








PI Status		Direction	
	Target met		Improving
	Target missed by more than 10%		No Change
			Getting Worse

EQO CDP Men registering for the Healthy Weight Programme



PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 001	Percentage of men registering for the Health Weight Programme	32.50%	28.00%	22.70%	35.00%	Sarah Robson		

Code	Title	Due Date	Assigned To	Latest Note
EQO CDP 001	Develop a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2016	Sarah Shearsmith	<p>There are several new/redesigned programmes in the final stages of development which specifically target men:</p> <ul style="list-style-type: none"> • Counterweight • Fitstones (Football Fans in Training) • Exercise Referral Scheme <p>All of the schemes will work with men to develop and design publicity to make the schemes attractive for them to attend.</p> <p><u>Counterweight</u> 'Counterweight' is an evidence based programme delivered by Health professionals for managing overweight and obesity. The yearlong programme encompasses behavioural techniques to support weight loss and weight loss maintenance equipping people with skills to manage their weight for life. The scheme is more attractive to men and pilots are currently being planned internally within MBC and at the Dorothy Lucy Centre.</p> <p>The publicity for this scheme is set by Counterweight but is more attractive to men and has lost the Change for Life 'family feel' which has been previously</p>

Code	Title	Due Date	Assigned To	Latest Note
				<p>mentioned by the MBC internal working group.</p> <p><u>Fitstones (Football Fans in Training)</u> An evidence based programme developed to include the latest scientific approaches to weight loss, physical activity and diet. Uses professional football clubs as a setting to encourage more men to join, using the teams coaches and branding. Maidstone United Football Club will be delivering the programme within the Maidstone Borough and work alongside Kick Kent to cover any staff absence. Training for the coaches is being finalised with the view the programme will commence in September 2014. Up to 30 men can take part in the programme and we hope to run a maximum of 3 programmes across the course of the year. As part of the 'FITSTONES' programme, Maidstone United Football Club will work with users of the club and the male population to produce posters to obtain referrals onto the scheme.</p> <p><u>Exercise Referral Scheme</u> A 10-12 week exercise programme to provide a variety of activities and be affordable for people on low incomes. Through research we know including exercise into a 'weight loss' programme naturally attracts more men. It is hoped the organisation will provide exit routes for attendees by providing subsidised membership rates. The commission brief was distributed w/c 16 June to invite organisations to apply.</p>
EQO CDP 002	Deliver a marketing campaign targeting male population for the PCT funded weight management classes.	31-Mar-2016	Sarah Shearsmith	<p>A publicity campaign for the above programmes will be revised to ensure the information is getting to the right individuals. We will work closely with partners such as; Maidstone Leisure Centre; Wellbeing People; Maidstone United Football Club; the local media; local businesses to ensure the information is within the public domain.</p> <p>Further ideas are currently being explored by advertising information on items such as beer mats to target pubs, men's social groups / working men's clubs.</p>
EQO CDP 003	Promote the weight management GP referrals	31-Mar-2016	Sarah Shearsmith	<p>As part of the Counterweight programme, we will make contact with 12 GP's over the course of the financial year to introduce them to the programme</p>



Code	Title	Due Date	Assigned To	Latest Note
	scheme.			<p>running within their area and make them aware of the referral process.</p> <p>Due to the introduction of the new and revised programmes a new referral form will be completed and sent to all GP's across the borough with a information sheet about each programme so they can advise their patients on the best programme for them. (It is hoped we may be able to work across our West Kent Leads to produce an information sheet as many patients cross over neighbouring boundaries).</p> <p>Links have been made with the West Kent Patient Participation Group (PPG) and an agenda item has been requested so we are able to inform patients of the programmes and ask them to link back in with their local GP surgery.</p>
EQO CDP 004	Increase uptake of male referrals	31-Mar-2016	Katie Latchford; Sarah Shearsmith	Please refer to above information re updated and new programmes specifically designed for men.
EQO CDP 005	Develop a weight management and motivational interviewing programme targeted at men.	31-Mar-2015	Katie Latchford; Sarah Robson	<p><u>Fitstones (Football Fans in Training)</u> An evidence based programme developed to include the latest scientific approaches to weight loss, physical activity and diet. Uses professional football clubs as a setting to encourage more men to join, using the teams' coaches and branding.</p> <p>Maidstone United Football Club will be delivering the programme within the Maidstone Borough and work alongside Kick Kent to cover any staff absence. Training for the coaches is being finalised with the view the programme will commence September 2014.</p>
EQO CDP 006	Deliver a weight management and motivational interviewing programme targeted at men.	31-Mar-2016	Katie Latchford	Please refer to above information in EQO CDP 005.

EQO COM Keeping young people informed

PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 003	Percentage of young people who feel informed about the benefits and services MBC provides	N/A Derived from Resident Survey with is undertaken every two years.		67.37%	58.00%	Roger Adley		

Code	Title	Due Date	Assigned To	Latest Note
EQO COM 001	Using channels favoured by young people	31-Mar-2016	Roger Adley	The council continues to make great progress building followers on Twitter and friends on Facebook. Since the last note we have doubled followers on the council's main twitter account, now numbering 8,858. Total weekly views now top 10,000. Likes on Facebook now number 1,223 for Maidstone Borough Council, 3,894 for Mote Park, 558 for Maidstone Museum and 104 for Maidstone Market. Our total weekly reach across facebook now tops 7,600. The social media policy has been reviewed and we have improved coordination of the council's accounts.
EQO COM 002	Going where the conversation is	31-Mar-2015	Roger Adley	New monitoring tools continue to become available and we are carrying out research to identify the times, topics and messages with greatest reach.
EQO COM 003	Identifying best practice	30-Sep-2012	Roger Adley	We have reviewed LGA research and best practice guidelines and met KCC officers on 11/02/13 to consider opportunities for joint working.
EQO COM 004	Planning to improve performance	31-Mar-2015	Roger Adley	In 2014 we will continue to support and promote community events and initiatives aimed at helping young people. We will build these into our work programme and use the research we are currently undertaking to decide and schedule social media messages for the greatest reach.
EQO COM 005	Tracking Progress 2013-14 Resident Survey	31-Mar-2015	Roger Adley	The Resident Survey is the mechanism to show if the objective has been achieved. Based on the question: 'Overall, how well informed do you think Maidstone Borough Council keeps residents about the services and benefits it provides. The out-turn is shown above.

EQO MUS Improve the number of visitors to the museum aged 55+ by 5% during 2012/13

PI Ref	Indicator Description	2012/13		2013/14		Responsible Officer	D	2013/14
		Value	Target	Value	Target			Status
EQO 002	Percentage of visitors to the museum that are aged 55 and over	28.50%	30.00%	23.28%	30.00%	Laura Case		

Code	Title	Due Date	Assigned To	Latest Note
EQO MUS 001	Develop and deliver a programme of lectures and events aimed at increasing use of the Museum's by older visitors	31-Mar-2015	Laura Case	A full programme of events has been organised. These are detailed in the Museum's promotional literature. Visitors from the target group have increased – e.g. behind the scenes tours, lectures etc. The Teddy Bear exhibition is designed to appeal to all generations and the museum are looking at the feasibility of doing a late night opening, aligning with late night shopping on the Thursday.
EQO MUS 002	Develop a series of learning programmes aimed at older visitors with the assistance of the St. Faith's Street Adult Education Centre and the new Kent Library and History Centre	31-Mar-2015	Laura Case	This work is continuing and the Museum Manager is looking at how a link between St Faith's Adult Education Centre and the Museum can be developed. There have also been an increased number of events and activities aimed at older people (e.g. a lecture series called 'Tea, Talk & Walk'; a series of behind the scenes tours promoted to Rotary Clubs, WIs etc). This will build on the partnership work done with KCC at the new Kent History and Library Centre who held a Family Learning day last year which attracted over 900 visitors (approx. 50% over 55's).
EQO MUS 003	Promote visits to the museum by groups with a predominantly older membership	31-Mar-2015	Laura Case	Tours of the museum are being promoted through the WI, Rotary Club, and local history society networks. This action will be on-going and groups are encouraged to visit the museum afterwards.
EQO MUS 004	Promote availability of museum staff to speak at older person's groups	31-Mar-2015	Laura Case	Museum staff have given a number of lectures to local interest groups whose membership is primarily aged 55 and over. These have included Womens' Institutes, Rotary Clubs, Probus Clubs, retirement fellowships, local history societies etc. Also included have been residential homes such as Mandeville Court. This will continue during 2014/15.

Code	Title	Due Date	Assigned To	Latest Note
EQO MUS 005	Increase the advertising spend in publications aimed at older people	31-Mar-2015	Laura Case; Laura Dickson;	Advertising spend has been increased and features sought in publications such as Kent Life etc which are aimed at an older readership. The percentage increase in visitors aged 55 and over has been achieved.
EQO MUS 006	Improve customer knowledge through better data capture (NEW 2014/15)	31-Mar-2015	Laura Case	The Museum is planning to look at how the data for this equality objective is collated and recorded to try and improve the quality of the data. At present the data for this objective is derived from the museum's satisfaction survey. This is not completed by all visitors and there are a number of clubs that use the museum that have older membership which is not currently captured as progress towards achieving the objective.
EQO MUS 007	Improve access and engagement to museum collections for people over 55 and those with mental health issues (NEW 2014/15)	31-Mar-2015	Laura Case	The Museum is planning on doing some work around access to museum collections. It is also looking at a memory project that will feed into the Health and Wellbeing agenda.