

AGENDA

MAIDSTONE LOCALITY BOARD MEETING



Date: Wednesday 28 March 2012

Time: 2.00 pm

Venue: County Hall, Maidstone

Membership:

Councillors Beerling, Chittenden, Daley, FitzGerald, Garland (Chairman), Greer, Hotson, D Mortimer, Mrs Ring, Robertson, Mrs Stockell, J.A. Wilson and Mrs Wilson

Martin Adams, Kent Fire and Rescue Service
Paul Carter, Kent County Council
Alan Chell, Kent County Council
Councillor Gary Cooke, Kent County Council
Jay Edwins, NHS West Kent
Jon Hughes, Kent Association of Local Councils
Chief Superintendent Matthew Nix, Mid Kent Police
Dr Garry Singh, Maidstone and Malling GP
Consortia
Councillor Mrs Jenny Whittle, Kent County Council

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Issued on 20 March 2012

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**Alison Broom, Chief Executive, Maidstone Borough Council,
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

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Update by Councillor Gary Cooke, Deputy Cabinet Member for Education, Learning and Skills, KCC (Vice Chair, Maidstone Locality Board)
6. Tackling Worklessness
Presentation by Dave Ashdown, Kent Jobcentre Plus District Manager

Questions and Answers
7. Tackling Worklessness
Presentation by Sarah Gow, Area Manager, CXK (previously Connexions)

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MINUTES OF THE MAIDSTONE LOCALITY BOARD

20 January 2012, 1.30 – 3.30 PM, BRENCHLEY ROOM, MAIDSTONE MUSEUM

Present:	<p>Cllr Chris Garland (CG)</p> <p>Cllr Gary Cooke (GC)</p> <p>Cllr John A Wilson (JAW)</p> <p>Cllr Marion Ring (MR)</p> <p>Cllr Eric Hotson (EH)</p> <p>Cllr Fran Wilson (FW)</p> <p>Cllr Stephen Beerling (SB)</p> <p>Cllr Mike Fitzgerald (MF)</p> <p>Cllr Derek Mortimer (DM)</p> <p>Cllr Jenny Whittle (JW)</p> <p>Cllr Alan Chell (AC)</p> <p>Cllr Ian Chittenden (IC)</p> <p>Cllr Malcolm Robertson (MR)</p> <p>Cllr Dan Daley (DD)</p> <p>Cllr Pauline Stockell (PS)</p> <p>Cllr Mike Hill (MH)</p> <p>Martin Adams (MA)</p> <p>Jay Edwins (JE)</p> <p>Charlotte Osborne-Forde (COF)</p> <p>John Taylor (JT)</p> <p>Adrian Futers (AF)</p> <p>Alison Broom (AB)</p> <p>Zena Cooke (ZC)</p>	<p>Leader of Maidstone Borough Council (MBC), and Chair of the Maidstone Locality Board</p> <p>Deputy Cabinet Member for Education, Learning and Skills, Maidstone South East Division, KCC, and Vice Chair</p> <p>Cabinet Member for Community Services and Leisure, MBC</p> <p>Cabinet Member for Environment, MBC</p> <p>Cabinet Member for Corporate Services, MBC and Conservative (Maidstone Rural South), KCC</p> <p>Leader of the Liberal Democrat Group, MBC</p> <p>Liberal Democrat Councillor, Fant Ward, MBC</p> <p>Spokesperson for the Independents, MBC</p> <p>Shadow Cabinet Member, Communities and Leisure, MBC</p> <p>Cabinet Member for Specialist Children’s Services, Maidstone Rural East Division, KCC</p> <p>Maidstone South Division, KCC</p> <p>Maidstone North East Division, KCC</p> <p>Maidstone Central Division, KCC</p> <p>Maidstone Central Division, KCC</p> <p>Maidstone Rural West Division, MBC</p> <p>Cabinet Member for Customer and Communities, KCC (for Item 4)</p> <p>Area Manager, Kent Fire & Rescue Service, Chair of Safer Maidstone Partnership</p> <p>Head of Strategic Partnerships, NHS West Kent</p> <p>Chief Executive, Voluntary Action Maidstone</p> <p>Director of Kent Invicta Chamber of Commerce and Chair of Economic Development and Regeneration Delivery Group</p> <p>Chief Inspector Maidstone Area, Kent Police (for Chief Supt. Matthew Nix)</p> <p>Chief Executive, MBC</p> <p>Director of Regeneration & Communities, MBC</p>
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	John Littlemore (JL) Abi Jessop (AJ) Keith Abbot (KA) Duncan Bruce (DB) Christine Henderson (CH)	Head of Housing and Community Services, MBC Community Engagement Officer for Maidstone, KCC Director for School Resources, KCC Community Partnerships Officer, MBC Community Partnerships Support Officer, MBC
Apologies:	Cllr Paul Carter Cllr Malcolm Greer Matthew Nix Sarah Robson	KCC Leader, Maidstone Rural North Division Cabinet Member for Regeneration and Transport, MBC Chief Superintendent, Mid Kent Police Community Partnerships Manager, MBC

MINUTES	
1.	<p>Welcome by the Chair Cllr Chris Garland, Leader of Maidstone Borough Council</p> <p>1.1 Cllr Garland welcomed everyone present to the first formal meeting of the Maidstone Locality Board.</p> <p>1.2 Apologies for absence As listed above</p> <p>1.3 Minutes of the last meeting 18 November 2011 Agreed as a true record</p> <p>1.4 Matters and Actions Arising</p> <ul style="list-style-type: none"> • Locality Board Draft Constitution – see agenda item 2 • Locality Board priorities – see agenda item 3 • Mapping local youth services - see agenda item 4 • Community Budgets – Project on target. Project Officer will be employed on an MBC contract to complete Phase 1 and then commence Phase 2
2.	<p>Board arrangements Cllr Chris Garland, Leader of Maidstone Borough Council and Cllr Gary Cooke, Deputy Cabinet Member for Education, Learning and Skills, Kent County Council and Vice Chair of Maidstone Locality Board</p> <p>Discussion:</p> <ul style="list-style-type: none"> • The Locality Board may assume a strategic commissioning role in the future • Priorities – to be jointly agreed – see next item • Membership of Locality Board – to include both elected Members and representatives from the statutory sector, with non-voting business and

MINUTES	
	<p>voluntary and community sector representatives</p> <ul style="list-style-type: none"> • Performance monitoring – how best to achieve rigorous overview of the Locality Board? Scrutiny models discussed included monitoring through a joint KCC/MBC overview and scrutiny committee. • Section 6 (Decisions and Voting) – 2nd bullet point, 4th sentence, delete ‘must’ and substitute ‘where possible’ • Papers for the meeting were not circulate in good time • Financial arrangements – these must be on a joint basis. The Board will need to have pooled budgets and to decide on who is the accountable body. <p>Agreed:</p> <ol style="list-style-type: none"> 1. Respective KCC and MBC Overview and Scrutiny bodies scrutinise the Maidstone Locality Board as appropriate to their requirements. 2. Membership – proposed membership agreed 3. Voting rights – Equal for all members, except the business sector representative and the voluntary sector representative, also conflict of interest provisions excepting 4. Substitutes – Not required in a body such as the Locality Board. 5. A quorum is not needed 6. Locality Board papers to be circulated 10 days before the meeting 7. Board meetings to commence at 2.00pm 8. Update on Locality Board financial arrangements to be presented to a future meeting

MINUTES	
3.	<p>Locality Board priorities - presentation Zena Cooke, Director of Regeneration and Communities and John Littlemore, Head of Housing and Community Services</p> <p>Discussion: GC - Recreational drugs are too commonplace and should be re-classified AF - Drug crimes are largely Police generated ie if the Police carry out more raids, they find more wrong doing</p>

FW – Teenage mothers who self-exclude themselves from school are an issue – need to understand this better

GC – Agreed that school exclusions are too high in Kent, and that educational achievement is a clear priority. In Kent, achievement at KS1 is good, is comparatively lower at KS2, and under performing at KS4.

MR – Raising standards in schools is an immediate need, cannot wait, cannot let down the present generation, need a wider range of educational courses, settings, qualifications.

GC – ‘Home education’ is the easy way out for schools who want to avoid exclusions.

CG – Joint MBC/KCC Information dashboard to identify the top level of information to show progress

JW – KCC £3m fund, the Board could make an application. Tackling worklessness will be a long term commitment, especially given the raising of school leaving age to 18 in 3 years time. We need to boost our tourist attractions, much potential employment

FW – There is no quick-fix, we need to unlock a complex jig-saw

MR – Must tackle the problem of low pay and dependence on in-work benefits

DD – Everything needs money and many problems are intractable

SB – Given the squeeze on resources, all organisations are fighting for the same funding streams

MA – Sees much benefit in focussing on a selected number of wards. KFRS keen to engage in the worklessness agenda. Realistically, when looking at measurable outcomes, success may mean that things do not worsen

CO-F – Many voluntary groups contribute to the worklessness agenda, but most of them are large organisations who have won large government contracts. Other smaller voluntary groups have worklessness as a ‘side benefit’, what is needed is to involve smaller voluntary groups.

FW – The housing Allocations Policy has the effect of attracting the poorest families to Maidstone.

Agreed:

1. The Maidstone Locality Boards overarching priority is to be Tackling Worklessness, with a particular emphasis on *Youth Unemployment*
2. Actions outlined under Next Steps agreed:
 - Review current information
 - Agree and Adopt Priorities
 - Develop an information dashboard
 - Review existing delivery mechanisms
 - Review and Update Action Plans
 - Produce Year End Performance report
3. A Task & Finish Group consisting of Martin Adams, Stephen Beerling, Gary Cook, John Wilson, Marion Ring, Mike Fitzgerald, John Taylor be set

	<p>up to develop the work programme and timeline (date to be arranged)</p> <ol style="list-style-type: none"> 4. Further analysis of teenage conception and school exclusions to be carried out 5. Proposals for an Information Dashboard to be presented at the next meeting. 6. The presentation on Locality Board priorities will be circulated with the minutes
<p>4.</p>	<p>Youth Service update and Strategic Commissioning Plans Cllr Mike Hill, Cabinet Member for Customer and Communities, Kent County Council</p> <p>4.1 <u>Kent Youth Service</u> The new youth service model comprises two key elements:</p> <ul style="list-style-type: none"> • a core KCC offer in each district/borough of Kent • the replacement of existing Partnership Award Grants with a much increased budget for commissioned youth work <p>The consultation on the new model has finished, and some changes to the policy have been made as a result. The response to the consultation was encouraging, and there were concerns around the hub model – principally about buildings, how far children will have to travel, and whether the voluntary sector has the capacity to provide an adequate market response i.e. ‘pick up the slack’.</p> <p>Although the hub/commissioning model is decided, the exact shape of youth services in Maidstone is being developed and will come before this Board. The new service will be launched 1/1/2013.</p> <p>Discussion: MF – How willing are the voluntary sector to be commissioned? DD – What is the shape of youth services in Maidstone? MH – Do not know shape only know size IC – Is this the wrong time to be cutting youth provision, given youth unemployment etc? CO-F – With the forthcoming changes, what is needed is diversity of provision, a simple bidding process, and opening contracts up to all sizes of organisation.</p> <p>4.2 <u>Library Service</u></p> <ul style="list-style-type: none"> • There will be no library closures • But must make better use of the library estate • Therefore there will be a detailed review of library services at local level • Will be looking closely at mixed/joint provision • Timescale – 2 yrs

Discussion:

Board members thanked MH for coming to the Board as early as possible in the process and for pledging that no libraries would close. There was agreement as to the need to make better use of the library estate and to look at innovative local provision options.

4.3 Youth Unemployment

£2 million identified by KCC to fund apprenticeships and internships for 18 months

Discussion:

MR - Where are the cuts falling? Which wards?
How much is spent on youth services in Maidstone
What is the level of cuts?

Agreed:

1. Current local youth service provision needs to be mapped;
2. The Locality Board will decide the blueprint for youth services in Maidstone.
3. A special Locality Board meeting to consider the shape of Youth Services in Maidstone to take place mid/end March.

5. Any Other Business

Local Children's Trust 'Help a Maidstone Child' fund (*paper attached*)
Supporting children and families in Maidstone

Agreed: The Locality Board endorsed The Help a Maidstone Child fund.

6. InLAWS Project (*paper attached*)

Maidstone Integrated Local Area Workforce Strategy

Agreed: The Locality Board endorsed support for the InLAWS project.

7. Community Engagement and Neighbourhood Forums (*paper attached*)

Zena Cooke, Director of Regeneration and Communities, Maidstone Borough Council and Steve Charman, Head of Community Engagement, Kent County Council

Agreed: The Locality Board endorsed the abolition of Neighbourhood Forums, and for the Locality Board to seek to establish the most appropriate Community Engagement approach to replace the Neighbourhood forums, taking account of best practice.

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	MINUTES
	<p>Future Meetings</p> <p>Date, time and venue of special meeting to discuss Youth Service changes to be agreed and circulated</p> <p>Dates of 2012 Agenda and Full Board meetings to be agreed and circulated.</p> <p>Meeting ended 15.20.</p>

Agenda Item 5



MAIDSTONE LOCALITY BOARD 28 March 2012 Medway Room, County Hall

Maidstone Locality Board Priorities

1. Introduction

- 1.1 At its meeting on 20th January, the Maidstone Locality Board received a presentation on its proposed priorities. The presentation outlined existing priority setting process and delivery methods and provided an overview of current Maidstone performance against priorities. The meeting noted the following existing partner priorities:

Health and Wellbeing

Obesity
Teenage conception
Mental health

Local Children's Trust Board

Safeguarding Children
Emotional and Mental Health
A healthy start in life
Adolescent engagement

Economic Development & Regeneration

Tackling worklessness
Skills and Training
Employment/Enterprise

Safer Maidstone Partnership

Anti Social Behaviour
Domestic abuse
Road safety (killed and seriously injured)
Substance misuse

Environmental Quality ('virtual' group)

Waste reduction
Climate change and carbon reduction

Adaptation

- 1.2 After considering the local issues, the meeting resolved to convene a Task & Finish Group consisting of Martin Adams, Stephen Beerling, Gary Cook, John Wilson, Marion Ring, Mike Fitzgerald and John Taylor to develop the work programme and timeline.
- 1.3 The Priorities Task & Finish Focus Group met on 2 March and following consideration of the evidence, the following four priorities were agreed to be recommended to the full Locality Board:

1. Community Budgets

This important area of work was agreed as the Maidstone Localities Board's key work stream at its 20 January meeting.

2. Tackling Worklessness

This meets both MBC and KCC corporate priorities to grow the local economy and ensure that residents have the skills and abilities to remain in the workforce. This priority has two themes:

- (a) Youth employment
- (b) Adult employment

3. Tackling Poverty

This priority is clearly interlinked with Priorities 1 and 2, and to MBC corporate outcome (*Residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced*), but also enables a more detailed focus on tackling poverty as it affects particular groups. The priority has three themes:

- (a) Families with children under 5yrs
- (b) Older persons
- (c) Disabled persons

4. Local Environmental Improvements

This links to MBC corporate outcome (*Is a clean and attractive environment for people who live in and visit the borough*), and is vital to change residents perceptions of deprived areas of the Borough. This priority will necessitate close working with housing associations operating in the area.

The Task and Finish Group also agreed the following as part of Maidstone Locality Board's role to engage all business sectors:

Communication and engagement with the business sector

The Maidstone Locality Board must ensure that businesses and local employers are engaged with locally agreed key priorities, and that it enables economic development by addressing barriers to growth. The Maidstone Locality Board will lobby at the highest political level on behalf of those living and working in the Borough.

(MBC and KCC corporate priorities and outcomes are set out at Annex A for information.)

2. Recommendations

The Maidstone Locality Board are asked to:

1. Consider the four priorities proposed by the Priorities Task and Finish Group.
2. Agree for the Group to meet one more time to refine objectives and actions and to develop a suitable performance dashboard.

3. Conclusion

Adoption of priorities will ensure that the key corporate aims of both Councils can be driven through the Locality Board for the benefit of all Maidstone residents.

Annex A

Maidstone Borough Council and Kent County Council strategic priorities:

Maidstone Borough Council	Kent County Council
<p>1. For Maidstone to have a growing economy</p> <p>Has a growing economy with rising employment, catering for a range of skill sets to meet the demands of the local economy.</p> <p>Has a transport network that supports the local economy</p>	<p>Ambition 1 - to grow the economy</p> <p>For Kent to be 'open for business' with a growing and successful economy and jobs for all.</p>
<p>2. For Maidstone to be a decent place to live</p> <p>Has decent, affordable housing in the right places across a range of tenures.</p> <p>Is a clean and attractive environment for people who live in and visit the borough</p> <p>Residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced.</p>	<p>Ambition 2 - to tackle disadvantage</p> <p>For Kent to be a county of opportunity, where aspiration rather than dependency is supported and quality of life is high for everyone</p>
<p>3. Corporate and Customer Excellence</p> <p>Cost effective, efficient services are delivered across the borough.</p> <p>Services are customer focused and residents are satisfied with them.</p>	<p>Ambition 3 - to put citizens in control</p> <p>For power and influence to be in the hands of local people so they are able to take responsibility for themselves, their families and their communities</p>

MINUTES OF THE MAIDSTONE LOCALITY BOARD PRIORITY FOCUS GROUP

2 March 2012 1.00 – 3.00pm, ROOM 1C, MAIDSTONE HOUSE

Present:	<p>Cllr Gary Cooke (GC)</p> <p>Cllr Marion Ring (MR)</p> <p>Cllr Steve Beerling (SB)</p> <p>Cllr Mike Fitzgerald (MF)</p> <p>John Taylor (JT)</p> <p>Zena Cooke (ZC)</p> <p>John Littlemore (JL)</p> <p>Duncan Bruce (DB)</p> <p>Abi Jessop (AJ)</p>	<p>Vice-Chair Maidstone Locality Board, Deputy Cabinet Member for Education, Learning and Skills, Maidstone South East Division, KCC</p> <p>Cabinet Member for Environment, Shepway North Ward, MBC</p> <p>Fant Ward, MBC</p> <p>Boughton Monchelsea and Chart Sutton Ward, MBC</p> <p>Director of Kent Invicta Chamber of Commerce and Chair of Economic Development and Regeneration Delivery Group</p> <p>Director of Regeneration & Community Services, MBC</p> <p>Head of Housing and Communities, MBC</p> <p>Community Partnerships Officer, MBC</p> <p>Community Engagement Officer, KCC</p>
Apologies:	<p>Martin Adams</p> <p>Keith Abbott</p>	<p>Area Manager, Kent Fire & Rescue Service, Chair of Safer Maidstone Partnership</p> <p>Director – School Resources, Education , Learning and Skills Business Partner, KCC</p>

	MINUTES	ACTION	DEADLINE
1.	<p>Welcome by the Chair for the Meeting</p> <p>Cllr Gary Cooke, Vice-Chair Maidstone Locality Board, Deputy Cabinet Member for Education, Learning and Skills, Maidstone South East Division, KCC</p> <p>Cllr Cooke welcomed everyone present to the first meeting of the Maidstone Locality Board Priorities Focus Group.</p>		
2.	<p>Apologies for Absence</p> <p>Two apologies notified – see above</p>		
3.	<p>Review of existing priority areas</p> <p>Cllr Gary Cooke, Vice-Chair Maidstone Locality Board, Deputy Cabinet Member for Education, Learning and Skills, Maidstone South East Division, KCC</p>		

	MINUTES	ACTION	DEADLINE
	<p>Zena Cooke, Director of Regeneration & Communities, MBC</p> <p>In a wide ranging discussion, the following points were raised:</p> <ul style="list-style-type: none"> • Worklessness – must make inroads into constant ‘flow’ of 16-24 yr olds not ready for work • MLB must not reinvent wheel, build on what has been achieved with the LSP to date • Assess what has been achieved in the past 3-5 yrs • MLB must add value, and bring projects in on time. All projects must have a ‘home’ and lead Member • Many community groups (32 in Park Wood alone) all competing for limited resources • Routes into work – apprenticeships are often misunderstood – complex link between low pay and loss of benefits • Ask young people what they see as their routes into work – routines/skills/life planning • Raising of school leaving age to 17 and then 18 • Re-draw the local regeneration architecture – too many silos • Type of employment in Maidstone has changed radically over last 20 yrs – no longer a manufacturing centre. • Bring in partners and hold them to account • Housing Associations must be part of the solution • Working with local partners – including housing associations operating in the borough – to employ local people and to take on apprentices etc. • Infrastructure investment must be considered • Need to address measures relating to poverty. Take one tangible aspect of poverty e.g. families with children under 5yrs, older persons poverty, in receipt of pension credit, benefits campaign • Rural issues – housing, jobs, cost of travel <p>Agreed:</p> <ul style="list-style-type: none"> • The full Maidstone Locality Board to agree priorities • A report presenting the Focus Groups recommendations for priorities and the reasoning for selecting them to be prepared for MLB 28 March • The Focus Group to meet once more following MLB meeting 28 March. • Data requirements to be finalised at that meeting • A verbal update is given to MLB 28 March on the Worklessness Stakeholder event 12 March at Senacre Skills Centre. 		

	MINUTES	ACTION	DEADLINE
	<ul style="list-style-type: none"> • That this MLB calls upon local housing associations to better recognise the potential of the local labour force and help create employment opportunities in the Borough • 		
4.	<p>Review of existing delivery groups Cllr Gary Cooke, Vice-Chair Maidstone Locality Board, Deputy Cabinet Member for Education, Learning and Skills, Maidstone South East Division, KCC Zena Cooke, Director of Regeneration & Communities, MBC</p> <p>Agreed:</p> <ul style="list-style-type: none"> • The review of the existing delivery groups should take place, once the full MLB has agreed its priorities • It was recognised that the SMP is statutory • The five delivery groups (one of which is a virtual group), will continue to meet and progress their action plans, until the review has been completed. <p>Summary of information requirements:</p> <p><u>Employment:</u> Employed by ward Length unemployed 16-24 NEETS and 18-24 Young People, year by year cohorts, time series trends Vacancy details, availability by sector/location Urban v rural unemployment analysis</p> <p><u>Poverty:</u> IMD maps, benefit claimant rates Transport costs and Fuel poverty Older persons on pension credit House repossessions, VAT registrations/deregistrations Homelessness applications Free school meals Car ownership & usage Rural crime – ASB, heating oil theft</p> <p><u>Environmental improvements:</u> Perception data, residents surveys Fly tips Missed collections Abandoned cars Empty houses and empty office/business/retail units Complaints House price and rent data</p>		

	MINUTES	ACTION	DEADLINE
	All above to be shown as far as possible by ward/families/older persons/disabled		
5.	<p>Focus Group recommendations to Maidstone Locality Board</p> <p>1. Community Budgets This important area of work was agreed as the MLB's key work stream at its 20 January meeting.</p> <p>2. Tackling Worklessness This meets both MBC and KCC corporate priorities to grow the local economy and ensure that residents have the skills and abilities to remain in the workforce. This priority has two themes: (a) Youth employment (b) Adult employment</p> <p>3. Tackling Poverty This priority is clearly interlinked with Priorities 1 and 2, and to MBC corporate outcome (<i>Residents are not disadvantaged because of where they live or who they are, vulnerable people are assisted and the level of deprivation is reduced</i>), but also enables a more detailed focus on tackling poverty as it affects particular groups. The priority has three themes: (a) Families with children under 5yrs (b) Older persons (c) Disabled persons</p> <p>4. Local Environmental Improvements This links to MBC corporate outcome (<i>Is a clean and attractive environment for people who live in and visit the borough</i>), and is vital to change residents perceptions of deprived areas of the Borough. This priority will necessitate close working with housing associations operating in the area.</p> <p>Although not a priority, the following is part of MLB's role, and a mechanism for engaging all sectors. Communication and engagement with the business sector The Maidstone Locality Board must ensure that businesses and local employers are engaged with locally agreed key priorities, and that it enables economic development by addressing barriers to</p>	All to note	

	MINUTES	ACTION	DEADLINE
	growth. The Maidstone Locality Board will lobby at the highest political level on behalf of those living and working in the Borough.		
	Close – Meeting ended 14.30pm		



MAIDSTONE LOCALITY BOARD

28 March 2012, 2.00-4.00pm

Report for Libraries – future service proposals

Sue Sparkes, Strategic Manager, KCC Libraries

1. Introduction

This report outlines the KCC libraries transformation and modernisation agenda and proposed work with Maidstone Locality Board.

KCC has a statutory duty to “provide a comprehensive and efficient library service”, set in the context of local need.

The key drivers for change are:

- the desire to support a process of engagement with communities over the shape and local delivery of library services; and
- the need to secure affordable local solutions, tailor made to the needs of the community, which allow the provision of an excellent local library service in the community.

2. Proposed Approach

The Library Service will work directly with the Maidstone Locality Board, providing all the information that will enable the Board to make informed recommendations as to the future shape of library services across the borough. A table of library usage in Maidstone is appended to this report. Further information on the Libraries in Maidstone, including their costs, usage and other facts can be found at:

The criteria set out by KCC for the future library service are to:

- meet statutory obligations;
- shape services locally as local people want; and
- deliver savings.

No decisions have been taken about the future of any library in Maidstone, although initial recommendations will need to be agreed by the Locality Board by June 2012.

The Locality Board will be supported by the Library Service to identify and agree the local engagement approach with residents and community groups, including attending local meetings, promoting awareness etc. to identify ways to deliver the objectives of the transformation and modernisation agenda.

The proposal is to identify specific solutions for each community, rather than a “one size fits all” approach.

It is accepted that a wide range of options may emerge, for example, moving the library into a partner's premises or a partner moving into library premises. Both may enable cost sharing and the chance to explore joined up customer service. Some communities may want to take over library service delivery through a volunteering model, supported by KCC.

Planned efficiencies of £2m are being delivered between 2011 to 2014 through more efficient working including the installation of self service technology in many libraries. These efficiencies build on £2.3m efficiency savings already delivered through staff restructuring and the procurement of a new (and improved) library IT system.

A new approach to local service delivery will further reduce the existing costs associated with local library service delivery, for example:

- Costs associated with the purchase and circulation of books and other materials
- Premises costs
- IT costs
- Staff/management costs

Part of the identified savings will be used to fund the prospective partner taking over delivery of the service locally. In addition, KCC will retain the statutory responsibility for service delivery so there will continue to be an on-going relationship with providers.

KCC Libraries recognise that during the period of engagement with Locality Boards and through to implementation of agreed recommendations, significant member and officer capacity will be needed to achieve effective outcomes. Appropriate levels of officer support will be made available for the duration of the process.

3. Recommendations

The Maidstone Locality Board is asked to:

Consider and support the proposal from the KCC Libraries Service in relation to the transformation and modernisation agenda.

Consider the creation of a sub-group to progress community engagement, consider current service delivery and future service delivery options and make recommendations to the full Locality Board.

MAIDSTONE LOCALITY BOARD

28 March 2012, 2.00-4.00pm

Information Item – Make Kent Quicker Campaign

Abi Jessop, Community Engagement Officer KCC

1. Background

- 1.1 The Government is committed to delivering the best superfast broadband network in Europe by 2015. Money has been allocated from a £530 million fund to each local authority in England to stimulate commercial investment in high-speed broadband and provide 90% of homes and businesses with superfast access (>24Mbps), with universal access to standard broadband of at least 2Mbps.
- 1.2 Broadband Delivery UK (BDUK)¹ is responsible for managing the Government's broadband funding, but the responsibility for leading the broadband roll-out has been devolved to local authorities. They were required to submit an initial Local Broadband Plan, detailing their plans for rolling out broadband in their area by 29 February 2012. The Kent and Medway Local Broadband Plan was approved a month ahead of the deadline.
- 1.3 BDUK has made £9.87m available for broadband infrastructure improvements in Kent and Medway. KCC has committed a further £10m to make this project happen. It is anticipated that the network operator who wins the right to build the network will contribute the remaining funding required for this £43m project.

2. What is the *Make Kent Quicker* Campaign?

- 2.1 Before broadband providers will invest in improving the broadband network in Kent and Medway, local people need to say they want it. To show providers the demand there is in the county from residents and businesses, KCC has launched the *Make Kent Quicker* campaign.
- 2.2 The *Make Kent Quicker* website was launched in February and will run to the end of June. Kent residents and businesses are being encouraged to go to www.makekentquicker.com to register their demand for quicker broadband.
- 2.3 At 9 March², when the number of people registering their support passed 5,000, the top five districts were as follows:

¹ BDUK is a unit within the Department for Culture, Media and Sport (DCMS).

² The latest figures available at the time of writing.

District	Number of Registrations
Sevenoaks	1036
Maidstone	730
Tunbridge Wells	717
Ashford	540
Canterbury	335

2.4 Businesses account for just under one-quarter of the total support in Maidstone so far. The breakdown of supporters by type was as follows:

Type	Number of Registrations
Business	37 (5.1%)
Home-based business	129 (17.7%)
Residential	562 (77.0%)
Left blank	2 (0.2%)
TOTAL	730 (100%)

2.5 As well as the website, plans for further promotion and publicity include:

- Posters that can be tailored to individual districts and flyers.
- Promotion to businesses in conjunction with the chambers of commerce.
- Radio advertising on Heart FM, starting before the end of March, running the whole way through to the end of the campaign.
- Print and web-based advertising through the Kent Messenger group.
- Action for Communities in Rural Kent is helping to get the message out in rural areas.
- Media releases will be issued throughout the campaign to keep the momentum going.
- Further resources and maps will be added to the *Make Kent Quicker* website in due course.

2.6 The *Make Kent Quicker* website also offers the facility for visitors to test the speed of their existing broadband connection and get tips to improve it.

Appendix

Frequently asked questions about the BDUK project.

APPENDIX – Frequently asked questions about the BDUK project

What does this mean for my area?

This project is seeking to ensure that 90% of Kent and Medway's properties benefit from superfast broadband and the remaining 10% have access to a service of at least 2Mbits/s.

Until we have completed the procurement process, it is not possible to accurately confirm where the 'final 10%' hardest to reach (i.e. and most expensive to serve) properties are located. However we expect these properties to be in the most rural parts of the County.

It should also be stressed that the 90% superfast criteria is a minimum requirement. If we are able to demonstrate high demand for better broadband services, network operators may be persuaded to invest in providing superfast services to even more properties in Kent.

Why is this project not delivering superfast broadband for all properties?

The government, through its agency Broadband Delivery UK (BDUK), has made £9.87m available to upgrade Kent and Medway's broadband infrastructure in line with their targets of securing superfast broadband for 90% of properties within each county and the delivery of a service of at least 2mb for the remaining 10%. KCC has committed a further £10m to make this project happen and it is anticipated that the network operator who wins the right to build the network will contribute the remaining funding required for this £43m project.

We currently estimate that delivering superfast solutions to the 'final 10%' of premises across Kent would require additional investment of circa £30m due to the costs involved.

When will I get better broadband?

Whilst we still confirming the delivery timelines with BDUK, we estimate that the build and roll out of this network across Kent will commence from early 2013 and will finish by 2015.

It will not be possible to confirm the geographical phasing of this roll out until after the procurement has been completed and initial survey work has been undertaken.

Why will the work not start until early 2013?

This project represents a major infrastructure project and will involve spending almost £20 million of public funding. As a result, we need to abide by legislation surrounding procurement and state aid. We are committed to bringing this infrastructure on line as soon as possible for the benefit of Kent's residents and communities. We are working closely with BDUK to make this happen and are delighted that we have had our local broadband plan signed off (which is a prerequisite of us accessing the Government's funding) ahead of many other areas.

Will I need to apply for funding for my area to benefit from the BDUK?

No – the project will be rolled out through all areas of Kent and Medway eligible to benefit from the BDUK project.

As a result of securing this investment, Kent County Council has put its own broadband grants on hold.

Why do I need to register my demand?

Kent and Medway are keen to upgrade their broadband infrastructure – like all other parts of the UK. Achieving this will still require substantive investment from the private sector and we want to ensure that Kent and Medway are seen as an 'attractive investment proposition'.

As part of our business case, we will be asked by potential suppliers for evidence of demand. If we are not able to demonstrate high levels of demand to potential suppliers, it is unlikely that we will not secure the necessary private sector funding to take this project forward.

Furthermore, areas that are to demonstrate a high level of demand may be prioritised by suppliers within the roll out plan and/or better from an enhanced broadband service upgrade if a strong business case has been made.

What can I do to help?

Please encourage your neighbours to register their demand.

We are working with Action with Communities in Rural Kent to set up a network of local community and business champions to extend the reach of this campaign.

If you would like to get involved, please contact 01303 813790.