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To: The Chair and Members of the Health and
Adult Care Scrutiny Committee

County Hall
Topsham Road
Exeter
Devon
EX2 4QD

Date: 1 November 2023

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HEALTH AND ADULT CARE SCRUTINY COMMITTEE

Thursday, 9th November, 2023

A meeting of the Health and Adult Care Scrutiny Committee is to be held on the above date at 10.30 am at Daw Room, Committee Suite - County Hall to consider the following matters.

Donna Manson
Chief Executive

A G E N D A

10 Service Delivery for Public Health, Communities and Prosperity: In-Year Briefing
(Pages 1 - 14)

Report of the Director of Public Health, Communities and Prosperity (PH/23/03),
attached.

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PH/23/03
Health and Adult Care Scrutiny Committee
9 November 2023

Service Delivery for Public Health, Communities and Prosperity: In-Year Briefing

Report of the Director of Public Health, Communities and Prosperity

Please note that the following recommendations are subject to consideration and determination by the Committee before taking effect.

1) Recommendation

The Health and Adult Care Scrutiny Committee is asked to note the update on the delivery of Public Health, Communities and Prosperity services so far in 2023.

2) Introduction

This mid-year report for Scrutiny covers the functions of Public Health, Communities, and Prosperity i.e. the service areas of Public Health (Director of Public Health, Communities & Prosperity: Steven Brown), Communities (Head of Service: Simon Kitchen), Prosperity (Head of Service: Keri Denton) and Communications (Head of Service: Tony Parker).

3) Public Health – Director of Public Health: Steven Brown

Public health and health protection

Public Health has focussed on returning to business as usual following the COVID-19 pandemic. The response structures were stood down in March 2023, but public health has continued to play its part as the Country learns to live with the virus. The focus has been on supporting the vaccination programme and inequalities. The eligible cohort for vaccination is much smaller but it remains the best protection from serious illness. The outbreak management fund has been allocated and spent and activity in public health commissioned services are picking up in some areas. There has also been a focus on improving uptake in wider immunisation programmes impacted by the pandemic. A new school age immunisation provider has also been commissioned by the NHS.

The cost of living has continued to impact on the health and wellbeing of residents and public health has funded quantitative and qualitative research on food insecurity to help direct support.

Public Health Intelligence and Joint Strategic Needs Assessment (JSNA)

The Public Health Intelligence Team has continued to develop and innovate the utilisation of data and intelligence to support access and better utilisation of data. The JSNA [Joint Strategic Needs Assessment - Devon Health and Wellbeing](#) is a statutory function of the

Agenda Item 10

local authority and provides a central resource supported by a range of tools such as Power BI and interactive dashboards to present key public health information such as the Child Weight Management Programme, such intelligence is informing service development and provision. The team produced a Cost-of-Living Dashboard to support local response. [Cost of Living - Devon Health and Wellbeing](#)

Public health and health improvement

Public Health's commissioned services continue to innovate and utilise the experience gained through the Pandemic to continue to meet the needs of Devon residents. Demand for public health services is starting to increase specifically sexual health services and substance misuse and NHS health checks. The service has had to respond to a marginal increase in the public health grant and lack of certainty in future years to commission a more focussed lifestyle offer for specialist stop smoking support. ICE creates are the new provider and the service commences in October. A digital offer is being developed to support individuals on wider lifestyle matters.

The condom distribution service has been recommissioned and public health has commenced the process for commissioning of the sexual health service which is a mandated service and a significant proportion of the public health grant spend.

Additional national grant funding has been awarded for a second year to support delivery of the national drugs strategy. The Devon Drug and Alcohol Strategic Partnership has been established which has responsibility to produce a joint needs assessment and a local delivery plan to break drug supply chains, ensure an effective treatment and recovery system and reduce demand for recreational drugs. This has resulted in increasing numbers in treatment, exceeding the target for adults and improved continuity of care for those exiting prison accessing treatment within 21 days from 29% to 61% within 12 months.

The Public Health Nursing Service has continued to face workforce challenges both in recruitment and retention of staff however, performance has improved significantly, and the service was rated Good by CQC. A healthy school's website [Home - Devon Schools Wellbeing Partnership](#) has been launched to support schools to improve the health and wellbeing of children and young people.

Public Health and prevention and health inequalities

The Director of Public Health Annual Public Health report for 2022/23 [Annual Public Health Report 2022-23 - Devon Health and Wellbeing](#) has a focus on the importance of prevention and public health has been working with partners in the system including the NHS to drive a focus on primary, secondary and tertiary prevention and to address the wider determinants of health. Areas of focus include suicide prevention and cardiovascular disease prevention which are a joint priority with the Integrated Care System.

Inclusion health groups are the most vulnerable groups of our society and include those who are homeless; vulnerable migrants; Gypsy, Roma and Traveller communities; sex workers; and victims of modern slavery. While they make up a small proportion of the population as a whole, they experience disproportionately and significant poorer health and opportunity. The risk of homelessness and disadvantage are worsening but there are many opportunities (and synergies between the groups) for improvement with for example

additional health and wellbeing support mechanisms in place for those who have services; armed forces veterans. A homelessness health needs assessment is currently underway working with City and District councils to understand the challenges more holistically.

Delivery of the budget in line with the previously agreed budget

The work of Public Health Devon - and all of its commissioned services - are funded from within a ring-fenced grant that is paid directly to Devon County Council from the Department of Health and Social Care (DHSC). There are no actual or projected overspends to report against the Public Health Grant at the mid-year point. There is increased activity in some areas including NHS Health checks but the increased spend can be managed within the overall budget.

The Contain Outbreak Management Funding (COMF) ceased at the end of March 2023 and included a £1.5m carry forward from 2022/23. The funding has been allocated within the terms of the grant and will be fully spent by March 2024. Activity undertaken within that fund has ceased or will be managed within existing budgets, this includes the local authority role in health protection.

4) Communities – Head of Service – Simon Kitchen

Devon Libraries

Libraries for life 2023/24 campaign and the supporting winter support programme will once again provide warm and safe spaces alongside access to specific information to help navigate through the cost-of-living challenges.

The extensive cultural activities seen in our network of libraries will continue following the successful bid for continuing National Portfolio Organisation (NPO) status with Arts Council England, further enhancing the offer available to Devon residents.

The Summer reading challenge theme of 'Ready, Steady, Read' has seen good engagement with schools and we hope will result in a record year of children completing the challenge, growing a love of reading and maintaining their reading levels during the school holidays. The Summer Reading Challenge sits alongside the year-round Secret Book Quest. Currently, over 10% of participants have completed the 50-book challenge. With additional funding via the LibraryOn grant further incentivise children to finish the quest, improving the likelihood of them developing a 'habit' of reading, which is a powerful tool in becoming a lifelong reader. Childrens physical stock issues are now higher than in 2019 and continue to grow as a proportion of overall physical stock borrowing.

Youth Services

Our 8 youth hubs continue to provide open access opportunities to our young people with qualified and experienced support from youth workers. Our SEND sessions provided in Tiverton, Newton Abbot and Exmouth have seen increased participation.

Targeted 1-2-1 support to vulnerable young people allows the time and space with a nominated youth worker to develop resilience and manage issues that are affecting them.

Agenda Item 10

85.7% of young people engaging in 1-2-1 targeted sessions say they are making good progress. Referrals for targeted support come from Schools, parents, Police and the Early Help triage.

Support is made available to over 85 community and voluntary organisations through our Provider DYS – Space who deliver a grant fund of £100,000 through a process that puts young people at the heart of decision making. In addition, support is also provided to community organisations through a range of professional development and safeguarding courses.

In response to the Pandemic, a digital platform was developed to support young people not able to access in person open sessions at Youth Hubs. This has grown over the last year and continues to support an average of 1381 young people over the 66 sessions ranging from open access to break-out support and gaming.

Community Safety

Part of the wider Communities Team brings together several inter-related strands of Community Safety work where the focus is primarily on tackling and preventing violence and abuse. The team has continued to strengthen the Council's capacity and capability in this space, in order to effectively discharge significant organisational responsibilities in relation to a range of statutory duties (including duties in relation to domestic abuse, countering violent extremism and terrorism, and serious violence).

In accordance with the Council's Statutory Duty under the Domestic Abuse Act 2021, work to deliver the Council's [Strategy](#) for domestic abuse support in safe accommodation continues. This has included ensuring the continuing sustainability of the domestic abuse refuge operated by North Devon Against Domestic Abuse and enabling the development of new types of family support within the refuge as well as a new role to link into local housing more effectively. The team has also adopted a 'test and learn' approach in funding and further developing support and accommodation for highly vulnerable women with complex needs experiencing domestic and sexual abuse. This has enabled "Brave Spaces" a new collaborative support project in Northern Devon and Exeter.

Other highlights in terms of work which has been progressed so far in 2023 include:

- Using the lived experiences of victims and survivors of domestic abuse to inform the design of a new therapeutic intervention service to address the trauma caused by domestic abuse and help those abused to take steps to recovery. This new service has been available since May.
- Enabling dedicated support for refugees and asylum-seeking women and girls accommodated in Devon experiencing or at risk of domestic, sexual and so called 'honour-based abuse'.
- Introducing a dedicated support offer for children and young people who have witnessed or directly experienced domestic abuse through an 18-month prototyping project.

The team has also led on the development of a comprehensive inter-personal and gender-based violence and abuse needs assessment which is being used to inform the redesign and recommissioning of specialist domestic abuse support services in Devon.

The team has also continued to lead the co-ordination of responses to the newly introduced Serious Violence Duty (which came into effect early in 2023). The team is working with Safer Devon partners, including our District and City Councils, to respond to the Duty through:

- Funding peer led engagement work to understand young people's experiences of violence in Devon, alongside funding various initiatives to prevent and respond to serious violence, including working with young people displaying harmful behaviours, and piloting a peer led 'Mentors in Violence Prevention' bystander programme in schools.
- Developing a needs assessment to understand the picture of violence in Devon and it's causes.
- Working across our partnerships and systems to identify ways we can strengthen early intervention and prevention for young people and families.

Food and Fuel Insecurity

In response to the challenges created initially by the pandemic and compounded by the Cost of Living crisis, the team has continued to work across multiple partners to distribute around £25 million of Household Support Funds (HSF), made available to the Council from the Department of Work and Pensions since October 2021. HSF aims to support those most in need; helping to address the significantly rising cost of living.

A range of Household Support funded support gateways continue to operate across the County, including Free School Meal holiday vouchers; Team Devon District/City Council household support schemes; a Citizen Advice Devon Energy Relief Scheme; supporting energy affordability and efficiency improvements via Energy Saving Devon; funding an Early Help family support scheme, a West Devon Fuel Poverty pilot and funding Devon Community Foundation, to deliver a Food, Fuel & More grant scheme to voluntary & community sector organisations, with priority given to organisations already supporting households that find it difficult to access support elsewhere e.g. via other support gateways such as District Councils, Citizens Advice, school or community hub. Details of these schemes and of the wider support available can be found on the Council's website: [Household Support Fund \(HSF4\): Devon's approach | Cost of living | Devon County Council](#).

The need for support to people and communities continues to rise; evidenced by eligibility for Free School meals, which has risen from around 10,000 children in 2018 in Devon; to around 21,000 currently. To further help communities and people needing to build self/community resilience (capacity & capability to respond to the things that matter), improve mental health, wellbeing support and wider connection, the Council continues to operate the Growing Communities Fund. Grants of £500 - £3,000 are available. So far this financial year, 185 awards have been made across the county with a total value of £382,000. The Fund remains open currently, with a further funding pot allocated for 2024-

Agenda Item 10

25. Given the current cost of living crisis, funding has been further targeted towards reducing food/fuel inequalities, reducing loneliness/isolation and supporting warm spaces and service provision. Further details can be found on the Council's website [Growing Communities Fund - Communities \(devon.gov.uk\)](https://www.devon.gov.uk/growing-communities-fund).

Following on from the Food and Fuel Insecurity research commissioned by DCC and conducted last autumn (see report SC/23/6), as well as Devon Recovery funded research via the Voluntary, Community and Social Enterprise (VCSE) Assembly, this and other research insight was used at the first Devon Food Insecurity Summit in May 2023 at the University of Exeter. Participants included researchers, local authorities, and VCSE organisations. The day featured opportunities for cross-sectoral discussions, with the aim of finding collective ways to address an increasingly pressing issue.

To build on the momentum from the summit, the Devon Food Partnership has established a Devon Food Insecurity Task Group. This group brings together organisations, including the County Council, and individuals with a strategic interest in both tackling and preventing food insecurity to focus on learning, collaborative actions and next steps.

Further information: [Food Insecurity Hub - Devon Food Partnership](https://www.devon.gov.uk/food-insecurity-hub)

Migration and Resettlement Programme

The externally funded Migration and Resettlement Team continues to work across all government resettlement programmes providing safe routes for people from Afghanistan, Hong Kong, Syria and Ukraine as well as people coming to the UK who are seeking asylum.

More about the Team can be found on its refreshed webpages: [Home - Migration and resettlement \(devon.gov.uk\)](https://www.devon.gov.uk/home-migration-and-resettlement), here you can find a variety of information including about work clubs, English classes, how to host a family and community sponsorship. You can also view our directory of organisations that offer support services for people from Black, Asian and Ethnically Diverse communities in Devon.

In the period May to September 2023 the Home Office ended its use of four Devon hotels (located in Exeter, Exmouth and Ilfracombe), as part of the Government's plans to reduce reliance on this type of accommodation for people resettling or seeking asylum in England. Devon has one Home Office commissioned hotel remaining, a family hotel accommodating 185 adults and 107 children of 35 nationalities who are seeking asylum.

The team has worked tirelessly over the summer to support Afghan families moving from bridging accommodation into a home of their own. Most families moved to other towns and cities in England with 11 households choosing to stay locally enabling continuity of education for some.

The summer months saw several events and festivals taking place across Devon celebrating our multiculturalism. These events use creative and performing arts to engage the wider community in saying no to racism and all forms of prejudice.

The team's work is closely aligned to the Council's key priorities including: tackling inequality; improving health and wellbeing; helping communities be safe, connected and resilient and supporting sustainable economic recovery. It is part of a collaboration

between academic researchers, refugee services and refugee communities within the South West who are aiming to develop a co-designed peer-support model to make finding help easier.

Looking ahead the team will have a stronger focus on anti-racism in schools and no recourse to public funds.

Active Devon

Active Devon is an externally funded partnership, falling within the remit of the Communities team, for which DCC is the accountable body. [Click here for introductory video.](#) It is one of a nationwide network of 43 'Active Partnerships' and it enjoys a strong reputation amongst both local partners and at national level, particularly with Sport England, its primary funding partner.

The partnership between DCC and Active Devon has close strategic alignment, with Active Devon's programmes of work contributing to numerous themes of the Best Place strategic plan. The work has strong community focus, seeking to unlock the ability of movement to change lives. It prioritises opportunities to tackle health, and wider societal, inequalities and to promote equality and inclusion. Active Devon has a successful track record of attracting investment to Devon and delivering positive community impact which DCC would otherwise be unable to deliver.

Notable impacts across Active Devon's strategic priorities in 2022-23 included:

- **Movement with Communities** – Good progress in developing role of physical activity via system/place based approaches in priority places (Northern Devon, Plymouth, Torbay, specific localities in other LAs); Together Fund - £207k invested in local community groups working to tackle inequalities that worsened because of the pandemic, 4,200 people supported to be active; Support network created to assist Devon's community run outdoor swimming pools; Collaborative support to provide physical activity opportunities for refugee and asylum seeker communities; LA Leisure operator network convened - focus on connection to wellbeing agenda and inclusive leisure pilot to promote greater disability awareness/accessibility.
- **Movement for Health & Wellbeing** – strengthened connection within health system: Workforce development priorities closely aligned to role of physical activity with health professionals/social prescribers; Deep learning from Mental Health commission (partnership with Southern Local Care Partnership).
- **Movement in Early Life** - Creating Active Schools framework rolled out, utilising role of physical activity for whole school improvement; School Games further realigned to address inequality agenda. 1,037 young people took part with 40% SEND students and over 100 volunteers; Opening Schools Facilities - secured c£1.3m national investment to support Devon schools with after school provision / community access.
- **Movement in Later Life** – Connecting Actively to Nature (CAN) programme supported over 500 older residents with activity in nature opportunities: workforce development focus on sustaining community walking groups with leader training and supporting frailty agenda with falls training.

Agenda Item 10

- **Everyday Movement** – Refocused comms strategy, activity challenges and monthly campaigns (Let's Walk & More, Naturally Healthy May and Cycle September) engaged 88k people; overhauled delivery model for adult cycle confidence training, supporting 160 adults in Devon back onto their bikes.
- **Organisational** – new Devon Moving Together strategy collaboratively developed and launched; Focused growth of Devon's presence on national policy groups and networks– Active Devon staff connected to 32, leading 6; External Board review, improvement planning, and recruitment has strengthened Board.

Major focus for the current year is positioning places in Devon for 'Place Partnerships' (*Sport England investment in collaborative, systemic, place-based approaches using physical activity to address inequality*), maximising the impact of Opening Schools Facilities investment and building on 'activity in nature' work.

5) Economy, Enterprise and Skills – Head of Service – Keri Denton

The Service has continued to deliver a range of services to support economic recovery, including skills and workforce development, infrastructure investments, regulatory services and business support and leading on a case for devolution in partnership with Team Devon. The Service operates in a pressured environment with rapidly changing economic policy and has adapted its work to respond to volatile and changing economic conditions, flexing external funding and income to respond to local challenges and skills gaps. The Service has secured additional external funding to increase impact and support, including Train for Tomorrow Boot Camps, UK Shared Prosperity Funding, Multiply, Innovate UK and One Public Estate.

Trading Standards and Business Support and Innovation

The focus this year is on Scams, Illegal Tobacco, Vapes, Doorstep Crime, Rogue Trading, Food Standards (including Food Allergens) and Animal Health. These areas have been prioritised using local, regional and national intelligence.

So far this year, the Service has dealt with 235 requests for advice from businesses, carried out 384 inspections and dealt with 1,268 complaints. In Quarter 1 we seized 111,300 individual cigarettes and 62.7kg of hand rolling tobacco from 17 premises worth over £97,000. Quarter 2 is in progress and there have been several more raids uncovering more seizures. Vaping continues to be an issue amongst secondary age children and the focus and funding needs a shift to enforcement rather than advice and education and if the government doesn't move quickly on banning disposable vapes, we are letting down the younger generations, of which some are already addicted to Vaping.

The team have prevented over £33,000 from being handed over to doorstep criminals / rogue traders and recovered over £44,000 for consumers.

We continue to focus on 'growing our own' to develop our workforce including using the apprentice levy for new officers to undertake a level 6 statutory qualification in Trading Standards and Consumer Protection.

As part of our Future Farming Resilience Project, we have held 7 workshops for the farming community. These events focus on mental health and were attended by 138 people. We have a schedule of 38 planned for this financial year covering the wider Southwest including Dorset and Cornwall. Working with district councils we are delivering a range of business support programmes under the UK Shared Prosperity Fund focused on helping small businesses grow and continue to deliver the Heart of the South West Growth Hub that has helped over 900 businesses prosper and connected 400 to digital advice and guidance in the last 6 months.

Economic Infrastructure and Policy

We have successfully led the Devon and Torbay One Public Estate Partnership and have successfully bid for £2million from the latest round of Brownfield Land Release Fund (BLRF). This will allow the Partnership to build 140 affordable homes across the county, including funding for the County Council to unlock 20 affordable, low-carbon homes. Since the inception of BLRF in 2021 the partnership has successfully drawn down funding of nearly £10 million, providing 780 affordable homes. We expect this to have a significant impact in sustaining working communities and providing homes for those who live and work in Devon. The Service is also co-ordinating a strategic approach across the Council on Housing, supporting the Devon Housing Task Force and Commission currently underway and identifying the Council's housing needs including key worker and affordable Housing, and suitable solutions for our vulnerable adults and young people, including care leavers.

The team successfully applied for £300k Innovate UK Funding for the Fast Followers Net Zero Programme to work towards removing financial barriers to implementing the Devon Carbon Plan and continues to work on other low carbon economic opportunities, including having the Freeport Net Zero lead and working with North Devon and Torridge on a vision for jobs and growth related to Floating Offshore Wind.

The 200,000m² Stovax scheme at Skypark opened in June and we are continuing to progress key opportunities on Skypark and our other employment sites, while supporting the relaunch of the Exeter and East Devon Enterprise Zone. Occupancy levels at the new phase of the North Devon Enterprise Centre (now known as the NODE) in Barnstaple are growing since it completed in May, supporting further local job creation.

A 142-bedroom hotel is under construction at Exeter Science Park which will be the first sustainable net zero hotel to be built in the UK. Completion is expected during 2024.

Employment and Skills

A significant range of support continues to be delivered through the Employment and Skills Team, addressing labour market shortages, supporting individuals and employers to upskill, promoting opportunities for young people, assisting those furthest from the market into employment and providing careers, advice and guidance.

Learn Devon has continued to deliver a range of qualifications and has seen some of the highest pass rates across Devon for English and Maths qualifications, with an achievement rate of over 75%. To date, 3,100 sessions were delivered in the community to support

Agenda Item 10

individuals to improve their digital literacy, working with 725 individuals and gifted over 220 devices. 1,000 individuals have been supported to improve their numeracy through the Multiply programme.

Skills Bootcamps have delivered over 1,500 level 3 Technical placements this year with our colleges and employers across a wide range of sectors. Support has been provided to 1,500 young people at risk of being NEET or who have a protected characteristic to progress into college, further training or employment. Digital Skills Delivery is supporting 1,000 individuals to develop their digital literacy, including work with schools to encourage an improved uptake of digital and IT GCSEs, and 200 businesses are being supported to improve their digital skills and capabilities.

Careers South West and the Careers Hub are delivering support to individuals and schools, supporting enhanced careers advice for young people, supporting over 155 schools with careers and transitions, improving life chances. External funding has been won to support 12 schools and 500 disadvantaged year-9 girls to benefit from tailored personal development and career support led by professional female business leaders to improve confidence and aspirations. There is a growing social mobility pressure across the County and continuing to reach and engage young people in employment and training remains a challenge.

Tailored support for young people seeking either to access work or further learning was rolled out in September/October 2022 through the Youth Hub programme in Exeter, working with over 250 young people during the course of the 22/23 academic year and into the Autumn to access new opportunities. This included close working with teams across Adults, Childrens and other core and external service in support of our most vulnerable young people, notably those with a SEND or those who are care experienced. Work is currently ongoing to explore the expansion of the provision to Northern and South Devon, with an emphasis of expanding outreach and tailored support not current provided by Job Centre Plus or other Youth Services.

A Civic Agreement with Exeter University is being entered into and an Action Plan is being developed for a range of joint working priorities. Core areas of focus includes shared working around aspiration and ambition amongst Devon's young people, development of the evidence base and interventions to address challenges in our housing market and seeking to maximise opportunities for developing economic sectors which are critical to Devon, including health and social care, digital, environmental intelligence and engineering and defence. This extends to work around core staffing and capacity issues across the County, such as around social work.

6) Communications – Head of Service – Tony Parker

The corporate communications service has continued to work hard to support the Council by telling our story both internally and externally through what has been a difficult period of major organisational challenge and change.

Top priorities for support in the last 6 months have included work to help improve communications linked to the Children's Services improvement journey (including SEND/safety valve and corporate parenting); supporting internal culture change and need

for greater financial sustainability; and supporting and promoting partnership work to secure a County Deal.

Internal communications

We have actively supported the development and promotion of the new People First strategy and the Governance review. This has included helping the Chief Executive and Directors to develop and deliver a comprehensive series of face-to-face staff events in local offices across Devon as well as improving member engagement.

At the same time, we have supported complex internal messaging around the budget, the need for greater financial control, and explained the various actions needed across the organisation to achieve longer-term financial sustainability. We have introduced a series of weekly staff briefings – Creating a Stronger and More Sustainable Council - which aim to give staff and members a regular update on the wide spectrum of related activity around commissioning, our estate, financial control, staffing savings, etc.

We have continued to 'lean in' in support of the Children's Services improvement journey including communicating changes of key senior management posts staffing and promoting the wider change programme to staff and partners as well as children, young people and their carers. A comprehensive communication programme is now in place covering SEND and wider Children's service change.

External media relations and social media

Our Connect Me e-bulletin continues to reach around 102,000 residents across Devon with a very high engagement rate of around 69%. The bulletin has been used to engage and inform on different priority themes including on corporate parenting, mental health, economic development, etc.

Social media following of DCC across X (formerly Twitter), LinkedIn, Instagram and Facebook have all increased, with Facebook especially increased from around 19k to around **30.5k followers** in the last year after a strategic piece of work to increase followers.

Highlights include the securing local and regional television coverage for the Mockingbird project (peer support for Foster families) following our active support around the introduction and expansion of the project. This has been part of a concerted and sustained media campaign linked to the theme of promoting a more Child Friendly Devon including stories on Care Leavers, corporate parenting and family support.

Marketing and Campaigns

We delivered a highly successful and ground-breaking multi-media foster carer recruitment campaign including the relaunch of website and advanced social media targeting techniques which led to 611% increase in click through rate on paid advertising, and the implementation of an organic social media strategy which led to a 107% increase in engagement on Facebook.

Agenda Item 10

Our presence at the Devon County Show focused on our whole Council offer to make Devon the best place to grow up. An innovative approach saw 140 young people engaging with sound communities, 79 fostering contacts made, and countless conversations with residents building awareness of our services. Our public engagement activity has been augmented over the last 6 months with targeted presence at events such as Exeter Pride.

We have also now introduced a Power BI dashboard to highlight engagement trends and provide evidence for our internal comms focus. This has allowed the team to better understand the topics with the most impact so we can mitigate for potentially sensitive subjects, as well as allowing us to leverage popular content to increase staff engagement.

Web and Digital

We supported the development and launch of a **new Adult Social Care front door website** to help with early intervention, self-help for residents and an improved user journey. This is now being cited as an exemplar piece of best practice by the Local Government Association.

7) Strategic Plan

The work undertaken by the Directorate makes a significant contribution to all the Council's Strategic Plan 2021 – 2025. This includes: -

- Respond to the climate emergency
- Be ambitious for children and young people
- Support sustainable economic recovery
- Tackle poverty and inequality (address poverty, health and other inequalities)
- Improve health and wellbeing, including any public health impacts
- Help communities be safe, connected and resilient.

8) Financial Considerations

Contained within the report. The Directorate year end forecast is to achieve all the necessary budget targets.

9) Legal Considerations

The deployment of the Public Health Grant for specified services is statutory responsibility under the Health and Social Care Act 2012.

10) Environmental Impact Considerations (Including Climate Change, Sustainability and Socio-economic)

Contained within the report.

11) Equality Considerations

Contained within the report.

12) Risk Management Considerations

This policy/proposal has been assessed and all necessary safeguards or action have been taken / included to safeguard the Council's position.

13) Reasons for Recommendations

The Health and Adult Care Scrutiny Committee is asked to note the update on the delivery of Public Health, Communities and Prosperity services so far in 2023.

Steven Brown

Director of Public Health, Communities and Prosperity

Electoral Divisions: All

Cabinet Member for Public Health, Communities and Equality: Councillor Roger Croad
Cabinet Member for Economic Recovery and Skills: Councillor Rufus Gilbert

Local Government Act 1972: List of background papers

Nil

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Service Delivery for Public Health, Communities and Prosperity In-Year Briefing - HACSC - Final

