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| Key Decision Required: | No | In the Forward Plan: | No |
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CABINET

8 NOVEMBER 2019

REPORT OF PARTNERSHIPS PORTFOLIO HOLDER

A.5 UPDATE ON COMMUNITY PROJECTS

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PART 1 – KEY INFORMATION

PURPOSE OF THE REPORT

To provide an update on community projects relating to Health and Wellbeing, Education, Community Safety and Regeneration, and to ask Cabinet to endorse these projects.

EXECUTIVE SUMMARY

- The Council’s Corporate Plan 2020-2024 puts Community Leadership at the heart of everything we do across the Council and within this context a number of projects are being undertaken to support the Health and Wellbeing, Education, Regeneration & Skills and Community Safety agendas across the District.
- The Council has a track record of assisting and working with partners and has already supported improvements in the areas of Education, Health and Wellbeing and Community Safety.
- Current specific projects in relation to **Education** are formed around the following:-
 - Wellbeing Hub - Gt Bentley Primary School
 - Recruitment & Retention of Teachers
 - North East Essex Teacher Training
 - Teach First
 - IntoUniversity
 - Education Newsletter
 - Marathon Kids
- Current specific projects in relation to **Health and Wellbeing** are formed around the following:-
 - Sport England Local Delivery Pilot (LDP)
 - Health and Wellbeing Board
 - Mental Health
 - Housing/Mental Health

- Current specific projects in relation to **Community Safety** are formed around the following:-
 - Walk Online Roadshow
 - Water Safety Event
 - Street Action Days (SAD)
 - Hate Crime Ambassador Training
- Current specific projects in relation to **Regeneration** are formed around the following:-
 - Dig4 Jaywick Community Garden
 - Junior Ambassadors Project
 - Holiday Fun
 - Princes Youth Theatre
 - Art donation
 - Creative & Cultural Strategy
- The projects identified above will continue to form the subject of regular updates to the Portfolio Holder and at Member briefing sessions.
- Engagement in these areas is supplemented by the work of the Community Leadership Overview and Scrutiny Committee which provides overview and scrutiny of these sectors as part of its work programme.

RECOMMENDATION(S)

It is recommended that:-

- a) **Cabinet endorses the listed projects as those which will continue to be delivered in 2019/2020 in support of the Corporate Plan priorities;**
- b) **the currently identified projects are monitored through the Council's quarterly performance report together with future projects agreed with the Portfolio Holder.**

PART 2 – IMPLICATIONS OF THE DECISION

DELIVERING PRIORITIES

The Council's Corporate Plan 2020-2024 puts Community Leadership at the heart of everything we do, and within that has a focus on education, health, community safety and regeneration through the following priorities:-

- Community Leadership through Partnerships
- A Growing and Inclusive Economy
- Delivering High Quality Services
- Building Sustainable Communities for the Future

➤ Strong Finance and Governance

FINANCE, OTHER RESOURCES AND RISK

Finance and other resources

The majority of the projects identified rely on the input of officer time to make them work. Some projects are subject to external funding or partners' financial support.

Community Safety projects are funded predominantly by the Police, Fire and Crime Commissioner for Essex. The projects also rely on the partners within the Community Safety Partnership to come together to deliver the projects.

Risk

There is a limited risk that projects may fail. However, robust project management and good partnership working help to mitigate this.

LEGAL

It is recognised that Tendring District Council does not have specific powers in relation to education, health and wellbeing but through its Community Leadership role it does engage with partners in supporting and influencing improvements in relation to these areas.

OTHER IMPLICATIONS

Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.

Crime and Disorder / Equality and Diversity / Health Inequalities / Area or Ward affected / Consultation/Public Engagement.

The above will be considered as part of the formulation of individual projects.

PART 3 – SUPPORTING INFORMATION

BACKGROUND

The Council's Corporate Plan 2020-2024 puts Community Leadership at the heart of everything we do and within this context a number of projects are being undertaken to support the education, health, community safety and regeneration agendas across the District.

Education

One priority has been to ensure that partnership working continues to be effective and that the Council continues to provide support, encouragement and commitment to working collaboratively with schools to improve school attainment levels and raise aspirations and opportunities for children and young people across the District.

The work being done to support the Education agenda also supports both the Essex and Tendring Children & Young People's Strategy 2016 and Tendring's Delivery Plan 2019/2020. Tendring's priorities include ensuring children are emotionally healthy, have positive futures and have access to good quality education, training and work opportunities.

Health

Health and Wellbeing became a statutory responsibility for upper tier and unitary authorities in local government from April 2013. However, District Councils play a vital role in the Health and Wellbeing agenda and in Tendring it was agreed that a local Health and Wellbeing Board would be beneficial in bringing together stakeholders in an attempt to share knowledge and join up healthcare provision for the benefit of our residents. The Board has established the priorities for the Tendring District which are improving mental health and wellbeing, better support for people living with long term conditions and tackling obesity, improving diet and increasing physical activity. The Tendring Health and Wellbeing Board has representation from the North East Essex Clinical Commissioning Group (CCG), Police, Essex County Council Public Health and Community Voluntary Services (CVS) Tendring just to list a few. Closer working with Colchester Borough Council resulted in a shared recruitment of Public Health Improvement Co-ordinators and attendance at our Tendring Health and Wellbeing Board, which has led to further collaboration with a North East Essex approach in mind on projects such as the Sport England Local Delivery Pilot and the livewell Housing and Health video.

Community Safety

Crime and Anti-Social Behaviour prevention is not the sole responsibility of any one public service but of all agencies and communities. The success of dealing with the complex challenges faced in Tendring, ranging from gangs, drugs, people trafficking and anti-social behaviour needed innovative solutions. In order to find a different way of working, all partners came together to identify how we could maximise the different skills and powers of partners to address the myriad of problems. Essex Police and Tendring District Council worked together to develop a Hub approach where partners could be co-located to share formal and informal information.

An analysis review of overall recorded crime together with an evaluation of responses from public engagement identifies the key priorities for the Tendring Community Safety Partnership 2019 – 2020 should be the following:

Tackling Anti-Social Behaviour and Acquisitive Crime:

Identifying and supporting repeat and vulnerable victims. Identify hotspot locations and / or increases in crime trends. Anti-Social Behaviour affects families and communities and by addressing these activities we can help improve the quality of life in the community. Improve perceptions and facilitate local problem solving to address issues.

To reduce harm to and safeguard vulnerable victims (including Children) from:

Domestic Abuse, Sexual Offences incl Rape, CSE, Gang related violence, Hate Crime, Cyber bullying / grooming, Serious Organised Crime to include Modern Day Slavery, Human Trafficking and Violent Extremism. With a specific emphasis on: Tackling the root causes of Domestic Abuse.

Reducing Violence and Knife Crime

Identifying hotspot locations, and / or increases in crime trends. Work with partner agencies to raise awareness of Knife Crime across the district. The fear of crime, whether real or perceived, can also have a very serious impact upon people and

communities. With a specific emphasis on County Lines and Drug / Alcohol related violence.

Regeneration

Regeneration has the economic development of Tendring and investment into the District at its core. Community projects undertaken by the team tend to therefore have an economic focus, for example the emerging Creative & Cultural Strategy for Tendring, which highlights the opportunities for job creation and business growth in this sector across the District.

A number of smaller projects have come about as a result of partners recognising TDC's work in this sector, for example a partnership with Firstsite (Colchester) to deliver a Holiday Fun project in Harwich to address food poverty, as well as the administration of the donation of artworks by a local artist, for display in public areas of TDC's buildings.

Projects such as the Dig4Jaywick Community Garden and the Junior Ambassadors project also have demonstrated great success, with the garden now a staple of the Jaywick Sands community and the Ambassadors project extended across the District. Attracting attention from University of Essex and Anglia Ruskin as well as forging strong partnerships with organisations such as Refugee Action and local BME groups; this project has far exceeded its initial primary aim of enriching the cultural education of local children.

Day to day support for community projects is provided within the team, with resources for access to external grant funding provided to community groups and similar on a case by case basis.

PROJECTS AND PRIORITIES

The following sets out details of specific projects which are being undertaken, in partnership, to support the Education, Health, Community Safety and Regeneration agendas across the District.

Tendring Children & Young People Strategy 2017 – 2020

The Tendring & Young People Strategy 2017 – 2020 identifies our priorities for the children and young people of Tendring as follows:-

| PRIORITIES | |
|-------------------|---|
| 1. | Start Well – to continue to support schools in improving and maintaining attainment levels, promoting school readiness, and a positive experience and opportunities through school to allow each child to achieve their full potential |
| 2. | Stay Safe – children and young people feeling safe in their community |
| 3. | Mental Health & Emotional Wellbeing – enjoying good mental health |

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| | and wellbeing |
| 4. | Positive Futures - working together with partners to enable families to lift themselves out of poverty, enhance aspirations and provide opportunities for life long wellbeing |

Many of the projects and initiatives detailed within this report support these strategic priorities.

EDUCATION

Wellbeing Hub, Gt Bentley Primary School

Background - Within Tendring one of the Cluster Lead Head teachers at Gt Bentley Primary school set up a pilot Wellbeing Hub within the school which launched in April 2017, and operates as an after school facility. The sessions for the children are arranged in groups around the themes of play, art, construction, and science. As well as the sessions for children the Hub offers information sessions for parents and carers on subjects such as sleep, nutrition and behaviour management.

The Wellbeing Hub aims to build the children's resilience and self-esteem, encouraging them to recognise their own emotions and learn tools and techniques to deal with these. Also, developing a culture where the children accept feelings such as anxiety will happen and learn how to identify that in themselves and others, gaining a "rucksack of skills" to take them forward into secondary school and beyond.

Evaluation of the pilot was completed in October 2017, and outcomes showed very positive early signs of improvements in the children, who were more able to express their feelings, help one another and generally feel better about themselves. Gt Bentley School presented on the Wellbeing Hub at the Strategic Transformation Partnership Leaders Event on Friday 20th April 2018.

Both TDC and Gt Bentley School share the aspiration to see the model of the Wellbeing Hub "rolled out" in schools across the District. Working with the Public Health Co-ordinator a bid was submitted to the Health Alliance Investment fund to support the rollout of the Wellbeing Hub in primary schools in Tendring & Colchester. Further information is provided in the Health section.

Start Well, Raising Aspirations & Positive Futures

Recruitment & Retention

North East Essex Teacher Training (NEETT)

Recruitment & Retention of Teachers - North Essex Teacher Training (NETT)

For secondary schools, 10 trainees were employed in local Tendring schools in 2018 (from a cohort of approx. 25); Harwich, Clacton County High School and 2 at Tendring Technology College.

For primary, 14 trainees were employed in the Tendring area from a cohort of 30.

Website: <http://www.nett.org.uk/>

Teach First

Background: Teach First is a national organisation that operates both as a training provider and recruitment agency and the authority has been working with schools and Teach First to encourage them to place teachers and work more closely with schools in the Tendring area.

Due to the introduction of the Governments' "Opportunity Areas" the number of teachers placed in Tendring dropped from 7 to 3 in 2018. Unfortunately Tendring was not a priority area for placing teachers. (TeachFirst are part funded by central government and were set targets for areas identified as part of the Opportunity areas initiative).

Website: <https://www.teachfirst.org.uk/>

IntoUniversity

Background: In 2017, IntoUniversity and Anglia Ruskin University formed a partnership to launch a new Learning Centre in Clacton which opened in October 2017. The joint investment of £1.2 million for the new centre will ensure that the project can run for at least 5 years.

IntoUniversity is an education charity that provides learning centres where young people are inspired to achieve. There are currently 24 centres across England. IntoUniversity offers an "innovative, long term programme" to young people (age seven to eighteen) from disadvantaged backgrounds to fulfil their potential. To date no centre that has been opened has subsequently closed.

The Clacton learning centre, has four full time members of staff and has a particular focus on STEM subjects (Science, Technology, Engineering and Maths).

IntoUniversity had a very successful first year in partnership with Anglia Ruskin University, raising young people's chances of progressing to University or further education:-

- 1,007 total students worked with the Centre (academic year)
- 628 Primary
- 379 Secondary
- 76 students seen for academic support
- 49 students seen on the buddy Programme
- 608 students seen on the Primary Focus Programme and
- 340 seen on the Secondary Focus Programme

For further information: <https://intouniversity.org/>

TDC Education Newsletter to Schools, Parents & Carers

With contributions from a number of Officers and external partners, the Executive Projects Officer produced the enclosed Tendring Education newsletter, **reference Appendix A**, to highlight work by a number of TDC Officers and the partnership

working, projects and initiatives that support schools and education across Tendring. This was distributed to all schools across the District.

Marathon Kids

Background – Kids Run Free is a registered national charity. One aspect of what they do includes Marathon Kids, which challenges children to run or walk up to four marathons over an academic year by running laps of a course on either the school field or playground. The programme focuses on personal achievement rather than competition and is fully inclusive regardless of fitness or ability.

Using the Marathon Kids 5 Pillars schools can set goals, track performance and reward effort:

- **Goal Setting** - children set their own goals and work hard for them
- **Tracking** - schools track everyone's participation using the FREE Digital Tracking System provided by Kids Run Free
- **Role-modelling** – Marathon Kids supports teachers and parents to run, because children run further than in schools where adults do not participate
- **Rewards** - the giving of certificates, stickers, medals keeps children motivated to reach each milestone
- **Celebration** - Marathon Kids celebrates every child's achievement no matter the distance

The Executive Projects Officer and Public Health Improvement Officer worked jointly with the charity Kids Run Free to bring Marathon Kids to primary schools within the District. Kids Run Free had been successful in securing funding to launch and support 12 primary schools in the District over two years, with a view to getting children more active, improve their health & wellbeing, to challenge and inspire. 7 schools signed up for the programme in 2018. Work continues into 2019.

HEALTH

Health and Wellbeing Projects in this report:

- Sport England Local Delivery Pilot (LDP)
- Mental Health
- Housing and Health

Sport England Local Delivery Pilot (LDP)

The Sport England Local Delivery Pilot which seeks to improve activity in those who are inactive sees £10 million coming to Essex and being delivered specifically in the key target areas of Tendring, Colchester and Basildon. The areas of focus are around children and their families, those with poor mental health and older people and in particular with a reference to deprived areas. As the Pilot seeks to address those who are inactive funding is unlikely to be directed to traditional sporting activities such as providing football pitches as this tends to make those already active, more active.

This has been worked up via a Core Team at Essex County Council which has Tendring officers represented on the group and has been involved in developing the core thinking behind the project, investment plans, application processes and working

with Sport England to ensure the funding is available locally with the initial development grant now having been drawn down.

At a local level the focus has been on developing wider contacts with the community with an officer liaising with these groups and uncovering new groups or individuals who are passionate about making a difference to their community.

A Tending Leadership Group has also been formed to help deliver locally which has representatives from the community and voluntary sector and other organisations and partners which match the focus areas of children and families, those with poor mental health and older people but also the wider system settings as well. There are a number of key wider system settings where the Local Delivery Pilot needs to work to tackle inactivity for example in relation to social care, community safety, health, the community, the workplace and planning and infrastructure and representatives from these areas are also present either on the Leadership Group or a wider expert panel.

The role of the Leadership Group is to represent the community and wider system settings and it has developed a local plan for Tending highlighting the work of the Local Delivery Pilot in Tending and the areas of focus and potential for the community and this will be shared widely with individuals, groups and partners. The next step is to turn this into a delivery plan.

As representatives of the community, members of the group will help inform the wider community of the opportunity presented by the Local Delivery Pilot and support them to make bids which will be initially vetted by the Leadership Group prior to a final sign off at Core Team. If approved the members of the Leadership Group would also then support the applicant to help deliver the project so the whole process is inclusive to assist and support members of the community in what they wish to achieve.

The first funding available will be around micro grants which will be up to £2500 for individuals or community groups to start to develop actions in their area about which they are passionate and it is envisaged that these grants will be available within the next couple of months.

At the same time some training is being provided to members of some of our communities around asset based community development which helps to focus on the strengths in an area and precipitate the passion of local individuals and groups.

Besides helping to deliver improvements to the community there is also a focus on generating system change so partners in the system start to work in a different way to generate and sustain improvements in activity for example, how partners can assist social care to improve activity in terms of how they interact with people who are discharged from hospital or identifying those at risk of going to hospital and provide an intervention to stop this.

The organisation to deliver this project locally is at an advanced stage and the opening of the micro grants heralds the delivery of further investment in our area.

Health and Wellbeing Board

The latest meeting of the Board took place on 7 October 2019 and in particular focussed on the relevance of heritage in terms of delivering improvements to health and wellbeing and its potential to address social isolation and bring people together to form a community. This will help support the connection of people with a purpose and with a sense of pride and interest in their place with associated wellbeing benefits including for example improvements around mental health and activity.

An update was also provided around carers and how Essex County Council are taking actions to support carers who form a significant group within the population. They are seeking to connect carers more effectively, provide support and seek to realign the system to assist carers for example around interactions with GPs.

Essex County Council has produced a Joint Health and Wellbeing Strategy with partners including local Health and Wellbeing Boards which seeks to deliver public health across the county. The strategy aligns closely with Tendring's Health and Wellbeing Strategy so the key areas for both include mental health, obesity and activity, long term conditions and addressing health inequalities. The Board discussed the contributions that are currently being made to deliver the strategy which will be fed back to the Director of Public Health and also considered wider issues that could be addressed for example in relation to workforces. Updates were also provided on the contribution made locally around mental health with respect to embedding a mental health professional within the Council to deliver improved outcomes and how the system is aligning to deliver on improved respiratory care.

An update was also provided around community transport and the invaluable role it plays in delivering wider health outcomes by connecting and supporting people and allowing them to access health care such as hospital visits and with particular relevance due to low levels of car ownership in the area. Also highlighted was the importance of ensuring on going funding is provided to maintain an effective service.

The Health and Wellbeing Board therefore provides an excellent opportunity for partners to engage over the shared agenda to deliver joint outcomes and this is being further considered in terms of aligning the Community Safety Partnership with the Health and Wellbeing Board.

Mental Health

A priority of the Health and Wellbeing Board is improving mental health and two key pieces of work being undertaken are the potential extension of the Wellbeing Hub at Great Bentley primary school and working with the Mental Health Trust to provide support around interventions the Council undertakes.

A bid was made for funding from the Alliance transformation fund to extend the work of the Wellbeing Hub in Great Bentley which will see the project rolled out to wider primary schools both within Tendring and also Colchester and will include peer support for teachers, training to help deliver mental health support and development of a tool kit for use by wider schools. The project is for the next two years and the bid was for £245 000. This was approved by the Alliance panel and is awaiting final approval at Clinical Commissioning Group level and will also need to align with some wider government funding also seeking to improve mental health in schools but utilising a more top down approach.

Housing/Mental Health - A successful bid was also made to the Clinical Commissioning Group to help provide mental health support and expertise for Council officers undertaking routine work where they experience individuals with significant mental health issues for example in housing cases or where there is a filthy and verminous premises as these are often associated with poor mental health.

Previously officers have found it difficult to determine the right support for those with poor mental health or have not been able to successfully refer people for support and so the funding is to be used to align some mental health staff with officers to ensure that when this type of client is experienced they are dealt with by a mental health professional. The exact nature of the support is still being worked up with Essex Partnership University Trust (the mental health trust) and it is currently proposed to deliver a holistic model with specialist mental health support but also staff to deliver wider general health support as well.

COMMUNITY SAFETY

Community Safety Projects in this report are:-

- Walk Online Roadshow
- Water Safety Event
- Street Action Days (SAD)
- Hate Crime Ambassador Training

Walk Online Roadshow:

The Walk Online Roadshow has been developed by a company called EST E-Safety Training to raise awareness in young people about the potential dangers when using the internet. The roadshow highlight issues that both adults and young people are not aware of, including how easily young people can be exploited through well-known online games and apps. The content illustrates exactly how these sites are used to identify young people for potential exploitation and critically how young people can be alert to these risks knowing how to identify and report them.

One of the Tendring CSP's key priorities is protecting vulnerable people from hidden harm, which includes keeping children safe online.

As our world becomes ever-more digital it becomes increasingly important that we stay safe online, and that extends to our children as well as ourselves.

It is vital that not only do we equip children themselves with the basic skills to protect themselves from various online crime, but that teachers, parents and other adult relatives also keep up to date with the latest trends and make sure that they are monitoring their children's behaviours online and keep settings secure

The roadshow was run 5-7 March 2019, over 700 year 5 pupils attended and 148 staff members. We also ran 2 parents sessions that had over 182 adults attend.

Water Safety Event:

The CSP ran a Water Safety Awareness Event to coincide with National Drowning Prevention Week to raise awareness of the dangers of the Sea. This was held on Saturday 15th June, 10 – 2 down on the promenade adjacent to the Beach Patrol,

attended by our partner organisations; R.N.L.I, Coastguard, Essex Police, Essex County Fire and Rescue Service, TDC Beach Patrol and Community First Responders. Our portfolio holder Cllr McWilliams was interviewed by a national news crew.

Street Action Day's (SAD):

SAD are an opportunity to engage with the community we all serve. In essence it is about taking services to the doorstep of often isolated / vulnerable people.

Residents are surveyed on various aspects of their lives, including their thoughts about living in Tendring, any issues or concerns relating to living in the area, and if they have been a victim of crime. Residents are given the opportunity for referrals to be made to agencies, should they have any issues that partner agencies can offer support with. We also 'leaflet drop' in the area the week before a SAD, with contact details for residents that won't be available on the day, but would still like us to visit them at a later date.

We focus on 4 areas across Tendring as identified by the Local Health & Wellbeing Board and CSP survey, and have a SAD in those areas one each month, therefore each area should get 3 SAD's per year

- Jaywick
- Pier Ward – Clacton
- Walton on the Naze
- Harwich / Dovercourt

We want to "Make Every Contact Count", therefore a week before the actual SAD takes place we (agencies / Active Citizens etc) will leaflet drop the area they will be working in.

So far this year these days have engaged with 133 residents throughout the areas, with a total of 36 referrals being made to partner agencies.

Activities on the days include advice on ASB, support with health issues via ACE Lifestyles, and the installation of smoke alarms by ECFRS, amongst other community focused activity.

SAD (Day 1) Partners to attend allocated streets (am only) – 9:00am – 1:00pm

SAD (Day 2) Partners to attend allocated streets (pm only) -12:00pm – 4:00pm

SAD (Day 3) Make referrals to agencies – evaluation of the day

Hate Crime Ambassadors Training / Hate Incident Reporting Centre (HIRC) roll

out: Safer Communities Team organised Hate Crime Ambassadors training for front line TDC staff, the training was designed to enable staff to be able to engage with members of the public and encourage them to report Hate Crime. 27 Hate Crime Ambassadors were trained and 2 TDC buildings (Pier Avenue Council Offices & Town Hall) were launched as a HIRC. The HIRC's offer an alternative venue for members of the public to report Hate Crime, rather than having to report to Police or at a Police Station. Ambassadors can also discuss various support services with people and signpost them to access services.

Community Safety Newsletter – please see Appendix B.

Regeneration

Dig4 Jaywick Community Garden

Formed in 2011 and supported by Tendring District Council, the Dig4 Jaywick Community Garden Project was set up to provide opportunities for garden related education and recreation activities for people living or working in the Jaywick area.

This community led project has evolved over the course of time, with a notable amount of core volunteers attending the garden on a weekly basis.

Centring on wellbeing is a vital aspect of the overall project. As such the group holds a referral system, working with organisations such as Job centre Plus and Green Elms Surgery, whose customers are given the opportunity to volunteer in the garden: gaining work experience, addressing social isolation or recovering from forms of addiction. Some volunteers just enjoy being in the garden.

In addition the group welcomes other organisations into the garden, encouraging local groups to use the space for garden related activities and workshops.

In 2018 the group were awarded 5k by Sport England's LDP, to support the development of the wildlife garden. The criteria for the funding focused on physical activities and children and young families living in the Jaywick area took part in activity based workshops in the garden. Groups involved included: Jaywick Resource Centre Nursery, Extra Support for Families, Jaywick Scouts and Barnardo's.

Supported by the Jaywick Sands Neighbourhood Team, the group are now focusing on a proposed project that will add further opportunities for local people which will look to establish the garden as a learning centre. This will be achieved by delivering accredited courses such as the RHS level 1 in Horticulture. This proposal is funding dependant and is in its formative stage.

Tendring Junior Ambassadors Project

During 2017, following a successful funding bid, TDC received 9k from The Police, Fire and Crime Commissioners Community Safety Development Fund. These monies supported the delivery of the Tendring Junior Ambassadors project to 11 schools during 2018. The project was received well by parents, staff and pupils of the schools involved. Following this success, Tendring District Council funded the project again in 2019, enabling the delivery to a further 13 schools in the area.

Devised in response to a rise in Hate Crime in the Tendring area and involving year 5/6 year students. The project theme is Cultural Awareness. By being part of the project Junior Ambassadors become community ambassadors who will deliver the message to friends and families about their understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values.

One of the many benefits of developing a sense of cultural awareness is that we learn to recognise and understand that we all have different values, shaped by our diverse cultural backgrounds. What we consider to be 'normal' behaviour in one country can be entirely different in another. By being respectful of others and accepting people's opinion, rights and feelings – even when they are different to our own – allows us to develop more as an individual.

As part of the project pupils will take part in educational activities involving several organisations whose work centres on diversity and cultural awareness. Pupils will also have the opportunity to produce a Booklet that demonstrates their understanding of this subject.

This initiative continues to gain an impressive level of endorsement regarding the effect and value of the delivery and outcomes by partners such as: Victim Support, Refuge Action – Colchester and the National Institute of Health Research. It is envisaged that further funding will be sourced to continue the project during 2020.

Holiday Fun

Tendring District Council was approached by the Director of Firstsite, Colchester, in late 2018 to discuss the expansion of a project they run at the Gallery in Colchester with the primary aim of reducing food poverty for families during the school holidays. Their aim was to expand on their successful track record and deliver the project further afield into Tendring. In consultation with TDC, it was decided that Harwich and Dovercourt would be the most appropriate location in terms of need for this type of service; it also benefits from established local groups as well as popular, accessible venues which could serve to drive attendance.

TDC and Firstsite applied to and were successful in securing circa £15,000 through Arts Council England's 'Grants for the Arts' scheme, with TDC contributing the remaining circa £5,000 to meet to total £20,000 required for delivery. This input attracted further funding from the North Essex Clinical Commissioning Group (CCG), with circa £70,000 allocated to the entire scheme (with Colchester, and Firstsite, as the base). Harwich Festival of the Arts is a delivery partner, in that they have opened their centre as venue for the sessions over the summer. Similarly, Homestart has been a key driver of promotion and attendance with many of the attendees regulars at Homestart's weekly sessions. Local schools, libraries and other services have also assisted in promotion.

The scheme is comprised of arts and physical activity sessions in Harwich, with a hot lunch provided either at low cost or free for those who would be in receipt of free school meals during term time. Other sessions outside of term time have linked in with existing family sessions from Homestart, which has meant that the reach has been expanded to families with younger children. Through this scheme, not only is food poverty addressed during school holidays, using arts and physical activity to open dialogue with local families can allow signposting to further support where necessary and appropriate.

The arts sessions in Harwich have focussed on ongoing work by artist Susan Pui San Lok, currently exhibiting at Firstsite, with the aim of work produced by local families being exhibited alongside her own at the end of the project. This, alongside sessions including essential skills such as public speaking and teamwork, means that parents/guardians can also gain tangible benefits from the sessions; increasing confidence and accessing/contributing to local creative and cultural activity.

The £20,000 initial cost has allowed for an appropriate kitchen to be fitted at the Harwich Arts and Heritage Centre, as well as for qualified staff to deliver the physical activity sessions and catering. The project ran until the end of the Summer Holidays 2019, and continued outside of term time for families with children below school age until the Autumn. The further funding allocated to Firstsite through the CCG could mean further expansion in subsequent years, although whether this will again be in Tendring, or alternatively will have a wider North Essex focus remains to be decided.

Strategically, this project has contributed to:

- Community Leadership: Our Council Our Community, Health and Housing, Employment and Enjoyment
- The emerging Creative and Cultural Strategy, Youth Agenda and Public Health Priorities
- Tendring Children and Young People Strategy 2017-2020.

Princes Youth Theatre – Town Twinning Project

For the past 22 years the Princes Youth Theatre has been organising town twinning projects with both Biberach and Valance. The various projects and performances have provided the young people with valuable life and cultural skills whilst travelling and performing in our twin towns. These projects and performances held in our twin towns have been fully funded by the Youth Theatre Group through fundraising, donations and ticket sales.

The Princes Youth Theatre activities help improve young people's confidence, self-worth and self-esteem by offering them an opportunity to work together and deliver an innovative and creative project. It increases their employability and enhances CV's by offering advanced drama training, volunteering opportunities and the chance to work with industry professionals. The young people develop transferable life skills such as communication, team work and literacy so they have better chances in life. It reduces isolation, antisocial behaviour and gang crime by providing free, easy to access, long term inclusive activities that appeal to young people.

With the opportunity to celebrate the 50th Anniversary of Clacton being twinned with Biberach, the Youth Theatre have collaborated with German students from 'Juks' Youth Theatre in Biberach to jointly perform Godspell in Biberach and Clacton. In April 2019, 70 young people from Tendring travelled to Germany to begin rehearsals with further trips planned during August in advance of the first joint performance on 7th September 2019 in the Princes Theatre as part of the celebration of the 50th Anniversary of twinning with Biberach.

Many of the young people have challenging social and educational needs and the experience provides immense confidence and cultural gains and for some the first opportunity to travel outside the UK. The visits and performances are exceptionally well received in Biebrach by the local people and the young people attending form lasting friendships and embrace new cultures and traditions.

A budget has been identified within Regeneration in 2019/20 to support this project which will enhance skills and aspiration in young people.

Donation of Art to TDC for permanent display

A retired artist now living in the district, Mr Lawrence Blackwell, has donated 15 of his paintings for permanent display. The paintings are from a range of dates and in a style called "Sonism, The Visual Description of Sound" which was first created by him in 1962. The essence of Sonism is to depict or interpret sounds visually: the various shapes colours and textures representing different sounds and passages in Music. Mr Blackwell has sold and donated a number of his works and the fifteen paintings offered to the Council comprise the remainder of his canon in the style. Fourteen of the pieces are interpretations of classical music and one is of natural sounds and the collection has been formally gifted to TDC by way of a legal agreement.

The paintings have been framed and interpretation boards created for each piece. The first of the paintings have been positioned in the Pier Avenue offices, and a reception was held for the Artist and his wife to meet with dignitaries in the Chairman's Parlour, Town Hall, and to view the works on display in September 2019. The remaining pieces will be placed in the public, civic and staff areas of the Town Hall in due course.

Creative and Cultural Strategy

The Regeneration Team have met with various representatives from the Creative and Cultural sector to discuss ways to develop the industry in Tendring to create jobs and to promote innovation and entrepreneurship.

Essex is a priority area for Arts Council England (ACE) due to a proportionally lower investment per head of population than other areas. The average investment by ACE in any given county is 99p per capita and in Essex it is just 33p per capita. In addition the Strategic Programme that ACE is currently delivering looks to support activities that address diversity including social deprivation which can be demonstrated in the district.

The creative and cultural sector is often narrowly defined as representing museums, galleries, entertainment and events, whilst in reality the sector is much broader than this, embracing as it does a dynamic range of industries that collectively make a significant contribution to the UK's economy.

Nine broad industries currently define the sector. These are:-

Advertising and Marketing
Architecture

Crafts

Design (product, graphic and fashion)

Film, video, radio, and photography

IT, software and computer services

Publishing

Museum, galleries and libraries

Music performing and visual arts

Creative Industries can add significant economic value to a locality and with a push from Arts Council England to allocate a far higher proportion of its funding outside of London there is potential to start creating a clustering of creative industries locally. The number of Creative Industry Jobs in England grew faster than the all-sector average between 2009 -2014 and in 2017 the total number of creative industry jobs in England rose to over 1m for the first time.

The Council's emerging Creative & Cultural Strategy has at its heart: economic development: business growth; job creation, but also seeks to enrich the creative and cultural offer of the district by increasing the opportunities for informal participation amongst residents and visitors, and by supporting wider health and social wellbeing imperatives.

The emerging Strategy has three overarching objectives:

1. To be a centre for creative innovation
2. To build high levels of cultural participation
3. To encourage both variety and cohesion

These objectives are underpinned by four complementary themes:

1. Supporting innovation
2. Increasing empathy
3. Health and wellbeing
4. Building personal agency and participation

A number of the community projects undertaken by the Regeneration team, including Holiday Fun, have been brought about through partnership with external organisations (in this case, Firstsite) having recognised the work TDC is establishing in this sector.

Conclusion

This report provides an overview of the projects, which have been identified in accordance with the role of the Council, as a Community Leader. The Council is not the lead provider for education, health and wellbeing, and community safety. However, through influence, bringing stakeholders and partners together to share and improve practices there are a number of areas where the Council can offer support to education, health and community safety providers and ultimately the pupils, learners, patients and residents across the District.

The projects identified above will continue to form the subject of regular updates to the Portfolio Holder for Partnerships and will continue to be subject to external overview and scrutiny through the work of the Community Leadership Overview and

Scrutiny Committee.

BACKGROUND PAPERS FOR THE DECISION

None

APPENDICES

Appendix A – Education Newsletter

Appendix B – Community Safety Newsletter