

## Service Plan Template - March 2010 to March 2011

### Social Care & Wellbeing Directorate - Safer Stronger Communities Division

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| <b>Priorities for the Service</b> | <p><b>1. Address the needs of and risks faced by Vulnerable Victims</b></p> <p><b>WHY</b></p> <ul style="list-style-type: none"> <li>To <b>secure the improved wellbeing and</b> health of some of the most vulnerable members of our communities and ensure that they key needs such as employment, training and settled accommodation.</li> <li>To provide <b>clear pathway for vulnerable victims</b> to; ensure they do not remain exposed to risk and potential for repeat victimisation.</li> <li>Improve cohesion &amp; <b>satisfaction within the community</b> by enabling all members of our community to participate and engage without fear.</li> <li>To provide <b>seamless &amp; effective needs based services</b> to reduce the economic and social cost on Sefton and the services of the Council.</li> </ul> | <b>Why are they priorities?</b> | <ul style="list-style-type: none"> <li>Comprehensive Area Assessment (CAA)</li> <li>Hate Crime Guidance</li> <li>Domestic &amp; Sexual Violence</li> <li>Joint Strategic Needs Assessment (JSNA)</li> <li>SSCP Partnership Plan</li> <li>Crime and Disorder Act 1998 (as amended by Anti-terrorism, Crime &amp; Security Act 2001)</li> <li>Racial and Religious Hatred Act 2006</li> <li>Criminal Justice and Immigration Act 2008</li> <li>Indicators (Public Service Agreement (PSA) 16, 23, 14, 25</li> </ul> <p>Assessment of Police and Community Safety (APACS)</p> |
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| <b>Which Priority does it link to?</b> | <b>What are the main actions which will impact on this priority for 2010-2011</b>  | <b>Is it resourced?</b> | <b>Deadline</b> | <b>What are the outcomes of doing the action? Any related measures for the outcome and how we're doing at the moment</b>   |
|--|--|-------------------------|-----------------|--|
| 1.                                     | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to the <b>Hate Crime Strategy</b>                 | No, from April 2010     | March 2011      | <p><b>Outcome:</b> The provision of seamless customer focussed services which will empower the victim to design their own safety or recovery plan through a personalised approach, increase the confidence in services by vulnerable victims and reduce repeat victimisation by identifying and reducing associated risk</p> <p><b>Measures:</b> PSA 21, NI 1, 2</p> <p><b>Current:</b> Services work well, however victim awareness of 'what's on offer' is limited as is the wider definition/understanding of hate crime which means victims do not become 'supported witnesses'.</p>                               |
| 1.                                     | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to <b>Domestic &amp; Sexual Violence Strategy</b> | Yes                     | March 2011      | <p><b>Outcome:</b> The provision of seamless customer focussed services which, empower the victim to design their own safety or recovery plan through a personalised approach, increase the confidence in services and reduce repeat victimisation by identifying and reducing associated risk</p> <p><b>Measures:</b> PSA 23, NI 26, 32, 34, 141,142</p> <p><b>Current:</b> Services work well however, services that address risk do not/are not those that would address clients 'needs'. As such, outcomes that are sustainable are not always achieved leaving clients/service users vulnerable to 'relapse'.</p> |

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| 1                                      | Develop a <b>Victims Charter</b> and Victims Champions  | Yes (external, time limited funding) | March 2011      | <b>Outcome:</b> Improve quality of life and health of vulnerable victims and their families through tailored support. Increase confidence and satisfaction with the Council<br><b>Measures:</b> PSA 23, NI, 17, 21, 32<br><b>Current:</b> Services are available, but client/customer awareness is limited and thus inhibits vulnerable victims coming forward to get help from services.   |
| 1                                      | Lead and manage a multi agency project board to investigate feasibility and develop a project plan for the establishment of a <b>Vulnerable Victims (Family Justice) Centre</b> | Yes                                  | Oct 2011        | <b>Outcome:</b> A one-stop-shop approach that provides holistic wrap around services which work together to: - <ul style="list-style-type: none"> <li>• To identify the 'personalised' needs &amp; reduce the risks to victims &amp; their families of violence and abuse and significantly increase life chances</li> <li>• To meet the stated needs of our service users by the implementation of collaborative service delivery across all key partners.</li> <li>• Produce efficiency uplifts that enable the Council to deliver successful outcomes that will narrow the justice gap.</li> </ul> <b>Measures:</b> PSA 23 & NI, 17, 21, 32<br><b>Current:</b> There is no 'one front door' that vulnerable victims can step through to receive a 'wrap round' and personalised service to address the full range of risks/needs to achieve a sustainable outcome. |
| 1                                      | To <b>work with the third sector</b> to design and deliver services that support <b>the needs of most vulnerable victims and communities</b>                                    | Yes                                  | March 2011      | <b>Outcome:</b> Ensure that the sector provides relevant and required support services which match customer need and address risk. Promote and achieve a thriving third sector.<br><b>Measures:</b> PSA 23 & NI 7, 6, 32, 21<br><b>Current:</b> There is an excellent 3 <sup>rd</sup> Sector offer in Sefton for vulnerable clients, but the awareness of the services/offer within the mainstream services is 'invested in personalities not process. To improve outcomes for vulnerable victims means closer and clear working practices to be developed.   |
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| <b>Priorities for the Service</b> | <p><b>2. Address the reasons why people become and remain offenders</b></p> <p><b>WHY</b></p> <ul style="list-style-type: none"> <li>• <b>10% of active offenders are responsible for half of all crime</b></li> <li>• 2.5% of every generation get caught in a lifetimes disadvantage</li> <li>• 160,000 children have a parent in prison (<i>National Estimate</i>)</li> <li>• <b>Parental Involvement</b> in criminal activity is the critical ‘family based risk’ that predicts poor social and educational outcomes for children &amp; one that predicts intergenerational offending</li> <li>• <b>Employment</b> can reduce the risk of repeat offending by between 30-50%</li> <li>• Suitable <b>accommodation</b> can reduce the risk of offending by up to 20%</li> </ul> | <b>Why are they Priorities?</b> | <ul style="list-style-type: none"> <li>• CAA</li> <li>• Policing Crime Act 2009</li> <li>• The Equality Bill 2009</li> <li>• LAA</li> <li>• Indicators - PSA 8,11,12,12, 14,16, 23,25 &amp; NI 22,28,29,69,72,73,74, 87,110,111,115,117,118,143,144, 151152,153.</li> <li>• APACS</li> </ul> |
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| <b>Which Priority does it link to?</b> | <b>What are the main actions which will impact on this priority for 2010-2011</b>  | <b>Is it resourced?</b> | <b>Deadline</b> | <b>What are the outcomes of doing the action? Any related measures for the outcome and how we’re doing at the moment</b>  |
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| 2                                      | <b>The development of a children and families ‘centred’ pathway to prevent the risk of intergenerational offending</b> by identifying the families and children of offenders at risk of poor social outcomes | Yes                     | March 2011      | <p><b>Outcome:</b> A sustained reduction in families and children experiencing multiple risks of intergenerational inequality which is strongly correlated with early onset anti-social and offending behaviour and entry into the youth justice system.</p> <p><b>Measures:</b> NI 22,28,69,72,73,74,87,110,111,115,117,118.</p> <p><b>Current:</b> No consistent ‘<i>whole service</i>’ approach in place, services often centre on the distinctions between children and adults rather than a think family approach. Outcomes are not in many cases sustainable</p>                          |
| 2                                      | As part of the new Integrated Offender Management duty to develop <b>clear personalised and supported pathways around offenders health, training, employment and housing</b>                                 | Yes                     | March 2011      | <p><b>Outcome:</b> Reduce the reconviction rate of the 1070 offenders in probation supervision in Sefton. At present the predicted re-offending rate (medium-high risk) is estimated at 62%.</p> <p><b>Measures:</b> NI 143, 144, 151, 152, 153.</p> <p><b>Current:</b> The defined pathways that reduce offending are proven but within Sefton are not always joined up to address the needs of the offender and family. Offender worklessness, alcohol use and accommodation are known risks associated with offending in Sefton (especially worklessness where Sefton are below target )</p> |

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| 2                                      | Fully implement the <b>personalisation Drug System Change pilot</b> programme within the DAT  | Yes                     | March 2012      | <b>Outcome:</b> A customerisation agenda which will reduce the offending lifestyle of a significant cohort of offenders in Sefton whose alcohol/drug use is a contributory factor in their offending behaviour<br><b>Measures:</b> PSA 25 & NI 38, 40, 42, 143, 144, 152, 153.<br><b>Current:</b> Approx 500 offenders in Sefton had alcohol/drugs as one of the risks associated with their continued offending behaviour. The prioritisation of offenders with alcohol dependency is not as well financed /developed and at present is a gap in service provision.  |
| 2                                      | Develop a mechanism for the <b>sharing of information</b> about offenders to identify children and families at risk of poor outcomes so services can apply a <b>'think family'</b> intervention (Development of an Integrated Offender Management IOM Database) | No                      | March 2011      | <b>Outcome:</b> More personalised, effective, efficient and impactful services due to better risk assessment leading to early intervention and the prevention of <i>crisis management</i><br><b>Measure:</b> process improvement<br><b>Current:</b> Much of this personalised data exists in data silo's where the analysis of risk for the service is good, but the understanding of the wider need for the client, (offender, children and family) is fragmented and as such poor. Crisis Management is more expensive than prevention.   |
| 2                                      | <b>Develop the SIA to include Offender Data</b> (clear protocols on sharing information from different partners such as Health, Education, Worklessness, Probation, and Youth Offending gives agencies a better understanding of risk and need,                 | Yes                     | May 2011        | <b>Outcome:</b> Allow partners to better understand the patterns and risks associated with re-offending across Sefton allowing for better co-ordination of local services. This is a statutory requirement that adds this additional analytical responsibility in the construction of the SIA.<br><b>Measure:</b> process improvement<br><b>Current Position:</b> The interconnection and impact of risk factors is not wholly understood across agencies, and as such whilst service outputs are good, customer / client outcomes are often not sustained resulting in increased costs to public services. |
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| <b>Priorities for the Service</b> | <p><b>3. Prevent Young People from engaging in Anti-Social and Criminal Behaviour &amp; steer them on to the 'path to success.'</b></p> <p><b>WHY</b></p> <ul style="list-style-type: none"> <li>To promote the <b>Wellbeing of our young people</b> and ensure they are actively involved and are seen to contribute to the success of their local communities.</li> <li>ASB is a <b>predictive risk of criminality</b> in the future.</li> <li>Levels of <b>ASB is one of the most critical factors associated with our communities 'satisfaction'</b> with their area as a place to live &amp; invest.</li> </ul> | <b>Why are they priorities?</b> | <ul style="list-style-type: none"> <li>CAA (Red Flag)</li> <li>Core Evidence Base</li> <li>Crime &amp; Disorder Act 1998</li> <li>LAA</li> <li>Safe Stronger Communities Strategic Intelligence Assessment (borough &amp; local area)</li> <li>Children &amp; Young People Plan (ECM)</li> <li>Safer Stronger Communities Partnership Plan</li> <li>JSNA</li> <li>Public Perception - SSCP Insight Tracker Survey</li> <li>National Youth Crime Strategy</li> <li>Youth Alcohol Action Plan</li> <li>TSNW – Alcohol Profile</li> <li>Indicators –PSA 12,14,23,25 &amp; NI17,110,111,115, 22,21,5,24,27,5,45.46.</li> <li>APACS</li> </ul> |
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| 3                                      | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to <b>ASB Strategy</b>                             | Yes                     | March 2011      | <b>Outcome:</b> To ensure that strategy and policy are complementary and provide young people with a seamless service tailored to their need.<br><b>Measures:</b> PSA 23, 25 & NI 17, 110, 111,115 & tracker survey<br><b>Current:</b> Perceptions of ASB remain a 'priority' issue for communities who continue to identify ASB as the main reason behind overall dis/satisfaction with the place they live. |
| 3                                      | Work with agencies to support a programme of open access and <b>targeted prevention and support for young people</b> at risk of engaging in ASB | Yes (fragmented)        | March 2011      | <b>Outcome:</b> increase the number of young people in positive activities to divert them from ASB and crime and steer them on the path to success<br><b>Measures:</b> PSA 12, 23 & NI 17, 110, 111,115<br><b>Current:</b> Excellent Leisure, Youth, 3 <sup>rd</sup> Sector offer however this 'offer' needs to be sustained as it has a proven track record of reducing perceptions & prevalence of ASB.     |

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| 3                                      | To work with the Childrens Trust & SSCP to deliver against the <b>Youth Crime agenda, review services &amp; prevent youth offending &amp; reoffending.</b>   | Yes                           | March 2011                | <b>Outcome:</b> Promotion of the Wellbeing of our young people. Increasing the number of young people who contribute to the success of their local communities. Reduction in the number of first time entrants into the youth justice system<br><b>Measures:</b> PSA 12,23,25 & NI 17, 110, 111,115,45,46<br><b>Current:</b> Services deliver well, some good integration but there remains fragmentation that reduces the overall benefit services should bring to the most vulnerable communities, families & victims.                   |
| 3                                      | To develop with the multi agency alcohol crime sub group measures to prevent and <b>address the harm of alcohol</b> related ASB to young people and communities  | Yes (fragmented & external)   | September 2010 – ongoing. | <b>Outcome:</b> Reducing the number of young people involved in underage drinking and substance misuse. Reduction in the number of first time entrants into the youth justice system. Reduce the perceptions of Anti Social behaviour<br><b>Measures:</b> PSA 23, 25 & NI 21, 17, 22, 24, 41 & tracker survey<br><b>Current:</b> Alcohol interventions (prevent, enforce, engage) are delivering well however perceptions of underage drinking remain a top priority & feed perceptions of ASB and negativity in relation to young people. |
| 3                                      | To strengthen and develop our work with 'client centred services that meet the needs & risks caused by the <b>most vulnerable young people at risk of offending, and their families</b> , through family intervention programmes | Yes (Government time limited) | March 2011                | <b>Outcome:</b> Reduction in the number of first time entrants into the youth justice system. Reducing the number of young people involved in underage drinking and substance misuse. Reduce the perceptions of Anti Social behaviour.<br><b>Measures:</b> PSA 12, 23 & NI 22, 110, 111, 115, 17, 21, 5, 24, 27. 45,46.<br><b>Current:</b> Existing services tend to focus on young people or adults but NOT family. As such services can be fragmented which means there is no sustainable outcome.                                       |
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| <b>Priorities for the Service</b> | <p><b>4. Tackle crime and disorder issues that matter most to local communities</b></p> <p><b>WHY</b></p> <ul style="list-style-type: none"> <li>• <b>Community &amp; customer concerns must be at the heart of service design</b> and delivery to ensure community confidence, satisfaction and sustainability.</li> <li>• <b>Crime is the single most important factor</b> in determining how 'satisfied' people are with their neighbourhood as a place to live.</li> <li>• <b>Disorder is a fundamental risk to community well-being</b> as anti-social behaviour is one of the most important things people consider when moving in to, remaining and investing in a community.</li> <li>• A one size fits all approach to managing crime and disorder in Sefton is not appropriate and suggests we don't know, understand or meet our communities needs.</li> </ul> | <b>Why are they priorities?</b> | <ul style="list-style-type: none"> <li>• CAA</li> <li>• Core Evidence Base</li> <li>• JSNA (safe places)</li> <li>• Police &amp; Justice Act 2006</li> <li>• Safer &amp; Confident Neighbourhoods Strategy (National)</li> <li>• SSCP SIA</li> <li>• SSCP Partnership Plan</li> <li>• Local Area Agreement</li> <li>• SSCP Insight Tracker Survey</li> <li>• Hallmarks of Effective Partnership</li> <li>• Indicators - PSA 14,16,21,23, 24, 25 &amp; NI 21,17, 5,18,24,27, 20,19, 110,111,115,15,16</li> <li>• APACS</li> </ul> |
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| 4                                      | We will identify and address the community concerns that affect our communities the most through the development of local area committee area SIA, that include reliable community insight & do NOT rely exclusively on 'data' from services. | Yes (through time limited Safer & Stronger Communities Partnership funding) | June 2010 - ongoing | <p><b>Outcome:</b> The most efficient, impactful use of resources that will reduce crime and disorder issues that matter most to local communities and residents.</p> <p>Provide a platform and the business case for the council to co-ordinate, plan and deploy services with partners, to address local community safety issues.</p> <p>Greater engagement, inclusion of communities in the decision-making processes of the council, &amp; greater accountability of services.</p> <p><b>Measures:</b> NI 21, 17, 5. &amp; Tracker Survey</p> <p><b>Current:</b> The current SIA approach has proven to facilitate the delivery of effective, impactful and efficient partner services and evidence how the council discharges its S17 Crime &amp; Disorder Act responsibilities.</p> |

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|--|---|--|-----------------|--|
| 4                                      | Co-ordinate the <b>Community Safety Area Partnerships (CSAPs)</b> and ensure alignment with 'emerging' Neighbourhood management frameworks. | Yes                                    | March 2011      | <b>Outcome:</b> Reduce crime and disorder issues that matter most too local communities within the broader Neighbourhood management model. Improve local accessibility and accountability by bringing together local services and agencies in a more responsive 'local' partnership. Greater engagement and participation of communities in the decision-making processes of the Council.<br><b>Measures:</b> NI 21 & Tracker Survey<br><b>Current:</b> The CSAP's specifically allow the local delivery & co-ordination of services to specifically address the communities stated and specific concerns of crime, disorder, drug use, anti social behaviour & offending behaviour. |
| 4                                      | To lead and co-ordinate the National <b>Justice Seen Justice Done</b> Agenda within Sefton  | Yes (Home Office time limited funding) | March 2011      | <b>Outcome:</b> Increase public confidence in the local criminal justice service and local criminal justice agencies.<br><b>Measures:</b> PSA 24 (offenders brought to justice)<br><b>Current:</b> The Community Safety section lead through Home Office funding the delivery & coordination of this agenda with HMCS / Probation  |
| 4                                      | Interface to <b>Community Payback scheme to ensure alignment</b> with local concerns identified in the local SIA                            | Yes (SSCP funded)                      | March 2011      | <b>Outcome:</b> Increase public confidence in the local criminal justice service and local criminal justice agencies.<br><b>Measures:</b> PSA 24 (offenders brought to justice)<br><b>Current:</b> The Community Safety section lead & coordinate with HMCS / Probation and the Local Criminal Justice Board the delivery & communication of the 'justice seen justice done' agenda in Sefton.   |



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| <b>Priorities for the Service</b> | <p><b>5. To promote and embed a corporate responsibility and understanding of Social Cohesion</b></p> <p><u>WHY</u></p> <ul style="list-style-type: none"> <li>To <b>promote the socio economic wellbeing</b> and empowerment of individuals and our communities and improve quality of life.</li> <li>To <b>encourage engagement and participation</b> to ensure our communities can shape and influence what we deliver and increase satisfaction and belonging.</li> <li>To tackle the most <b>deep rooted inequalities</b> and address the risks to the cohesion of our communities.</li> </ul> | <b>Why are they priorities?</b> | <ul style="list-style-type: none"> <li>CAA</li> <li>Core Evidence Base</li> <li>Hate Crime Guidance</li> <li>Local Government Act 2000</li> <li>Education &amp; Inspections Act 2006 (Ofsted)</li> <li>LAA</li> <li>Place Survey</li> <li>Safer Stronger Communities Partnership Plan</li> <li>Hallmarks of Effective Partnership</li> <li>Public Perception - SSCP Tracker Survey</li> <li>PREVENT strategy</li> <li>Indicators - PSA 21, 26 &amp; NI 5,7,35,36</li> </ul> |
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| 5                                      | Create a common and <b>agreed understanding of a stronger definition</b> for Sefton Council and undertake a ' <b>stronger</b> ' <b>audit</b> ' across the Council.    | Yes                     | August 2010     | <b>Outcome:</b> Defined & shared understanding of agenda and current position on delivery of the same. Ability to clearly demonstrate an understanding as to the currency it adds to local community cohesion.<br><b>Measures:</b> NI 1,5 & balanced scorecard<br><b>Current:</b> 'Variable' understanding as to how the Council is delivering its services corporately & adds value to the sense of stronger communities.          |
| 5                                      | Development of a <b>Stronger Agenda 'toolkit'</b> to embed understanding and delivery through Sefton Council Directorates and for Members as local community leaders. | Minimum funding of £14k | October 2010    | <b>Outcome:</b> Systematic & structured evidence base as to the way the Council is fulfilling its wellbeing duty. Increased percentage of people who feel that they belong to their neighbourhood.<br><b>Measures:</b> NI 1,5 & process improvement<br><b>Current:</b> No consistent understanding / audit of service contribution which means CAA evidence is incomplete & does not reflect real value Council brings to cohesion. |
| 5                                      | Create a ' <b>Stronger</b> ' <b>Champions Group</b> for Sefton Council to promote understanding, raise public awareness and provide reassurance.                      | Yes                     | August 2010     | <b>Outcome:</b> Provision of strong leadership & engagement. Ability for information to be easily disseminated / outcomes tracked & evidence / performance measured.<br><b>Measures:</b> NI 1,5 & process improvement<br><b>Current:</b> No consistent understanding of service contribution which means CAA evidence is incomplete & does not reflect real value Council services bring to cohesion agenda.                        |

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| 5                                      | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to <b>Community Cohesion Strategy</b>                | Minimum funding of £14k – as above | March 2010 - ongoing | <b>Outcome:</b> Increased percentage of people who believe people from different backgrounds get on well together in their local area, Increased percentage of people who feel that they can influence decisions in their locality, and increased percentage of people who feel that they belong to their neighbourhood.<br><b>Measures:</b> PSA 21, 23, 26 & NI 1, 2, 3, 5, 7, 35, 36 & tracker survey<br><b>Current:</b> Current strategy provides solid basis & requires further analytical depth/ evidence as to how we address inequality & promote cohesion. |
| 5                                      | Work with and <b>support schools</b> to deliver their duty in relation to social cohesion.  | No                                 | March 2010 - ongoing | <b>Outcome:</b> Increased resilience within communities to violent extremism and increased wellbeing of our young people.<br><b>Measures:</b> Ofsted<br><b>Current:</b> <b>Schools have a duty under the</b> Education & Inspections Act 2006 to address social cohesion and this is inspected by Ofsted. This work is not consistent across establishments.   |
| 5                                      | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to <b>Hate Crime</b> .                               | No                                 | March 2010 - ongoing | <b>Outcome:</b> The Provision of seamless customer focussed services which empower the victim to design their own safety or recovery plan through a personalised approach, increase the confidence in services and reduce repeat victimisation by identifying and reducing associated risk.<br><b>Measures:</b> PSA 21, NI 1, NI 2, 35, 36   |
| 5                                      | Lead, develop, implement, co-ordinate and review strategy, policy and frameworks in relation to the CONTEST framework and <b>PREVENT Strategy</b> | No                                 | March 2010 - ongoing | <b>Outcome:</b> Ensure the Council can evidence its work and embed features of this agenda within the council & its partners. Increased resilience within communities to violent extremism and increased percentage of people who feel that they belong to their neighbourhood.<br><b>Measures:</b> PSA 21, 26 & NI 1, 2, 4, 35,36<br><b>Current:</b> Activity is on going but audit/systematic approach to its evaluation/performance is fragmented.  |
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| <b>Priorities for the Service</b> | <p><b>6. Keep our communities informed, to build public confidence &amp; create reassurance</b></p> <p><b>WHY</b></p> <ul style="list-style-type: none"> <li>• Good quality local information and communication are known to <b>improve the satisfaction of local residents</b> that public services are responsive, accountable and are dealing with their local problems. (IPOS MORI source)</li> <li>• Only 41% residents in Sefton feel <b>well informed</b> about what the council/police do to tackle ASB (<i>the biggest overall factor associated with residential dissatisfaction*</i>)</li> <li>• <b>Only 22% of residents</b> in Sefton feel they <b>can influence local decisions*</b></li> <li>• <b>Civic participation</b> in Sefton is <b>only 10.8%</b> (Place Survey)</li> </ul> | <b>Why are they priorities?</b> | <ul style="list-style-type: none"> <li>• CAA</li> <li>• Core Evidence Base</li> <li>• Civil Contingencies Act 2004</li> <li>• Safe &amp; Confident Neighbourhoods Strategy (National)</li> <li>• LAA</li> <li>• SSCP Partnership Plan</li> <li>• Public Perception - SSCP Insight Tracker Survey</li> <li>• Indicators - PSA 23,25,24,21,26 &amp; NI 5, 17, 21, 27,22,42, 37, 4,22, 23, 24,2,1,41,42</li> <li>• APACS</li> </ul> |
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| <b>Which Priority does it link to?</b> | <b>What are the main actions which will impact on this priority for 2010-2011</b>   | <b>Is it resourced?</b> | <b>Deadline</b> | <b>What are the outcomes of doing the action? Any related measures for the outcome and how we're doing at the moment</b>   |
|--|---|-------------------------|-----------------|--|
| 6                                      | <b>Development of Victims &amp; Witness Charters and directories</b> in the development of community safety services (eg. Victims Charter, ASB directory etc) to ensure that Services and Standards empower local residents to <b>have greater local awareness of what the council does</b> with its partners | Yes (limited)           | March 2011      | <b>Outcomes:</b> Improved satisfaction as local communities have and know what to expect from local services so they can hold them accountable.<br><b>Measures:</b> NI 21,22,24,41,42 & tracker survey<br><b>Current:</b> Service standards developed/distributed that use methods/structures that are not maximising impact and message and often not planned/coordinated using best practice/marketing methodology & therefore are not efficient, effective & impactful. |
| 6                                      | <b>Implement the Civil contingencies Act (Warn and Inform)</b>  | Yes (limited)           | March 2011      | <b>Outcomes:</b> Better awareness/confidence in what to do and the role/actions and the preparedness of the council to make residents safe in the event of an emergency.<br><b>Measures:</b> NI 36<br><b>Current:</b> Assessed in the LAA (Place Survey) the overall awareness of residents is very low (only 12% aware of any arrangements) significantly lower than the total met/England average  |

| <b>Which Priority does it link to?</b> | <b>What are the main actions which will impact on this priority for 2010-2011</b>   | <b>Is it resourced?</b> | <b>Deadline</b> | <b>What are the outcomes of doing the action? Any related measures for the outcome and how we're doing at the moment</b>   |
|--|---|-------------------------|-----------------|--|
| 6                                      | <p><b>Further develop website to provide:</b></p> <ul style="list-style-type: none"> <li>• Regular information about local action to address local community safety concerns</li> <li>• Straight facts on local changes in patterns/ crimes</li> <li>• Increasing communication choice of local residents</li> </ul>                      | Yes                     | March 2011      | <p><b>Outcomes:</b> More responsive/reactive in keeping local residents informed about how the council and its partners address local concerns that drive dissatisfaction with services'</p> <p><b>Measures:</b> NI 17, NI 21, NI5 &amp; tracker survey</p> <p><b>Current:</b> Web-site has been developed however its platform needs to be further developed to maximise its potential in informing Sefton residents about the work of the council and its partners in addressing local community safety concerns (Sefton has at its lowest estimate 50% home-user internet access &amp; highest is 90%)</p>  |
| 5                                      | <p><b>Design and distribute targeted information to increase Public Confidence using;</b></p> <ul style="list-style-type: none"> <li>• ACORN segmentation</li> <li>• Tracking Survey data on perceptions</li> <li>• Local focus/ community design groups</li> <li>• Local information designed by consumers of the information</li> </ul> | Yes (limited)           | March 2011      | <p><b>Outcomes:</b> Increase satisfaction with how the Council &amp; its partners are addressing local concerns. Social marketing model will ensure a more efficient, effective and impactful use of resources to communicate and build resident satisfaction with council/partner services evidenced in the place survey/CAA.</p> <p><b>Measures:</b> NI 17, NI 21, NI5 &amp; tracker survey</p> <p><b>Current:</b> Model established based on ACORN/ tracking survey data shown to be impactful, funding to develop this approach is limiting further development of a model that is known to work @improving resident awareness (e.g. LAA with reward target)</p> |
| 5                                      | <p><b>Promote and Publicise the outcomes of Community Payback Actions to ensure:</b></p> <ul style="list-style-type: none"> <li>• Engagement in the justice seen justice done agenda</li> <li>• Resident involvement in Community Payback program</li> <li>• A criminal justice service where offenders are seen to 'payback'</li> </ul>  | Yes (limited)           | March 2011      | <p><b>Outcomes:</b> Local residents have a greater say/influence in local decisions in how offenders payback for their crimes so as to improve overall community satisfaction/confidence that offenders and crime is being addressed</p> <p>Increase public confidence in the local criminal justice service and local criminal justice agencies.</p> <p><b>Measures:</b> PSA 24</p> <p><b>Current:</b> Funding constraints limit the regular and optimum frequency of information to improve resident satisfaction</p>  |