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Introduction

What is social inclusion?

Social inclusion is about reducing inequalities between disadvantaged groups and communities and the rest of society by closing the opportunity gap and ensuring that support reaches those who need it most. It is also about people feeling that they have a stake in society.

Social inclusion is the reverse side of social exclusion - a term used to describe what can happen when individuals or areas experience a combination of problems such as unemployment, poor skills, low incomes, poor housing, high crime levels, health problems or family breakdown.

The purpose of the Social Inclusion Strategy:-

The purpose of this strategy is to provide a vision and structure to the County Council's current and future work on social inclusion and to identify areas where work still needs to be done to ensure people do not suffer social exclusion.

The Strategy is also intended to act as a signposting document for people in North Yorkshire to contact the County Council on issues relating to the priority areas identified in this document.

Background:-

The need for action on social exclusion has been identified within the European Union and by the Government's Social Exclusion Unit. The Social Exclusion Unit's 'Making the Connections' report issued in February 2003 sets out the Government's strategy for improving access to jobs and key services to reduce social exclusion, particularly with reference to accessibility and transport issues and the role to be played by local authorities. This has been built upon since in the Government's Reaching Out: An Action Plan on Social Exclusion published in 2006. Reaching Out sets out the actions being taken by government to improve the life chances of those who suffer, or may suffer in the future, from disadvantage right through from early years, childhood & teenage years to adult years. It also promotes closer partnership working between the Government and other agencies, including local authorities, to tackle social exclusion.

Following extensive consultation through its work programmes, the County Council has identified the following priorities to tackle social exclusion:-

- **Tackling social isolation by providing better access to services and information for all**
- **Regenerating communities, in particular by tackling the low wage economy, removing barriers to employment and by creating more affordable housing**
- **Meeting the challenges associated with an ageing population by improving the quality of life for older people**
- **Making North Yorkshire a good place for vulnerable youngsters**
- **Tackling disadvantage in specific localities**

In all of the above we must ensure that we take account of the added risks of social exclusion and discrimination associated with disability, gender and ethnicity.

In order to implement these priorities, a set of directorate actions and targets have been developed in an action plan format. These can be found at the end of this document.

How does social exclusion affect people and areas?

We know that certain groups, such as older people and carers, disabled people, unemployed people and black and minority ethnic groups are particularly vulnerable to social exclusion. People can also be politically excluded, through lack of information, education or access to the political system.

But social exclusion can happen to us all. Ill health, serious injury, mugging, bereavement, unemployment or a natural disaster can inflict physical and emotional injuries which can make anyone more vulnerable to becoming isolated or excluded.

Many individuals will have protective factors around them including family and community support, together with the safety net of public and voluntary agency support services. But where this safety net does not exist, the circumstances that limit an individual's participation in everyday life are often caused by the failure of organisations to respond to their needs - rather than the individual's impairment or disadvantage by or in itself.

The Commission for Rural Communities has highlighted the differences between urban and rural exclusion issues: in urban areas there is often high unemployment; in rural areas, such as North Yorkshire, unemployment is relatively low. However, we know that much of our employment is low wage and/or seasonal. The Commission's message is that the way social exclusion is identified and tackled has to be different in urban and rural areas, due to these differences. Distance, isolation and poor access to services can compound problems in rural areas. In urban areas there tends to be concentrations of poverty, where focused regeneration and aid can be offered. Yet in rural areas, a person who is vulnerable to exclusion may be twenty miles from a person in a similar situation. This has a big impact on the resources and methods needed to tackle exclusion.

The County Council's vision as stated in the Council Plan – "A County which provides opportunity, independence and security for all" – clearly commits us to tackle social exclusion and to promote social inclusion. For the purposes of this strategy, though, and in recognition of the specific issues that face rural communities, a North Yorkshire definition of social inclusion has been developed:-

“Social inclusion is the process of ensuring that everyone has the opportunity to achieve their potential in life; through access to services, good education and skills throughout life, employment, good health and by overcoming geographical isolation, poverty and discrimination.”

The current situation in North Yorkshire and the improvements that we will be looking to deliver by 2010

North Yorkshire is viewed by many as an idyllic place to live with low crime, high employment and good educational standards in comparison with national averages. However these circumstances are not experienced by everyone and the County's size and population sparsity bring specific problems leading to social exclusion.

The principal issues we need to address are:-

- **Social isolation** through rural isolation and difficulties faced in accessing services.
- **Lack of affordable housing and a predominantly low wage economy** contributing towards a loss of community identity and a bias towards traditional sectors of employment particularly in the rural upland areas.
- **An ageing population**, which is higher and will continue to be higher than the national population and posing special challenges – requiring a move away from traditional social care practices to service provision based upon helping people lead independent, healthier lives for longer into their old age.
- **Children and young people who are vulnerable to poor outcomes** due to their circumstances. Consequently they can be at greater risk of failing to remain safe and healthy, achieve and enjoy life, make a positive contribution to society and achieve economic well-being.
- **Pockets of deprivation**, combining a number of factors such as housing, income, employment and education. In these localities, people of all ages often experience disadvantage on several fronts – higher rates of unemployment, poorer health, less favourable educational attainment, higher rates of crime and so on. Elsewhere, because the population is dispersed, disadvantage can be hidden but is nonetheless real for those adults, children and young people who suffer it.

So what is North Yorkshire County Council doing to tackle social exclusion and what improvements is it working to achieve by 2010?

PRIORITY: Tackling social isolation by providing better access to services and information for all

“The dispersed population presents significant challenges to service provision by the public, voluntary, and private sectors. Many people do not have easy access to settlements with a wide range of services and most settlements do not have a sufficiently large catchment population to support a wide range of services.”

(The North Yorkshire Local Area Agreement 2007/8-2009/10 'Moving Forward Together')

“The objective ... in relation to accessibility is: To ensure good access to key services (Education, Health, Food, Employment, Recreation and Tourism) for everyone.” (North Yorkshire County Council's Accessibility Strategy: Local Transport Plan 2006-2011)

“A greater awareness and better understanding of and engagement with the County Council, and knowledge of the context in which it operates and the service it provides, are all essential for achieving the County Council's visions and its corporate objectives.”

(North Yorkshire County Council Communication & Consultation Strategy -2006 to 2008)

'People with physical and sensory impairments should have full opportunities and choices to improve their quality of life and will be respected and included as equal members of society.'

(*'Equal Lives': North Yorkshire 3 year Strategy for People with Physical and Sensory Impairments: 2007 – 2010*)

People with learning disability have the right to enjoy the same rights and responsibilities as other citizens in their community. They will be supported to maximise opportunities in all aspects of their lives; operating within a culture that champions choice, independence and inclusion.

(“Getting a life not a service” – North Yorkshire's plans are people who are learning disabled and their carers 2005 – 08)

In North Yorkshire, the difficulties facing BME groups are exacerbated by their geographical isolation (with large distances between significant centres of population) and diversity – which is increasing.

(“ChangeUp Engagement and support of BME VCOs” – Professor Gary Craig, July 2006)

We recognise that accessibility is the ability of **all people to access the key services they require**. Often, in a large rural county like ours this is related to geographical isolation and lack of access to transport.

In responding to this challenge the County Council is in the process of implementing its Local Transport Plan's **Accessibility Strategy**.

The purpose of the Accessibility Strategy is to ensure that people have good access to key services. In the first year of its implementation (2006/07), the focus has been on Scarborough, where the Government's Indices of Multiple Deprivation show that it has the greatest concentration of multiple deprivation in the county. In the following years though, we will be looking more closely at other areas in North Yorkshire experiencing deprivation of one sort or another. We will continue to work with the District Councils and National Parks in North Yorkshire to ensure that future developments contribute to the improvement of the overall levels of accessibility across North Yorkshire.

To fill in the gaps left by standard forms of public transport, the County Council's **Community Transport Strategy** has been addressing how unconventional transport i.e. the use of social services/health authority minibuses and community transport organisations, can be used to contribute towards a sustainable public transport network in North Yorkshire. Government-backed funding is helping us to implement this strategy in partnership with the voluntary sector. This is an important strategy in **tackling rural isolation** and so a high priority in the Local Area Agreement is to increase the number of passengers carried on community transport minibuses.

We are also working with partners to implement a Central Government funding programme aimed at improving access to services in rural areas (The '**Modernising Rural Delivery**' programme run by the Department for Environment, Food and Rural Affairs).

Across North Yorkshire arrangements are underway to provide greater support to all children, families and communities - particularly the most vulnerable - in terms of access to services, personal development and extended learning opportunities. At the heart of this strategy is the setting up of 'Extended Schools' and 'Children's Centres'. Working together they will ensure that children, families and young people have good links to a variety of local services and opportunities. **Extended Schools** provide access to a range of services and activities, often beyond the school day, to help meet the needs of children, parents and the wider community. These services include high quality 8am-6pm childcare, parenting support (including information sessions and family learning activities), swift and easy referral to a wide range of specialist support services (such as speech, mental health and behaviour), and wider community access to schools (including computers, sports, arts facilities and learning opportunities). **Children's Centres** bring together services for children from birth to five years at a neighbourhood level and also provide support to parents in parenting and accessing employment.

To improve access to County Council Services we have put in place a **Public Access Strategy** to make it easier for people to contact us. This includes co-locating our services with other public sector partners and the voluntary sector in **Joint Access Centres** across the County so that people do not have to travel far to access these services. We are also improving our **telephone access** by putting in place a telephone contact centre. Contact Centre Staff have been trained to answer a range of enquiries about County Council services. The County Council's **website** has been improved to enable a range of transactions to be done on-line and **free broadband internet access** is available in our library and information centres. For quite a while now we have been able to provide information in alternative formats and different languages upon request. Another ongoing initiative is the production of a County Council **newspaper** for our residents. Sent out on a monthly basis this newspaper provides information on our current and future service developments as well as providing other items of interest.

Encouraging people to participate in **the democratic process** is a route towards inclusion. We want people to feel that they can help shape our services.

Our **County Council Area Committees** (one in each district) provide a mechanism for people to raise issues locally.

In 2006 we developed a **Communications Strategy** with an extensive range of actions which all our directorates have been asked to achieve by 2008. The Communications Strategy will ensure that the **needs and views** of the people of North Yorkshire are **effectively sought, acknowledged and used** in forming County Council policies and in reviewing service design and improvements.

The County Council has also set up a **Citizens Panel** to give people an opportunity to help the Council in planning its services to meet the needs and priorities of its residents. The Panel is made up of 2,000 people from across the county from a very wide age group. It first recruited members in early 2004 and 'refreshed' in March 2005 and April 2006, (some Panel members retired and new members were recruited). Service areas discussed have included highways, rights of way, waste management, our objectives and spending commitments, contacting the council – staff interaction, and access to services.

Every year we also hold a local democracy event to encourage people to vote and be involved in the democratic process more generally.

As part of meeting people's **needs** we will be implementing a **physical and sensory impairment strategy** over the next three years (2007-2010). Its purpose is to ensure services are planned and delivered in ways that enable people with physical and sensory impairments to exercise choice and control over how their needs are met. For example, we are making information about Adult Social Services and our libraries and archives more accessible to **deaf**

people, by transforming key leaflets into video clips in British Sign Language. The leaflets include information about social care, supported housing, libraries and archives.

Disability can be isolating for a number of reasons. Partly this is because transport and access generally can be difficult but often it is because people see the disability rather than the person. **The “social model” of disability** says that it is barriers in the living and working environment which prevent disabled people from participating fully. The County Council is striving to ensure this model of disability is fully understood by its staff and is the basis on which we provide our services. For example, we work with learning disability partnership boards to ensure that services are planned and delivered in ways that enable choice and control and support independence for people with learning disability and their carers.

An important service in supporting independence is **housing**. The County Council works with partners through the Supporting People partnership to help ensure that the range of supported housing needs which people have are addressed. We have also collaborated with the City of York Council, the Probation Service and others to produce a **Homelessness Directory** with comprehensive information about services and accommodation for homeless people and people who work to support them.

It is important that we ensure the views of **black and ethnic minority residents**, including recent migrants from Eastern Europe, are sought and acted upon as they are in potentially isolated circumstances. We are now working to establish effective arrangements with black and ethnic minority communities & partners to get a more complete picture of needs and priorities to develop strategies to meet them. As part of a broader set of actions these are being taken forward under the Regenerating Communities priority.

Taking forward this priority: 2007 to 2010

Access to services came out as the most frequent challenge to people in North Yorkshire for those who were seen to be at risk of social exclusion. We will promote choices of travel mode that meet the needs of people who may be isolated by disability and we will work with partners to improve access to services through implementing our Accessibility Strategy. We're aware, though, that transport provision is only part of the picture. Access to services also includes providing access to our buildings and access to information – and as locally as possible.

We must also be inclusive in the way that we communicate with local people – including 'hard to reach' groups – to ensure that they have greater choice and influence over local decision making and a greater role in public service delivery.

A LIST OF ACTIONS TAKING FORWARD THIS PRIORITY CAN BE FOUND ON PAGES xx to xx.

Key contacts within North Yorkshire County Council for this priority:

For more information on the work that the County Council is, or is planning to do in the area of transport provision and its Accessibility Strategy and to inform us about your needs or suggestions in relation to this priority please contact Phil Broomhead in our Business and Environmental Services Directorate on 01609 532311.

For more information on the County Council's Public Access Strategy please contact Robin Mair in our Policy, Performance & Partnership Unit on 01609 533806.

For information in relation to Children's Centres and Extended Schools please contact Julia Lowery in our Children & Young People's Service Directorate on 01609 532148.

For information in relation to our communication strategy and to let us know about any ideas that you may have to improve our means of communication please contact Paul Scott in our Communications Unit on 01609 532758.

For details on the provision of information in alternative formats and different languages, please contact Pammi Sahota in our Personnel Services (Policy & Support) Unit on 01609 533210.

For details on information for deaf people (Adult Social Services/libraries and archives) please contact Shanna Carrell in our Adult & Community Services Directorate by email: shanna.carrell@northyorks.gov.uk or on 01609 532992. The video clips can be seen on our website at www.northyorks.gov.uk/bsl. The clips can also be e-mailed, provided on CD, or provided in high-quality DVD format, on request.

For information on the County Council's Strategy for people with Physical & Sensory Impairments please contact Stephen Harrison in our Adult & Community Services Directorate on 01609 533807.

For information on the County Council's strategy for learning disabled people please contact Mark Humble in our Community Care Service on 01609 780780.

Contact officers' telephone numbers may change from time to time due to office relocations etc. If you are not able to contact the officer on the telephone number listed please contact the County Council switchboard on 01609 780780 and ask to be put through to the named officer.

PRIORITY: Regenerating communities, in particular by tackling the low wage economy, removing barriers to employment and by creating more affordable housing

“The tendency for the County to be attractive to higher earners working elsewhere, coupled with its attractiveness to second home owners and as a destination for self-catering holidays, pushes up the cost of houses disproportionately to the incomes of people dependent on the local economy, who often find local housing un-affordable.”

(The North Yorkshire Local Area Agreement 2007/8-2009/10 ‘Moving Forward Together’)

“Volunteering is an important expression of citizenship.... It is the commitment of time and energy for the benefit of society and the community.”

(‘Volunteering’: The National Compact Codes of Practice)

“People of Asian origin are experiencing particular difficulties currently as recent international events have given those with prejudice against such people an excuse to harass them” [and] “Since the 2001 Census ... the pattern of migration affecting the national and ethnic mix in Britain has been strongly influenced by migration from Eastern Europe.”

(The North Yorkshire Local Area Agreement 2007/8-2009/10 ‘Moving Forward Together’)

“The Council wants to achieve an employment and service environment that actively and proactively promotes equalities. It is our aim that the service user experience, wherever that may be in the county will be memorable for its excellent quality and equality of opportunity. “

(North Yorkshire County Council’s Corporate Equality Plan)

Regenerating Communities

We already know that the lack of **affordable housing** is becoming a barrier to many people who wish to settle in North Yorkshire. So in partnership with the Housing Corporation, the County Council has been undertaking an **Affordable Housing Programme** across the county. Phase 1 of the programme is likely to provide for 156 homes on 22 sites across the county. To date four schemes have been completed with 22 homes provided. A further five sites are under construction for 41 homes. Nine sites are currently in the process of being acquired or awaiting builders to start. Phase 2 of the programme is in preparation. The provision of affordable housing is an important means of

tackling rural isolation and so a high priority in the Local Area Agreement is to increase the number of affordable housing units in North Yorkshire.

It is accepted that the next generation of older people have a greater expectation of housing options; this will include offering potential tenants and owners security of tenure. Adult Social Services will be working to ensure that the planning system supports and encourages the development of a range of well designed, accessible and affordable housing for older people, including extra care provision.

The **promotion of a successful North Yorkshire economy** is an important objective for the County Council.

Through our Employment Training Services we have provided **job opportunities** for the target groups of the New Deal and Welfare to Work schemes relating to the long-term unemployed.

The Supported Employment Services aims to support **adults with learning disabilities** to find employment, paid and voluntary, in local businesses. The staff look at the job seeker's work skills, experience and preferences, and work closely with Job Centre Plus and Connexions to match the person's skills to appropriate vacancies. All referrals to the service will under go an assessment and complete a vocational profile and action plan. The service can provide support at the interview process, on the job coaching and advice to both users and employers as required.

Our Economic Development Unit is working closely with Business Link York & North Yorkshire to give **assistance and advice** on most aspects of business to **Small Medium Enterprises** located throughout North Yorkshire, enabling them to **improve** their **growth** prospects.

The County Council together with partners at the regional level has set up a company to launch the **next generation broadband network** in North Yorkshire. Called '**NYnet**', the company will install and then sell wider band width broadband - a very high speed fibre-optic network – across North Yorkshire, allowing service providers to offer affordable access to a wide range of internet-based data, image and voice services. These services will help to address the digital divide that exists in our rural county, providing a great incentive for companies to locate within North Yorkshire and encourage our existing **high tech companies** to remain in the County.

Particularly in our more remote rural communities we have contributed to **community development**, through the payment of **special grants** e.g. the Small Project Fund and Village Hall Scheme (now replaced by the Rural Target Fund). Several of our **market towns** (Skipton, Settle, Boroughbridge, Knaresborough, Richmond, Catterick Garrison, Kirbymoorside, Helmsley,

Pickering, Norton, Bedale and Knaresborough), continue to be supported through the **Renaissance Market Town Fund**. This enables these market towns to implement regeneration projects through small annual grant schemes. The **county-wide SRB scheme** has also improved community regeneration within North Yorkshire.

We appreciate that **economics alone cannot regenerate communities**. Regeneration is also about creating a good **community spirit** – one that allows the more dependent members of a community to be supported by other community members/volunteers. It is also about people feeling that their local area is a place where people from **different backgrounds and ages** can get on well together.

Community spirit and all that it entails in terms of creating strong and inclusive communities is in part reliant upon having a healthy **community and voluntary sector**. Organisations in this sector provide many services which are an essential part of the range of services on which communities depend. In recognising the important contribution that the voluntary sector makes towards tackling social exclusion, the County Council and several other agencies have formed a **Compact** (an overarching statement and associated Codes of Practice) with the voluntary sector to improve and strengthen our working relationship. The North Yorkshire Local Area Agreement is seeking to increase the number of people recorded as or reporting that they have engaged in formal **volunteering** on average of at least two hours per week over the last year. Across our directorates, numerous **partnership links with the voluntary sector** have been formed to help sustain this sector, through contracting services, providing grants and helping to contribute towards the sector's core costs. We are also involved in helping to implement a Central Government funding programme which is aimed at enhancing the capability of the voluntary sector in rural North Yorkshire to promote social and economic wellbeing and quality of life (The Rural **Social & Community Programme** run by the Department for Environment, Food and Rural Affairs).

North Yorkshire may appear to be a largely mono-cultural county with few residents from ethnic minorities. However there are residents representing all the 16 ethnic categories on the 2001 census and these residents are spread across all the districts of the county. Generally, though, there are few communities of such people and so, in our rural areas especially, **cultural differences can lead to isolation**.

In our more urban areas we have had a number of successes in reaching out to minority communities. In Scarborough a number of events have been held to welcome the **East European migrant workers**, in particular to make sure they know where they can seek help and to put them in touch with older established migrant groups. In **Skipton a Task Group** has been set up to co-ordinate the work of several agencies working together to build community cohesion, this has a strong Asian community representation on it and has already resulted in

improvements in street lighting, additional youth work and employment fairs. In our more rural areas, where communities are more dispersed and fragmented, there is more that we need to do to promote social cohesion.

We are now working to establish effective arrangements with black and ethnic minority communities & partners to get a more complete picture of needs and priorities to develop strategies to meet them.

Removing barriers to employment

We are **one of the largest employers** in North Yorkshire, and as such have an important role as a **model for other employers** in North Yorkshire. It is important that we perform well as an employer in providing **equality of access to our jobs** and ensuring the working environment does not needlessly exclude people.

Examples of good practice are:-

- We have achieved Level 2 of the Equality Standard for Local Government and are aiming to achieve Level 3 by September 2007. We have also put into place a Corporate Equality Plan and a Race Equality Scheme
- We have put into place a Gender Equality Scheme to ensure that the Council takes the needs of men and women into account
- We have produced a Disability Equality Scheme to give effect to our aim of taking into account the needs of disabled people in everything the County Council does. It sets out the overall policy objective for improving and addressing disability inequalities.
- We are part of a public sector partnership working to promote employment opportunities via a web-based portal 'North Yorkshire Together' <http://www.oneplacenorthyorks.com>. The purpose of this facility is to reduce barriers imposed by our former reliance on traditional qualifications and recruitment methods in North Yorkshire.
- We are supporting the New Deal scheme (a Government scheme providing people the help and support they need to look for work, including training and job preparation), through guaranteeing New Deal applicants with an interview if they meet the minimum criteria of a post advertised within the County Council.
- We are committed to improving representation of disabled people and people from minority ethnic groups within the workforce and we are investing in improved disabled access to County Council owned buildings used regularly by the public, such as libraries.

Taking forward this priority: 2007 to 2010

Regenerating communities within North Yorkshire has to be a key social inclusion target for the County Council. We will do this through the provision of affordable housing, local delivery of services, support to businesses, the enhancement of community facilities and through targeted funding and support to encourage community economic development from within the community. Rural and sparsely populated communities need special attention within North Yorkshire.

We will continue to support the valuable work that the voluntary and community sector does to create more inclusive communities

We will ensure the views of black and minority ethnic residents are sought and acted upon, including migrants from Eastern Europe, as they are in potentially isolated circumstances especially in our more rural areas where community ties are not as strong.

As one of the largest employers in the County we need to be able to demonstrate a robust base for inclusion work. We must continue to be inclusive in our process and employment procedure. To this end we will promote race and gender equality and improve representation of disabled people within the workforce. We will also promote employment and training opportunities for people who face language barriers, including migrant workers by adapting the 'North Yorkshire Together' web-based portal and by producing a Welcome Pack.

A LIST OF ACTIONS TAKING FORWARD THIS PRIORITY CAN BE FOUND ON PAGES to xx to xx.

Key contacts within North Yorkshire County Council for this priority:

For information on the work that the County Council is doing in terms of economic development please contact Jochen Werres in the Business & Environmental Services Directorate on 01609 532832.

For information on the county-wide affordable housing programme please contact Malcolm Spittle in the Business & Environmental Services Directorate on 01609 532428.

For more information on the North Yorkshire Compact please contact Justine Williams in the Policy, Performance & Partnership Unit on 01609 533487.

For more information on the work that the County Council is doing to promote community cohesion and to inform us about your needs or suggestions in relation to this area please contact David Walker in our Children & Young People's Service Directorate on 01609 532667.

For more information on the issue of equalities and diversity within our workforce and to let us know about any ideas for improvements that you may have in relation to these please contact Pammi Sahota in our Personnel Services (Policy & Support) Unit on 01609 533210.

Contact officers' telephone numbers may change from time to time due to office relocations etc. If you are not able to contact the officer on the telephone number listed please contact the County Council switchboard on 01609 780780 and ask to be put through to the named officer.

PRIORITY: Meeting the challenges associated with an ageing population by improving the quality of life for older people and tackling disadvantage

“The experience of exclusion in later life can be particularly acute as it is all too rare that people already excluded in mid-life are able to break the cycle of exclusion in later life and it may be even worse. Additionally key events in later life, such as bereavement or retirement from work, can lead people to become excluded...” (A Sure Start to Later Life: Ending Inequalities for Older People, Social Exclusion Unit, 2006)

“Older People wish to remain in a home of their own.”

(Strategic Commissioning for Independence Well-being and Choice: Strategic Commissioning for Adult Social Care in North Yorkshire for the next 15 years.)

‘Older people will be recognised as key contributors to society and the life of the community, where age in itself will not be a barrier. Quality of life for older people will be improved by older people and other partners working together. This will involve developing strategies and services which respond to their changing aspirations and ambitions, meeting their changing needs and offering more opportunities for fulfilment...The emphasis is on the needs and wishes of the individual and the choices available to them.’ (*The North Yorkshire and York sub regional multi-agency strategic framework for people 50 and over*, 2006)

The 2001 census indicated that North Yorkshire had 217,000 people over 50 (38% of its total population) and 13,600 (2.4%) were over 85. The population projections predict that by 2015, the population will be 607,000, of whom 273,000 (44.9%) will be over 50 and 19,500 (3.2%) will be over 85 years.

Promoting independence amongst older people forms a major part of the work that the County Council does. However we recognise that **independence through social care provision is not enough** if we want to improve the quality of life of older people and tackle exclusion.

Improving the quality of life for older people involves the County Council and relevant partner organisations developing strategies and services which respond to older people’s changing aspirations and ambitions.

Information and services need to be provided as locally as possible by well trained and motivated staff working closely together across agencies. **Individuals need to have control over decisions affecting them.** The emphasis is on the needs and wishes of the individual and the choices available to them.

For some years now our policy has been to move away from concentrating on traditional social care responses towards a range of other services which can support people **to live independently at home**, including co-operation with other

agencies to offer a wider range of accommodation options than just the Council's traditional Elderly Persons' Homes. We have put in place a detailed strategy on commissioning services for adult social care over the next fifteen years (2007-2022). One of the aims of this strategy is to foster the growth of '**Extra Care Housing**' - a style of housing and care for older people that falls between traditional Sheltered Housing and residential care homes. By 2011 the majority of the Council's Elderly Persons Homes will be replaced by about 800 units of Extra Care Housing. Some 122 units have already been completed, replacing three of our homes.

In supporting people to live at home we are developing the use of "**telecare**". This technology can turn lights on if someone gets up in the night, warn about cookers not working properly, provide an open line to an emergency call centre and so on, making it safer for people to live independently.

In 2006 the County Council signed up to a document – *Planning for Older Age* - to identify how all parts of the organisation could recognise and use the contribution that people of 50 and over can make to delivering its core objectives and policies, whether as employees or citizens. It gives a commitment for us to become more responsive to the **changing aspirations and needs** of people as they are affected by problems related to disability, ageing or being a carer. We are also working in partnership with other relevant organisations, including the health sector, to help people lead independent and healthier lives for longer into their old-age.

There remains a **lack of take-up of benefits** amongst older people in North Yorkshire. Existing efforts are being made by various agencies, including the County Council, which has set up a dedicated Benefits and Assessment Team. However, above and beyond clients of Adult Social Services, there remains a hidden but significant population of 'hard to reach' groups of older people who may be eligible for benefits but are failing to claim. Through the implementation of the North Yorkshire Local Area Agreement 2007-2010 specific actions will be put in place to increase the percentage of people across the county claiming benefits to which they are entitled.

The issue of unmanageable debt and **financial exclusion** has emerged as an issue of major concern across the United Kingdom. The problem is of particular concern in North Yorkshire, a predominantly rural area with less support mechanisms for people living on low incomes than is available in many more urban areas. In order to tackle this we are looking into the feasibility of developing a '**Credit Union**' – a not-for-profit alternative to banks, building societies and finance houses, allowing members to save and borrow.

Our Trading Standards service is undertaking a **community safety work programme**, which includes special attention to older people and vulnerable groups via a 'bogus caller' doorstep crime project which includes establishing 'no

cold-calling zones' across the county so that people are not conned out of their money.

Taking forward this priority: 2007 to 2010

Our strategy for securing social inclusion for all adults will be through recognising that people's roles and requirements change over time; that they are key in contributing to their own healthy ageing and well-being; and have a vital role to play in planning and influencing the shape, range, delivery and quality of future services.

We recognise that policies, services and opportunities for involvement must be responsive and accessible to people of different ethnic or national origin, sex or gender, marital status, family status, sexuality, religion or beliefs, disability and age whether living in centres of population or in remote rural areas.

A LIST OF ACTIONS TAKING FORWARD THIS PRIORITY CAN BE FOUND ON PAGES xx to xx.

Key contacts within North Yorkshire County Council for this priority:

For more information on the work that the County Council is, or is planning to do in this area and to inform us about your needs or suggestions in relation to this priority please contact Norma Sutton in our Adult and Community Services Directorate on 01609 532404.

Contact officers' telephone numbers may change from time to time due to office relocations etc. If you are not able to contact the officer on the telephone number listed please contact the County Council switchboard on 01609 780780 and ask to be put through to the named officer.

PRIORITY: Making North Yorkshire a good place for vulnerable youngsters

"We need a greater focus on ensuring children at risk are identified earlier. We need to be able to share information to identify children who require additional support." (DfES Every Child Matters, 2003)

"Many children and young people do well in all sorts of ways. Not all of them, however, and not in every way. There is more we can do for many of them, and, for some of them, much more. We need to break new ground where we have not done well enough so far." (North Yorkshire County Council Children and Young People's Plan 2006-2009)

" In North Yorkshire we want to see the development of services that support children and young people who are disabled to achieve their own potential, on their own terms, participating in settings of their preference." (*Disabled Children & Young People Living in North Yorkshire: Principles Into Practice - A Multi-Agency Strategic Overview*)

We know that there are groups of children and young people who are **vulnerable to poor outcomes due to their circumstances**. In particular, children looked after by the Local Authority, those who are disabled or have special educational needs, those who are very mobile (like some Traveller children, or some of those moving with the Armed Forces), children from different faith groups and some from ethnic minority groups. They can be at greater risk of failing to remain safe and healthy, achieve and enjoy life, make a positive contribution to society and achieve economic well-being.

Some children and young people are more vulnerable because they live in localities where **social and economic challenges** are greater. For others, disadvantage can be reinforced by **isolation** in our rural communities where a **lack of infrastructures and social networks** can make it harder to make an impact on the problems which children, families and communities face. The difficulties for **travellers** are especially significant in this regard and our Traveller Education Service aims to overcome problems of interrupted schooling and to provide access to a positive educational experience for every child. It aims to ensure that all traveller children, including those who move frequently or who live in isolated parts of the County have access to a full curriculum within mainstream schools.

In North Yorkshire we have over 1200 **disabled children** who need a range of support requirements. These requirements can be anything from assistance with personal care, mobility, communication, hearing, vision or learning and behavioural issues.

The County Council has put in place **4 social work teams** to provide support to disabled children/young people and their families, with close links being made to health care provision and schools and colleges. The Council runs three

residential care centres for disabled young people and works closely with Barnardo's and NCH (one of the UK's leading children's charities) to provide additional residential care provision centres in North Yorkshire. The disabled social work teams also provide **respite care** (short breaks) and the voluntary sector adds value to our services by, for example, providing volunteers to accompany individuals to get out and about and enjoy social and leisure activities.

Beyond these vulnerable and therefore priority groups and neighbourhoods there are **significant things that can go wrong for almost any child or young person at any stage**, anywhere in the County. They may be ill, or harmed by accident; distracted by family difficulties; struggling or bored at school; isolated by shyness, rurality or bullying; bored in their spare time, sometimes with poor access to services or support; they may develop unhealthy lifestyles or form risky relationships. Children and young people may also lack the information, advice or self-confidence to make the right choices at the right time, or face difficulties over transport, access to local training or to housing.

In 2006 we restructured the way in which the County Council provided services to children and young people. We created a single directorate – **the Children & Young People's Service** - with the responsibility of developing a co-ordinated approach to the needs of children and young people, particularly in relation to their education and social care.

Not only this, but we have **joined forces with a range of other organisations** who work with children and young people to come together to share information and look at the whole range of needs in North Yorkshire and how to meet them through partnership working.

In partnership with these organisations, we have developed a Children and Young People's Plan running from 2006-2009 to deliver five key outcomes for children and young people as they need to be tackled in North Yorkshire's communities.

These outcomes are:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being.

In addition, our **Trading Standards** department is **undertaking work to protect young people** through enforcement of sale of age-restricted products; and consumer credit advice including protecting the young and other vulnerable groups from 'sharp end' marketing.

Taking forward this priority: 2007 to 2010

Our strategy for securing social inclusion for all children and young people will be through the provision of high quality mainstream services, supported by effective preventative and targeted services.

The North Yorkshire Children and Young People's Plan, Transforming youth work and Adult & Family Learning Plans set out our priorities for all children and young people facing social exclusion over the course of the Social Inclusion Strategy 2007-2010.

A LIST OF ACTIONS TAKING FORWARD THIS PRIORITY CAN BE FOUND ON PAGES xx to xx.

Key contacts within North Yorkshire County Council for this priority:

For more information on the work that the County Council is, or is planning to do in this area and to inform us about your needs or suggestions in relation to this priority please contact David Walker in our Children & Young People's Service Directorate on 01609 532667.

Contact officers' telephone numbers may change from time to time due to office relocations etc. If you are not able to contact the officer on the telephone number listed please contact the County Council switchboard on 01609 780780 and ask to be put through to the named officer.

PRIORITY: Tackling disadvantage in specific localities

Amongst our priorities we need to ensure that we target those areas that are suffering from higher levels of disadvantage. Chiefly, these localities include some of our coastal towns, Selby, Catterick Garrison, Colburn and some of our rural upland areas.

A number of the County Council's current and planned strategies and work programmes identified in the other priority areas in this Social Inclusion Strategy include a focus on particular localities where disadvantage is the greatest.

For instance in respect of Children and Young People's services, we are putting in place 22 locality plans, with each one tailored to the needs of that particular area.

Our Children's Centres were first rolled out to areas in the county highlighted by the Government's Indices of Multiple Deprivation as being the most deprived. A graduated service approach is provided by our Children's Centres according to levels of need. So, in our most deprived areas Children's Centres offer the highest levels of support. Similarly our Extended Schools programme and our Adult Learning provision takes into account levels of need within localities. And when determining the level of support that may be required for individual schools, we take into account the catchment area from which school's recruit their pupils.

Our joint Teenage Pregnancy Strategy with the Health Authority focuses on those areas which have the highest teenage pregnancy rates and these hotspot areas tend to be the most deprived.

In late 2007 we will be developing a new Economic Development Strategy to target funding programmes to areas of greatest need, notably Scarborough, Selby and some of our rural upland areas.

Through the County Council's Community Fund – an investment of over £1.2m per annum across the County - districts such as Scarborough have been able to fund projects which aim to tackle disadvantage. Examples in Scarborough District include projects to tackle homelessness; supporting hard to reach groups into employment; and funding to support the provision of welfare benefits and money advice.

Actions to tackle disadvantage cut across the action plans below.

The action plans will be updated on an annual basis. These updates can be sent to you by contacting the County Council's Corporate Policy Unit at the address shown at the front of this document.

THE ACTION PLANS: 2007-2010

**• Priority: TACKLING SOCIAL ISOLATION
BY PROVIDING BETTER ACCESS TO SERVICES & INFORMATION FOR ALL**

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
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1. Transport Provision	<p>Improve bus services and infrastructure in partnership with operators.</p> <p>Such improvements include bus priority measures, quality bus partnerships, improvements to bus stops/bus stations. Punctuality Improvement Plans and improved information provision. We will also seek ways to support smaller operators and investigate options for driver training.</p>	<p>To increase bus passenger numbers by 6% above the 2003/04 baseline (16,100 passenger journeys) by 2010/11 (BVPI 102)</p> <p>2006/07 = 16,100 2007/08 = 16,400 2008/09 = 16,600 2009/10 = 16,900 2010/11 = 17,100</p> <p>To achieve 70% satisfaction with local bus services by 2009/10 compared with the 2003/04 baseline (66%) and to remain in the upper quartile of English Local Authorities (BVPI 104).</p>	<p>2006/07 to 2010/11</p> <p>2006/07 to 2010/11</p>	<p>Bus Strategy and Bus Information Strategy</p> <p>Bus Strategy and Bus Information Strategy</p>	<p>Business & Environmental Services Directorate</p> <p>Business & Environmental Services Directorate</p>
	<p>Increase the number of passengers carried on Community Transport mini buses throughout North Yorkshire by specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council and partners.</p>	<p>2007/08 = 171,000 2008/09 = 189,000 2009/10 = 199,530</p>	<p>2007/08-2009/10</p>	<p>North Yorkshire Local Area Agreement 2007-2010 (ref: STR/3/c)</p>	<p>Passenger Transport Unit and partners - chiefly the voluntary sector.</p>
	Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)

<p>2. Accessibility: to promote alternative means of service delivery and transport provision.</p>	<p>Work with operating organisations to help extend their services as part of the accessibility strategy.</p> <p>Introduce a consistent monitoring methodology to coordinate the collection of data.</p> <p>Support voluntary community transport organisations.</p> <p>Investigate opportunities for volunteer recruitment.</p>	<p>Increase the number of community transport mini bus passengers by 50% with Futurebuilders by 2010/11.</p> <p>2006/07 = 157,000 2007/08 = 180,000 2008/09 = 194,000 2009/10 = 198,000 2010/11 = 200,219</p>	<p>2006/07 to 2010/11</p>	<p>Local Transport Plan 2006-2011</p>	<p>Business & Environmental Services Directorate</p>
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3. Access to Services & Opportunities	Rollout Extended Schools and Children's Centres to all parts of the County by 2008	Build on the existing Extended Schools cluster networks (groups of schools) by rolling out seven further clusters in 2006/07 and a further five in 2007/08. Countywide coverage by 2008. 21 Children's Centres by March 2008 and all schools making provision for childcare (either directly or through local providers) as part of the extended schools core offer.	2006-2008 2008	Extended Schools Strategy/Children's Centre Strategy	Children & Young People's Service Directorate
	Implementation of DEFRA's PSA 4 Modernising Rural Delivery programme in North Yorkshire	Strengthen rural areas in the DEFRA lowest economic quartile to support access to services and community transport.	2006-2009	Council Plan (Objective 5: "Strengthen the Economy.") North Yorkshire Local Area Agreement 2007-2010	Economic Development Unit with Passenger Transport Unit : Business & Environmental Services Directorate with YRCC
	Increase in provision of Service Access Points	Increase the percentage of the population of North Yorkshire living within 5 miles of a Joint Access Centre (JAC) By 2010 = 61.1% (without stretch)/76.6% with stretch.	2007/08-2009/10	North Yorkshire Local Area Agreement 2007-2010 (ref: STR/3/a)	County Council directorates in partnership with a range of public sector and voluntary sector partners

4. To increase the percentage of authority buildings open to the public and accessible to disabled people (BV156)	Revenue committed over a three year period to improve disabled access to buildings.	Targets: 2005/06 = 25% 2006/07 = 33% 2007/08 = 37%	2005/06- 2007/08	Asset Management Plan	Facilities Management/Building Design & Management
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
5. Improve access to information and services by all people in North Yorkshire	Produce on request all leaflets in different formats.	Extension of the Adult & Community Services '?' symbol to indicate availability of other formats.	Ongoing	Corporate Equality Plan Communications Strategy	Communications Unit/ Print Unit Also as a common resource: Library and Community Services
	Access by all directorates to translation facilities ('language line').	Increase the use of Language Line by all Directorates.	By April 2007		Corporate Equalities Working Group
6. Promote the provision of equal access to quality library, information & archives services for local communities.	Increase take-up of Home Library and Information service.	To be increased to 1,000 service users by March 2007	2006/07	Communications and Consultation Strategy 2006-2008	Library and Community Services

7. Implement the Physical and Sensory Impairment Strategy (2007-2010) to ensure services are planned and delivered in ways that enable people with physical and sensory impairments to exercise choice and control over how their additional needs are met.	Deliver service improvements in terms of health services; access to suitable housing, public transport and access to services and information. Provide more opportunities to participate in community life and the democratic process to allow people with physical and sensory impairments to have a greater say in influencing service delivery. Reduce discrimination and harassment. Improve access to employment and training.	Targets relating to these actions can be found in the Equal Lives North Yorkshire Strategy for People with Physical	2007-2010	'Equal Lives': North Yorkshire Strategy for People with Physical & Sensory Impairments 2007-2010	County Council directorates and external partners
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
Communication					

8. Raise the public's awareness of the role of the County Council as a provider of local services and representative of the community.	Directorates to continue to improve the quality of public information.	Directorate external communication strategies and action plans.	Review October 2006 onwards.	Directorate external communication strategies and action plans	Directorates/Review by Communications Officer Group
	That County Council services are widely publicised.	Produce monthly NYCC newspaper. Directorates to be pro-active in publicising activities as part of their communication strategies.	September 2006 onwards. Ongoing.	Communications and Consultation Strategy 2006-2008. Directorate communication strategies	Communications Unit All Directorates
	That the County Council prioritises target audiences to increase engagement.	Directorates to identify target audiences based on a customer needs analysis as part of their communications strategy, with particular reference to 'hard to reach' groups. Action Plan developed and implemented to address target and specific audiences.	October 2006 onwards. October 2006 onwards.	Communications and Consultation Strategy 2006-2008 Communications and Consultation Strategy 2006-2008	Directorates/ Communications Officer Group Directorates/ Communications Officer Group

9. Deliver a range of cost effective communication and consultation tools to improve information exchange, community engagement and user focus, and access to services.	That the County Council continues to monitor, evaluate and develop existing channels of consultation to meet customer needs.	Research how customers access County Council Services.	Public Opinion Survey – October 2007.	Communications and Consultation Strategy 2006-2008	Communications Officer Group and Communications Unit
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
10. Encourage appropriate consultation to secure community involvement and implementation of key objectives.	Via Citizen's Panel quarterly and specific consultation during annual review of The Council Plan.	Four times yearly (May/August/ November/ February).	Four times yearly (May/ August/ November/ February).	Communications and Consultation Strategy 2006-2008	Directorates/Scrutiny & Performance Unit
	Via specific consultations during the development of corporate strategies.	On-going.	On-going.	Communications and Consultation Strategy 2006-2008	Directorates/ Communications Unit
	Prepare and issue a customer charter.	January 2007.	January 2007.	Communications and Consultation Strategy 2006-2008	Scrutiny & Performance Unit
11. Ensure effective engagement with 'hard to reach' groups, BME communities and disabled groups.	Support the development of BME focus groups in Scarborough and Skipton.	To provide financial and staffing support for these groups.	Ongoing – review March 2007.	Communications and Consultation Strategy 2006-2008	Scrutiny & Performance Unit/Children & Young People's Services

12. Ensure effective engagement with children and young people.	Develop consultation arrangements with young people and children.	Director of Children & Young People's Services to act as a 'champion' for consultation with young people and internally as a good practice resource.	Review – April 2007.	Communications and Consultation Strategy 2006-2008/Children & Young People's Plan 2006-2009	Director of Children & Young People's Services
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- **Priority: REGENERATING COMMUNITIES, IN PARTICULAR BY TACKLING THE LOW WAGE ECONOMY, REMOVING BARRIERS TO EMPLOYMENT AND BY CREATING MORE AFFORDABLE HOUSING**

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
Regeneration					
1. Increase the number of affordable housing units.	Increase the number of new affordable local need housing units provided in North Yorkshire.	2,117 = (without 'stretch') over a cumulative four year period. 2,220 = (with 'stretch') over a cumulative four year period.	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: STR/2/a) and the county-wide capital housing finance scheme	County Council directorates and external partners including District Councils and the Housing Corporation

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
2. Develop a range of well designed, accessible and affordable housing for older people, including extra care provision.	Implement NYCC's Policy for people aged 50 and over and specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council & partners/and specific actions set out in NYCC's Strategic Commissioning for Independence Well-being and Choice document (2007-2022).	Number of additional extra care units occupied: 2007/08 = 93 2008/09 = 150 2009/10 = 120 (with 'stretch')	2007/08-2009/10 and beyond	The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/4a)/Our Future Lives 2006-2011' - Policy for people aged 50 and over/Strategic Commissioning for Independence Well-being and Choice: Strategic Commissioning for Adult Social Care in North Yorkshire for the next 15 years (2007-2022)	Adult & Community Services Directorate and external partners

3. Strengthen the rural economy	Rural Target Fund	Strengthen the rural community sector and its project activity	Implementation 2006-2009	Council Plan (Objective 5: "Strengthen the Economy.")	Economic Development Unit: Business & Environmental Services Directorate
	Renaissance Market Town Fund	Support regeneration in small-scale projects for North Yorkshire's 11 Renaissance Market Towns	Implementation 2006-2009	Council Plan (Objective 5: "Strengthen the Economy.")	Economic Development Unit: Business & Environmental
	Sub-regional Investment Plan Rural Themes and associated projects	Strengthen the rural economy, heritage and tourism projects in North Yorkshire	2007-2010	Sub-regional Investment Plan	North Yorkshire Development Board and NYCC Economic Development Unit – Business & Environmental Services Directorate
	DEFRA Rural Social and Community programme in North York shire	Enhance the capability of the voluntary sector in rural North Yorkshire to promote social/ economic well-being and quality of life.	2006-2008	Council Plan (Objective 5: "Strengthen the Economy.") The North Yorkshire Local Area Agreement 2007-2010 (ref: STR/1c/d/e/f/g/h)	Yorkshire Rural Community Council with Economic Development Unit: Business & Environmental Services Directorate
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom

4. Reduce the number of vulnerable households living in fuel poverty.	Implementation of specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council and partners.	Increase take-up of energy efficiency grants: 2006/07 = 15% increase to 1,546 2007/08 = 15% increase to 1,778 2008/09 = 15% increase to 2,045 2009/10 = 15% increase to 2,351	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP 12a)	Adult & Community Services Directorate and external partners
		Reduce number of vulnerable households in fuel poverty: 2006/07 = 43,651 2007/08 = 41,809 2008/09 = 39,704 2009/10 = 37,303			
5. Engage with Rural Communities on rural economic development and regeneration issues.	District liaison.	Engagement with community groups in relation to economic development and funding issues on economic development issues through surgery sessions in Community Resource Centres with dedicated ED liaison staff.	(pilot) 2005-2006	Public access strategy Economic Development Unit Service plan	Economic Development Unit – Business & Environmental Services Directorate
	Grantnet: Provision of accessible funding advice through the internet.	Min 300 queries for funding advice from community groups through Grantnet.	2005-2007	Public Access Strategy Economic Development Unit Service Plan	Economic Development Unit – Business & Environmental Services Directorate
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom

6. Increase in volunteering	Increase the number of people recorded as or reporting that they have engaged in formal volunteering on an average of at least two hours per week over the last year as measured by public survey.	3.9% = non-'stretch target. 6.0% = stretch target.	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: STR/1/c)/The North Yorkshire Compact	Voluntary sector and partners
7. Monitor community cohesion	Conduct a survey to measure the percentage of who feel their local area is a place where people from different backgrounds can get on well together	1% improvement per annum	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: STR/1b)/The North Yorkshire Compact	County Council and District Councils' surveys
8. Secure effective community cohesion partnership arrangements.	Build a strategic partnership including BME Voluntary and Community Sectors	Partnership formed and action plan completed	June 2007	Equality Standard (Consultation and Community Development)	Equality & Diversity Manager
9. Provide black and ethnic minorities (BME) with an effective voice.	Complete research into most effective means of building BME Forums. Action Plan for implementing BME Forum recommendations completed.	Research completed by Autumn 2006 Plan completed Existing Forum arrangements remodelled and providing county coverage	2006 and onwards December 2006 2007 - 2008		Community Cohesion Officer

10. Build capacity of public services to work in culturally sensitive ways.	Develop accredited community cohesion training materials Establish a community cohesion worker post with a child and youth focus.	Complete delivery of first units in Autumn 2006 Post established.	2006 onwards Spring 2006		Community Cohesion Officer Education Officer (Social Inclusion)
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
Removing barriers to employment					

1. North Yorkshire County Council to be an equal opportunities employer.	(a) To increase the level of the Equality Standard for Local Government to which the authority conforms (BV 2a). (a) Promote race equality (expressed as a percentage) (BV2b). (b) To improve representation of disabled people within the workforce (BV16a). (c) To improve representation of ethnic minorities within the workforce (BV17a).	(a) Target set to achieve Level 3 by Sept. 2007/Level 4 by September 2008/Level 5 by 2010. (b) 2005/06 = 75% 2006/07 = 90% 2007/08 = 95% (c) 2005/06 = 1.8% 2006/07 = 2% 2007/08 = 2.2% (d) 2005/06 = 1.12% 2006/07 = 1.12% 2007/08 = 1.12%	2005/06 to 2007/08	Corporate Equalities Plan	Management Board/Corporate Equalities Working Group
	To ensure that the Council takes the needs of men and women into account.	To review the Gender Equality Scheme.	By April 2008.	Gender Equality Scheme	Corporate Equalities Working Group
	Improve the quality of life for disabled people by keeping them fully informed, consulted and included in decisions relating to the County Council.	To review the Disability Equality Scheme.	By December 2007.	Disability Equality Scheme	Corporate Equalities Working Group
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom

<p>2. Promoting employment and training opportunities for people who face language barriers, including migrant workers through the use of new types of recruitment methods</p>	<p>Adaptation of North Yorkshire Together website to incorporate an information portal for members of migrant communities /Identification of 'Gateway' jobs to allow people who are experiencing language barriers/migrant workers to gain employment within the County Council and to receive training in English/Production of an information Welcome Pack for migrants on entry into the County.</p>	<p>'Gateway' jobs to be identified by Spring 2007/Gateway programme to be piloted in Scarborough and Harrogate by Autumn 2007, with roll-out to other areas by 2008/Adaption of the North Yorkshire Together website and production of the Welcome Pack by Autumn 2007.</p>	<p>2007 and onwards</p>	<p>Workforce Plan (NYCC)</p>	<p>Personnel Services (Policy and Support)/Personnel Services (Recruitment Bureau).</p>
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• Priority: MEETING THE CHALLENGES ASSOCIATED WITH AN AGEING POPULATION BY IMPROVING THE QUALITY OF LIFE FOR OLDER PEOPLE

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
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<p>1. Improving Health:</p> <p>Increase the number of people helped to live at home into their old age.</p>	<p>Implement NYCC's Policy for people aged 50 and over, the Sub-regional multi-agency framework for people 50 years and over, and specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council and partners.</p>	<p>Increase number of households receiving intensive home care per 1,000 population aged 65 and over: 2007/08 = 9 2008/09 = 9.5 2009/10 = 9.75</p> <p>Increase number of people with physical disabilities helped to live at home per 1,000 population aged 18-64: 2006/07 = 3 2007/08 = 3.2 2008/09 = 3.4 2009/10 = 3.6</p> <p>Increase number of older people helped to live at home per 1,000 population aged 65 and over: 2006/07 = 74 2007/08 = 74.5 2008/09 = 75 2009/10 = 75.5</p>	<p>2007/08-2009/10</p>	<p>'North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/1a)/Our Future Lives 2006-2011' - Policy for people aged 50 and over/'Planning for Older Age': A multi-agency strategic framework for people 50 and over/Strategic Commissioning for Adult Social Care in North Yorkshire for the next 15 years (2007-2022)</p>	<p>Adult & Community Services Directorate and external partners</p>
<p>Objectives</p>	<p>Action</p>	<p>Targets</p>	<p>Time-scale</p>	<p>Strategy Responsible (where applicable)</p>	<p>By Whom</p>

<p>2. Better prevention:</p> <p>Increase participation in learning, cultural and leisure activities by older people.</p>	<p>Implement specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council and partners.</p>	<p>Increase the number of people aged 50 and over participating in adult learning activities run by the Adult Learning Service: 2007/08 = 11,441 2008/09 = 11,670 2009/10 = 11,904</p>	<p>2007/08-2009/10</p>	<p>The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/2b)</p>	<p>Adult Learning Service: Children & Young People's Service Directorate</p>
<p>3. Providing access to suitable and safe accommodation:</p> <p>Increase the availability of specialist accommodation for older and disabled people and their carers.</p>	<p>Implement NYCC's Policy for people aged 50 and over and specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council & partners/and specific actions set out in NYCC's Strategic Commissioning for Independence Well-being and Choice document (2007-2022).</p>	<p>Number of additional extra care units occupied: 2007/08 = 93 2008/09 = 150 2009/10 = 120 (with 'stretch')</p>	<p>2007/08-2009/10 and beyond</p>	<p>The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/4a)/Our Future Lives 2006-2011' - Policy for people aged 50 and over/Strategic Commissioning for Independence Well-being and Choice: Strategic Commissioning for Adult Social Care in North Yorkshire for the next 15 years (2007-2022)</p>	<p>Adult & Community Services Directorate and external partners</p>

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
<p>4. Maintaining personal dignity</p> <p>Improve disability equipment services (including electronic assistive technology/telecare)</p>	<p>Implement NYCC's Policy for people aged 50 and over and specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council & partners/and specific actions set out in NYCC's Strategic Commissioning for Independence Well-being and Choice document (2007-2022).</p>	<p>The number of people benefiting from Telecare</p> <p>2007/08 = 11,452 2008/09 = 11,567 2009/10 = 11,683</p> <p>Number of people aged 16+ who are helped to live independently at home for a period of at least 12 months and prevented from admission to residential care through assistive technology equipment as measure by case file.</p> <p>2007/08 to 2009/10 = 304 (cumulative over the 3 years)</p>	<p>2007/08-2009/10</p>	<p>The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/11)</p>	<p>Adult & Community Services Directorate and external partners</p>

Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
<p>5. Maintaining independence</p> <p>(i) Increase the percentage of people across the county claiming benefits to which they are entitled.</p>	<p>Implement specific actions set out in the North Yorkshire Local Area Agreement 2007-2010: a three year funding agreement between the County Council and partners.</p>	<p>Attendance Allowance: 2007/08 = 15,819 2008/09 = 16,079 2009/10 = 16,338</p> <p>Pension Credit: 2007/08 = 24,069 2008/09 = 24,268 2009/10 = 24,467</p> <p>Disability Living Allowance: 2007/08 = 20,941 2008/09 = 21,282 2009/10 = 21,630</p> <p>Tax Credits: 2007/08 = 46,601 2008/09 = 47,214 2009/10 = 47,828</p>	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: STR/3e)	Adult & Community Services Directorate and external partners (chiefly the District Councils and the voluntary sector).
<p>(ii) Promote awareness of benefits.</p>	<p>Ensure appropriate allocation of In Supporting People Grant.</p>	<p>Administrate Supporting People Grant in line with Supporting People Strategy.</p>	2006 onwards	Supporting People Strategy	Supporting People Team: Adult & Community Services Directorate.

6. Provide support and advice.	Continue to support the Consumer Support Network.	Further education & enforcement activity and projects to reduce consumer debt with vulnerable age groups.	Ongoing	N/a	Trading Standards: Business & Environmental Services Directorate
Objectives	Action	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
7. Improving the skills of adults (aged 19+) in North Yorkshire.	Increase the number of adults resident in North Yorkshire aged 19 and over achieving a first Full Level 2 qualification.	2007/08 = 980 2008/09 = 1070 2009/10 = 1180	2007/08-2009/10	The North Yorkshire Local Area Agreement 2007-2010 (ref: EE/3c)	Adult Learning Service and external partners
	Increase the number of Skills for Life qualifications achieved by adults in North Yorkshire.	2007/08 = n/a* 2008/09 = n/a* 2009/10 = n/a* <i>(*at time of going to print)</i>		The North Yorkshire Local Area Agreement 2007-2010 (ref: EE/3d)	
	Increase the number of people aged 50 or over participating in adult learning activities run by the Adult Learning Service.	2007/08 = 6698 2008/09 = 6765 2009/10 = 6833		The North Yorkshire Local Area Agreement 2007-2010 (ref: ASP/2b)	

Objectives	Action <i>(based on Analysis of Needs CYP2006-09)</i>	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
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<p>2. Staying Safe.</p>	<ul style="list-style-type: none"> • Through the North Yorkshire Safeguard Children Board, agencies will work together to ensure the incidence of child abuse and neglect is minimised. Ensuring that vulnerable children such as those who are affected by domestic abuse or disabled children are protected and supported. New qualitative measures will be agreed and multi-agency monitoring and auditing processes put in place. • A clear and consistent definition of bullying will be developed. Parents, carers, children and young people and staff will have information on how to deal with bullying and access support. • In line with what children and young people have told us, we will develop places for play and hanging out, where they will feel safe and free from threatening behaviour and intimidation. • Support will be provided to parents and carers to better enable them to care for their children safety and give them support when they experience difficulties. 	<p>Targets and milestones are set out in the Children and Young People's Plan, see "Stay Safe".</p> <p>Key to the success of the plan is the development of integrated working co-ordinated through the locality teams, see "Capacity Building - Integrated Local Service Delivery"</p>	<p>2006-09</p>	<p>Children and Young People's Plan (see detail in Stay Safe Objectives 2.1 to 2.5)</p> <p>Children and Young People's Plan (see detail in Capacity Building Objectives 6.1 to 6.3)</p>	<p>Children and Young People's Service Directorate</p>
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Objectives	Action <i>(based on Analysis of Needs CYPP2006-09)</i>	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom
3. Enjoy and Achieve.	<ul style="list-style-type: none"> • Improve the progress of underachieving pupils in disadvantaged localities. • Further develop an inclusion culture and practice in all setting, school, provisions and communities. • Implement the SEN and Behaviour Provision Review. 	<p>Targets and milestones are set out in the Children and Young People's Plan, see "Enjoy & Achieve".</p> <p>Key to the success of the plan is the development of integrated working co-ordinated through the locality teams, see "Capacity Building - Integrated Local Service Delivery"</p> <p>In addition to the CYPP targets, these actions form part of the North Yorkshire Local Area Agreement. 2006-2011: a three year funding agreement between NYCC and partners.</p>	2006-09	<p>Children and Young People's Plan (see detail in Enjoy & Achieve Objectives 3.1 to 3.7)</p> <p>Children and Young People's Plan (see detail in Capacity Building Objectives 6.1 to 6.3)</p>	Children and Young People's Service Directorate
Objectives	Action <i>(based on Analysis of Needs CYPP2006-09)</i>	Targets	Time-scale	Strategy Responsible (where applicable)	By Whom

<p>4. Making a Positive Contribution.</p>	<ul style="list-style-type: none"> • Having particular regard to hearing the voices of those who are most vulnerable, involve children and young people in making decision about matters and services that affect them (so that the service and the support they receive are what they and their families want and need). • Ensure that all agencies and organisations work together (with the individual child or young person at the heart of all of their considerations). • Try to ensure that all young people are positive about themselves (so that they can realise their full potential and make positive contributions to their communities). 	<p>Targets and milestones are set out in the Children and Young People's Plan, see "Make a Positive Contribution".</p> <p>Key to the success of the plan is the development of integrated working co-ordinated through the locality teams, see "Capacity Building - Integrated Local Service Delivery"</p> <p>In addition to the CYPP targets, these actions form part of the North Yorkshire Local Area Agreement 2006-2011: a three year funding agreement between NYCC and partners</p>	<p>2006-09</p>	<p>Children and Young People's Plan (see detail in Make a Positive Contribution Objectives 4.1 to 4.5)</p> <p>Children and Young People's Plan (see detail in Capacity Building Objectives 6.1 to 6.3)</p>	<p>Children and Young People's Service Directorate</p>
<p>Objectives</p>	<p>Action <i>(based on Analysis of Needs CYPP2006-09)</i></p>	<p>Targets</p>	<p>Time-scale</p>	<p>Strategy Responsible (where applicable)</p>	<p>By Whom</p>

<p>5. Achieving Economic well-being.</p>	<ul style="list-style-type: none"> • Increase the opportunities for children and young people to develop independent living skills particularly with learners with learning difficulties and disabilities, providing them with appropriate support and guidance. • Improve access to childcare, education, employment and training for all children and young people, particularly for those in a rural area and vulnerable groups such as young offenders supervised by the YOT. • Development of partnerships and information sharing between partners. • Targeting of provisions and resources for vulnerable groups and localities. 	<p>Targets and milestones are set out in the Children and Young People's Plan, see "Achieve Economic Well-Being".</p> <p>Key to the success of the plan is the development of integrated working co-ordinated through the locality teams, see "Capacity Building - Integrated Local Service Delivery"</p>	<p>2006-09</p>	<p>Children and Young People's Plan (see detail in Achieve Economic Well-Being Objectives 5.1 to 5.7)</p> <p>Children and Young People's Plan (see detail in Capacity Building Objectives 6.1 to 6.3)</p>	<p>Children and Young People's Service Directorate</p>
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