

Partnership Matters

June 2009



Active Derbyshire

Active Derbyshire is a countywide campaign with the aim of encouraging more people to be physically active. It provides people with the information they need to become more active, help to stay motivated and maintain their involvement. The campaign is being led by the Active Derbyshire Partnership, and involves a number of partners including, Derbyshire Sport, Derbyshire County PCT, Derbyshire County Council, District/ Borough Councils, The Peak District National Park and GOEM. It is one of the tools that will be used to deliver activities in support of the LAA target NI8 – Adult Participation in Support.



Why Active Derbyshire?

- Only 21% of people in Derbyshire do enough physical activity to benefit their health
- Taking part in just 30 minutes of activity 5 times a week improves health and is also fun!
- Active Derbyshire will provide the information needed to help increase activity levels amongst adults
- It will help to motivate, provides information about where and what sporting activities there are available.

Active Derbyshire is currently being promoted through its website www.activederbyshire.co.uk. The website provides a range of information about how much activity people should do to benefit their health and a database which includes an array of sporting and leisure activities available across the county. There is something for everyone, from details of local village hall yoga classes, walking for health groups, Jog Derbyshire groups, and classes at local leisure centres to mass participation events such as Race for

Life. Active Derbyshire aims to become the one stop shop for sporting and leisure opportunities available in the county. The website also includes a tool where individuals can log in to a personal diary page and keep a record of their activity, monitor their weight and set goals.

Derbyshire Sport is the lead organisation for the campaign and is working to promote the facility and encourage organisations to register their activities. To help make Active Derbyshire a success, organisations large and small are asked to register their activities on the website. The logo is available for use and is being promoted through a range of media across the county. The logo will also be used to brand joint events and activities where appropriate. For example, there have been positive meetings with Derbyshire County Council's Countryside Service and Library Service and Derbyshire Sport looking at ways of promoting the benefits of physical activity and promoting their services on the Active Derbyshire website. Derbyshire County PCT Health and Promotion team have also agreed to promote the website and use the logo.

Members of Derbyshire Partnership Forum can support the campaign and impact on the LAA NI8 target by promoting the website and logo to employees, service users, customers and partners.



Partnership Matters



Message from the Chairman



The last couple of weeks have been a whirlwind of activity meeting with officers and partners alike. Being the new Chairman of the Derbyshire Partnership Forum is an exciting part of my new role. The Partnership seeks to promote ways of working together to achieve improvements in the lives of Derbyshire people and I am eager to lead this in the coming years.

Together we can create strong communities in Derbyshire. The review of the partnership will help us to look more closely at what we are good at and where we could do better. It is important we get this right as there will be issues where we could all do more to improve people's lives. By working in partnership and promoting local democracy we can make the task easier.

Cllr Andrew Lewer - Leader of Derbyshire County Council

Family Reading Matters!

The Derbyshire Partnership is one of the four regions to take part in a DCSF funded national pilot to encourage families to develop a family reading culture. The pilot, led by the National Literacy Trust, seeks to encourage all parents to develop more reading in the home but will focus particularly on disadvantaged families. Children who find reading difficult fall behind their peers at school and the life consequences may be devastating. Statistics show that these children are likely to lead lives associated with crime, unemployment, low incomes, poor housing and relationship breakdown. Research also shows that parents' attitude to reading is key determiner of their children's reading attitude. In short, families who don't read increase the risk of low achievement for their children.

In Derbyshire, Read On Write Away! (ROWA!) our own literacy initiative, is leading the partnership and has a Steering Group which includes the PCT, Community Safety and representatives of District Councils. Martin Molloy, the Family Reading Matters Champion is keen to see all staff and volunteers who work with families become better able to encourage family reading. Measures and indicators will be developed to track and monitor outcomes. We will keep you posted about the FRM pilot in this newsletter, or, follow the links on www.rowa.org.uk.

For more information please contact the FRM Coordinator, Angela Packwood by e-mailing angela.packwood@derbyshire.gov.uk.



Economic Downturn

Back in December 2008 the Forum agreed to support an 11 point plan to respond to the economic downturn. Since then the plan has expanded and includes action points that organisations can take forward individually or in partnership to help businesses and individuals during the credit crunch.

- **Credit Crunch publication** – publish guide on help available to individuals, families, businesses throughout the county for distribution to all 330,000 households. This was done in early April 2009
- **Source Derbyshire** – renewed publicity campaign of DCC's award winning buy local website to get more small/local companies to advertise purchasing requirements
- **Support Local Traders** – town based competition supported by Chamber of Commerce/Chambers of Trade to encourage local purchasing
- **Buy Local** – organise widespread buy local promotional campaign
- **B-line/Gold Card** – renewed publicity for local discount schemes - that involve 2,500 local traders
- **Trusted Trader** – waive the £50 registration fee to scheme in 2009/10 to encourage more local businesses to join/be promoted
- **Invoice Payments** – all partners commit to paying as quickly as possible (target 10 days) and responding to acute cases
- **Major Suppliers/Sub-Contractors** – working with them to pay invoices quickly /buy local
- **Tendering Review** – review of tendering practices/procedures so that they are more accessible to local businesses
- **Chamber of Commerce networking** – support for town based business networking events to share problems, issues and business opportunities
- **Council Tax** – all precepting bodies to commit to keeping council tax increases for 2009/10 to a minimum
- **Business Rates** – call for cut in business rate increase for 2009/10 which will be 5% based on September 2008 RPI
- **Business unit rental** – waive all rental increases in DCC business units in 2009/10
- **Business Rates** – campaign to ensure all small businesses claim small business rate relief
- **'Quids In' Campaign** – renew highly successful targeted welfare benefits campaign, which last time brought in £12 million of extra benefits for local people. All 333,000 households will be targeted
- **Cut Electric Costs** – loan out 120 electric consumption meters to small local businesses
- **Debt Counselling** – promote county-wide debt counselling support in liaison with Citizens' Advice Bureaux/Advice Derbyshire
- **Adult education fees** – 25% discount on all summer term 2009 courses.

Organisations across the county have started to implement the above actions including:

- Derbyshire County PCT have urged people to save hundreds of pounds during the credit crunch by giving up cigarettes
- Derbyshire Dales District Council is offering advice to businesses and individuals on how best to help themselves
- South Derbyshire District Council are appointing a debt counsellor
- Business Link in partnership with DDEP have been delivering half day "Ride out the Recession" events across the county supporting local businesses, responding to the current economic climate and giving practical advice on how to survive the Credit Crunch.

For more information then please contact Mike Brittain: mike.brittain@derbyshire.gov.uk

Partnership Review

The Government's new approach to assessment for public services, the Comprehensive Area Assessment (CAA), is currently in progress. The main element of this new approach is an area assessment which will look at how well the inspectorates determine local public services are delivering results for local people in Derbyshire, focusing on agreed priorities, and their assessment of how likely these are to improve in the future.

The CAA team for Derbyshire are in the process of assessing the partnership's progress in relation to key local and national priorities, in order to identify what they consider the significant issues for the partnership in the future. This process includes sharing information between the different Inspectorates.

It is expected that the CAA team will feed back their initial findings to the next meeting of the Derbyshire Partnership Forum Executive on 24 July 2009. These findings will then be shared with all members of the Derbyshire Partnership Forum. It is the CAA team's intended approach to further investigate their initial findings through targeted meetings with the appropriate lead officers, in order for them to develop a better understanding of the key issues and how they consider the partnership could address these.

Ongoing dialogue between inspectors and partners will continue through to October, with area assessment reports being published in November 2009. The document is in draft and partners can feed into the process by making further comments, or providing additional information until the 3rd July 2009. The draft partnership review can be found at www.derbyshire.gov.uk/partnershipforum. If you would like to comment then please email esther.croll@derbyshire.gov.uk

How thriving is Derbyshire's 3rd sector?

Work is underway to finalise an action plan to help create a thriving third sector in Derbyshire. The results of the national NI7 survey combined with partners and stakeholders views have been considered in the development of the action plan which focuses on partnership arrangements, the ability of the third sector to influence decisions, funding relationships and support to frontline organisations. An event held at Coney Green at the end of May brought together statutory partners and the third sector to ensure the plan meets everybody's needs and is fit for purpose. The DPF thematic partnership for Culture will now be taking this work forward.

Please do your bit to help spread the word about the Derbyshire Partnership Forum (DPF), Sustainable Community Strategy and Local Area Agreement (LAA). Keep people in your organisation informed by distributing this newsletter.

Available online at www.derbyshire.gov.uk/partnershipforum

Meeting dates and contact information

The Derbyshire Partnership Forum meetings are held quarterly at County Hall in Matlock on the following dates. All meetings start at 10am.

25 September 2009

11 December 2009

For more information about the DPF and to access this newsletter online visit

www.derbyshire.gov.uk/partnershipforum

To submit articles for this newsletter contact louise.collins@derbyshire.gov.uk