A review of what has been achieved to date (set out in tabular form).

Section Five: The Sustainable Community Strategy for the next three years (consisting of five key aims and related objectives).

Section Six: A delivery framework mapping the arrangements for delivering the SCS and a detailed Delivery Plan.

2.3 Framed in this way, the SCS should not only be compliant with relevant guidance but be at the "cutting edge" of SCSs.

3. A suggested process for finalising the SCS

3.1 The work outlined above will obviously take a few weeks to complete. It is suggested that the process that should be followed is:

- Incorporating additional information: early July
- Circulation for comment: Late July
- Relevant amendments: August
- Presentation to joint meeting of the LSP Board and the Executive: Early September (a special meeting to be arranged if agreed).
- Final amendments: Mid September
- Endorsed by Great Yarmouth Borough Council September/October 2008
- Submission to Government Office

4. Related work

4.1 The changed emphasis of the SCS will call for some adjustments to be made in the way that the LSP operates. Alongside her work on the SCS Pam Fox has therefore also been carrying out a stocktake of the LSP to identify any relevant changes. The term "stocktake" has been used advisedly to signify that it is not an in depth review of the LSP that is being undertaken since such a review was carried out relatively recently. The aim has been to identify any key changes that are needed to increase the effectiveness of the LSP, to improve its focus on delivery and to equip it to play a leadership role in the event of any changes to local government arrangements in Norfolk resulting from the work of the Boundary Committee (to be announced on the same day that this report is to be considered by the Board).

4.2 Pam's work has taken the form of interviews with a range of people (20 interviews) involved in various aspects of the LSP. It is proposed that the results of her work will be presented to the joint meeting of the Board and the Executive suggested above.

4.3 In addition, Pam Fox has been working with relevant stakeholders to:

- Develop proposals on how neighbourhood management arrangements, which have proved so successful in the central areas of Great Yarmouth, can be rolled out across the Borough and embedded as an integral part of the operation of the LSP. Again it is proposed that these proposals should be brought forward to the suggested joint meeting of the Board and the Executive.
- Develop a Resources Strategy aimed at matching funding to the SCS. This may take some time to achieve, but the aim is to start the process now of identifying how the initiatives, projects and programmes identified in the SCS will be funded from either external funding streams, pooled budgets or by redirecting/aligning resources within relevant agencies. It is proposed that the Resources Strategy should be managed by a cross-agency Resources Group as a sub-group of the Executive.

5. Recommendations

5.1 The Board is asked to consider and discuss the content of this report including:

- The ways in which it is proposed to reshape and strengthen the SCS and the process to be followed to do so.

- The related work that is being carried out to identify possible improvements to the way in which the LSP operates to increase its focus on delivery and to equip it to play a leading role in any changes to local government arrangements in Norfolk.
- The related work on developing proposals for rolling out neighbourhood management across the Borough and making this an integral part of the operation of the LSP.
- The related work of the development of a Resources Strategy and setting up of a Resources Group allied to the Executive.

Jane Ratcliffe
Chair of LSP Executive
July 2008

**Opportunities-GY
Report to the LSP Executive
July 2008**

Introduction

Members will be aware that a proposal to launch a further Careers and Recruitment Fair aimed at 13-19 yr olds has been proposed for October 2008 with an estimated budget of £16500.

Further work to engage the schools and asking them to include this event in their curriculum calendars has been undertaken in the past few weeks.

The Chairman of the LSP wrote to all secondary headteachers in late May outlining the plans, and their respective career's teachers were copied the letter and contacted by telephone. At the same time Trevor Cockburn, NCC Children's Services also contacted the local headteachers via their regular meetings to endorse the event.

Year 11 Careers and Recruitment Event October 2008

Whilst the initial response was slow a meeting held on Friday July 4th 2008 with the East Schools Consortium (which includes the six Yarmouth schools and also Acle and Stalham High Schools) has proved to be particularly supportive. We are confident that at least six local high schools will support an event in October, which they suggest should be aimed at Year 11 students. The proposed date of the event in the week prior to the autumn half term is Tuesday October 21st 2008, and we anticipate that we will be able to confirm a venue by the time of the July Executive meeting.

At the request of the teachers a daytime event is preferred, which means that we can anticipate attendance throughout the day by some 1000 Year 11 students. We are also currently liaising with teachers to collectively approach their various business contacts who regularly support such initiatives. The attached CD video (around 5 minutes) of the March event shows a pleasing level of support for the recruitment element of the Fair from both the private and public sectors, and we are confident of another good exhibitor turnout in October. Capacity building work we are currently undertaking for NCC Youth & Community clearly shows there is a need for such an event for young people. The meeting also explored other ideas for providing help and empowerment to students and their parents by extending the event into focused themed evening sessions. These may be delivered by local decision makers along similar lines to the 'Pathways to Success' events staged in March. Both local Colleges, and also Connexions have expressed support for this event. On this basis a revised outline proposal seeking Working Neighbourhood Funding is attached which includes options for bussing the students to and from the event on a planned timetable.

Year 9 Career Planning Event January 2009

The East Schools' Consortium also requested a further Career Planning event aimed at Year 9 students for January 2009 to enable the students to make informed choices prior to selecting their Key Stage 4 options. The timing is also geared to the introduction of the new Diplomas which will become available for the first time in September 2009. This request, supported by all schools present, is seen as an important step for this age group as a means to raising their expectations and aspirations, something which the Holden McAllister research clearly identified as 1 of 6 key challenges for Great Yarmouth. We anticipate similar attendance figures to the

proposed October event and an outline proposal for this event, in discussion with Enterprise-GY is currently being worked up for Members' future approval.

Job Seekers Event February 2009

Members will recall that a proposal to hold a job seekers 'New Directions' event in early February 2009 has also been suggested, with the timing geared to summer employment opportunities, as well as college and other training provision programmes. Given the above it may be possible to align the two events for organisational purposes and again a proposal is being worked up for Members' future approval.

Ongoing Capacity Building Work

Members will recall that the May LSP Executive approved 12 days capacity building work to bring forward proposals for future career's events. For Member's information to date 5 days work by EAE has been undertaken in bringing the proposals forward.

Recommendations

1. Will the Members approve funding under the Working Neighbourhood Fund to mount a Careers and Recruitment Fair in Great Yarmouth aimed at Year 11 students in October 2008?
2. Will the Members approve in principle the mounting of two further careers events in early 2009 using Working Neighbourhood Funding, subject to a fully costed proposal being presented in early autumn?
3. Will the members re-confirm the 12 days funding to support the ongoing capacity building work in bringing forward the various events outlined above?

Attachments : Event Proposal
Video Film of Opportunities Week 2008

David Stannard
EAE Consultants for Opportunitites - GY

EVENT PROPOSAL

Title: Opportunities-GY Career and Recruitment Fair

Scope:

A major careers and recruitment fair with some 50 exhibitors including public, private and voluntary sector employers, local Colleges, other training providers and guidance organisations from the public and community sectors

1. 50 public, private and voluntary sector exhibitors providing advice and opportunities to 1000 student visitors.
2. A 'Parent Zone' offering empowerment advice and support to 200 parent visitors
3. Five themed Pathways to Success presentations by local decision makers representing sector leaders and aimed at 30 student and parent beneficiaries per presentation.
 - People Focussed Services
 - Technical Services Sector
 - Public Services Sector
 - Creative Industries Sector
 - Construction and Engineering
4. Ancillary events promoting business creation and support mounted by Enterprise-GY aimed at 10–15 Year 11 beneficiaries seeking self employment or employment and on the job training within a family business.

Venue: Great Yarmouth (Marina Centre/Racecourse) tbc

Date: Tuesday October 21st 2008 (Trafalgar Day)

Timings:

Careers & Recruitment Fair: 10:00 -16:00

'Pathways to Success' Themed Presentations 16:00 - 20:00

Intended Beneficiaries: Year 11 students from the Gt Yarmouth area (including Acle and Stalham) and their parents/guardians

Funding Source: Principally Working Neighbourhood Funding with some partnership support by Enterprise-GY, GYBC Economic Development Unit, Connexions, Job Centre Plus, Neighbourhood Management and Voluntary Norfolk.

Indicative Budget :

Career and Recruitment Fair	16500
Pathways to Success Events (x5)	2500
Transport Option (8 schools to and from venue)	3500
Total 22500