

Report of	Meeting	Date
Director of Leisure and Cultural Services (Introduced by the Executive Member for Health, Leisure and Well Being, Councillor Mark Perks)	Executive Cabinet	29/03/2007

ACTION PLANS FOR EVERY CHILD MATTERS, CHOOSING HEALTH AND IMPROVING THE QUALITY OF LIFE FOR OLDER PEOPLE

PURPOSE OF REPORT

1. The purpose of this report is for Executive Cabinet to approve Action Plans that outline the Council's work on progressing the Every Child Matters, Choosing Health and Improving the Quality of Life for Older People agendas.

CORPORATE PRIORITIES

2. All three Action Plans contribute to the successful delivery of all of the Council's strategic objectives. However, the principal strategic objective delivered by the Action Plans is the objective to improve equality of opportunity and life chances.

RISK ISSUES

3. The issue raised and recommendations made in this report involve risk considerations in the following categories:

Strategy	✓	Information	
Reputation		Regulatory/Legal	
Financial	✓	Operational	✓
People	✓	Other	

4. The key risk issues in all three work areas covered by this report relate to strategy, financial, people and operation.
5. The production of Action Plans for these three work areas are all listed as key projects within the Corporate Strategy.
6. The production of the Action Plans, with the resulting ability to be able to better prioritise and co-ordinate the Council's activity, is in itself intended to mitigate the risks in these areas.

BACKGROUND

7. The Every Child Matters, Choosing Health and Improving Quality of Life for Older People work areas were identified as priority areas within Chorley's Community Strategy. These areas of work are replicated within the Council's Corporate Strategy and the key projects for 2006/2007 are the production of the Action Plans for each area. The Action Plans are attached in the Appendices to this report
 - Appendix A - Every Child Matters
 - Appendix B - Choosing Health
 - Appendix C - Improving the Quality of Life for Older People
8. The Council has traditionally provided services for children and young people and their families, services that improve health and services that improve the quality of life for older people. Recent legislation covering these work areas, along with other initiatives such as the development of Local Strategic Partnerships and Local Area Agreements, take our involvement in these areas beyond our traditional role. Progressing these work areas with our partners is a part of the Council's important community leadership role. As with any developing area of work, it is important that what is expected of the Council is understood, both by the Council and its partners. The production of the three Action Plans will assist us in prioritising requests for further investment and involvement in these areas.

EVERY CHILD MATTERS

9. The Children Act 2004 placed a statutory duty on District Councils to co-operate with the principal children's services authority, in our case Lancashire County Council. It would be fair to say that there is no precise understanding between ourselves and Lancashire County Council as to which areas we need to be co-operating in. Discussions are ongoing to provide clarity in this area. Chorley Local Strategic Partnership's Children and Young People's Thematic Group has identified three key work areas to be tackled over the next few years. The three work areas centre around;
 - Developing opportunities for young people through the Chorley Youth offer
 - Consulting and engaging with young people
 - Reducing teenage pregnancies.
10. The Children Act also places a statutory duty on the Council to engage with the local Safeguarding Children's Board. Arrangements for engagement have been agreed but more work needs to be done to embed the systems.
11. Every Child Matters is all about improving the life chances of all children and young people, reducing inequalities and helping them achieve what they want out of life. Five outcomes from the basis of the Every Child Matters programme:
 - Be healthy
 - Stay safe
 - Enjoy and achieve
 - Make a positive contribution
 - achieve economic well-being.

CHOOSING HEALTH

12. 'Choosing Health: Making Healthier Choices Easier' sets out how the Government will make it easier for people to make healthier choices by offering them practical help to adopt healthier lifestyles.
13. Choosing Health sets out steps to prevent unnecessary deaths and help people who want to be healthier. It is underpinned by three key principles:
 - Informed choice for all;
 - Personalisation of support to make healthy choices; and
 - Working in partnership to make health everyone's business.
14. Choosing Health highlights action over six key priorities for delivery based upon more people making more healthy choices:
 - tackling health inequalities;
 - reducing the numbers of people who smoke;
 - tackling obesity;
 - improving sexual health;
 - improving mental health and well-being; and
 - reducing harm and encouraging sensible drinking.
15. There is a clear expectation that local authorities are key in the delivery of Choosing Health. Not just in their own right, but through their role as community leaders.

IMPROVING THE QUALITY OF LIFE FOR OLDER PEOPLE

16. Similar to Every Child Matters, there is an expectation from Government that public sector agencies will work together better to improve the quality of life for older people. The department of Health's 'Our health, our care, our say: a new direction for community services' sets out the following priorities:
 - Tackling inequalities in health
 - Addressing social inclusion
 - Improving opportunities for older people to lead active and productive lives within their own communities
 - Older people taking responsibility for their own health and long-term economic security
 - Older people making decisions about their own health care and having better access to community based services which meet their individual needs
 - Improving employment prospects and access to learning
 - Ensuring older people have a clear voice and influence the planning and delivery of services and decisions which affect their lives and independence.
17. Members will recall commenting on the Lancashire Partnerships Strategy entitled 'Lancashire Older People Strategy – A Strategy for an Aging Population'. A final draft document has been produced by the Lancashire Partnership. It should be noted that this version of the document is not for consultation simply for information. The document can be accessed using the following web link:

<http://www.lancashire.gov.uk/corporate/consultation/past/index.asp>

18. The strategy has the following vision for older people:

‘Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.’

19. The outcomes listed in the strategy are that older people in Lancashire should be:

- Financially secure to maintain quality of life and well-being
- Accessing mainstream services
- Healthy and well
- Safe and supported
- Making a positive contribution.

TAKING THE ACTION PLANS FORWARD

20. As mentioned earlier in the report, the Action Plans are intended to assist the Council in prioritising requests for further investment and involvement in these areas. The Action Plans, as they stand, are a list of actions at a point in time. Due to the development of these work areas they will change with time and it is the intention to update them regularly throughout the year. Clearly, there has been some involvement of external partners in the production of the Action Plans. Once approved, the Action Plans will allow us to consult with our partners to ensure that the actions we are contributing to have the greatest impact for the resources we are allocating to these areas.

21. The Action Plans make it clear that progress will be monitored on a quarterly basis by the Executive Member for Health, Leisure and Well-Being and the Director of Leisure and Cultural Services. An annual monitoring and review report will be presented to Executive Cabinet.

COMMENTS OF THE DIRECTOR OF HUMAN RESOURCES

22. There are no specific human resource issues arising from the approval of the action plans. However, as the specific projects are delivered, any human resource issues will be reported, as appropriate.

COMMENTS OF THE DIRECTOR OF FINANCE

23. As with the Director of Human Resources' comments, there are no specific funding issues arising from the Action Plans. The intention is to improve the co-ordination of existing resources. There are some new initiatives but these have resources allocated. For example, developing work through the Local Strategic Partnership. As and when financial issues come to light members will receive reports on specific projects.

RECOMMENDATION(S)

24. Executive Cabinet asked to approve the three Action Plans for Every Child Matters, Choosing Health and Improving the Quality of Life for Older People, as attached in Appendices A – C.

REASONS FOR RECOMMENDATION(S)
(If the recommendations are accepted)

25. The Action Plans attached to this report will allow the Council to better co-ordinate and prioritise its work in these three important areas.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

26. Not to produce the Action Plans. This would not have addressed the risk issues associated with not producing the Action Plans and could have resulted in us under performing in this area or not being able to prioritise resources effectively.

JAMIE CARSON
DIRECTOR OF LEISURE AND CULTURAL SERVICES

There are no background papers to this report.

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Jamie Carson	5815	12/03/2007	LCSREP/ACTION PLANS