

## **9h. CABINET MEMBER FOR COMMUNITY ENGAGEMENT & PUBLIC HEALTH**

### **Wellbeing Programme**

The Wellbeing Programme in addition to maintaining its projects in Chesham now has live projects in High Wycombe. One of the projects we have piloted is an enhanced Sector Based Work Academy (SBWA). It has been an outstanding success.

The SBWA concept begins with a local employment “sector” that has vacancies; in this case care/domiciliary care, and helps the sector to consider employing local residents who are currently welfare benefit claimants. The claimants participate by enrolling on a 4 week course of relevance to the sector, in this case Health & Social Care. The course also improves participants’ general employability skills. In return the employer guarantees an interview to any participant completing the course. During the course benefits continue to be paid.

This SBWA involved a complex collaboration of partners coordinated, and in part commissioned, by the Wellbeing team. It involved Department of Work and Pensions (DWP) and their Job Centre staff, Amersham & Wycombe College and their Inspire town centre facility; Connexions, local employers; Sevacare and Buckinghamshire Care and the participants were from the Wycombe area.

We applied academic evidence from the Government Nudge unit to maximise recruitment to the course. We exceeded the stretch target of 10 participants and 11 residents started the course. All 11 finished and passed the course, a result described by colleagues as “unheard of”. 8 accepted immediate offers of employment and a further 2 subsequently gained employment.

We have organised and commissioned a second Health and Social Care SBWA beginning on the 28th September working with different private sector employers. Our next phase is to collaborate on the development and delivery of a SBWA for the Construction sector.

### **Local Area Forum Review**

As part of the localities review being undertaken there will be changes to the Local Area Forum Terms of Reference in order to simplify as well as clarify the purpose and operating arrangements. To inform the review a short survey was sent to all Local Area Forum members to gather views about how effective the Forums are and to gather suggestions for improvement.

It is hoped that the review will be concluded early next year to ensure that any changes can be implemented in the new municipal year.

### **National Customer Service Week**

National Customer Service week ran from the 5<sup>th</sup> to 9<sup>th</sup> October 2015. This year Buckinghamshire County Council focussed on internal communications with all staff encouraging them to get to know front line teams, what they do and how all staff can support them in delivering a great service to our customer.

The newly named Customer Service Centre also held an open day for staff and Members on 6<sup>th</sup> October 2015. This was an opportunity for the centre to showcase

the array of calls that the team receives and highlight where there were challenges and the steps taken to overcome them.

On 8<sup>th</sup> October 2015 the Complaints Team held a 'meet the experts' session where staff were able to find out more about the complaints procedure.

Daily blogs were written by some departments which were published on the council's intranet site along with video interviews with staff, digital slides and facts and figures about what our colleagues do across the council.

The goal of this year's promotion was to understand how all colleagues can work together to achieve a smooth journey for our customers

### **Helping Vulnerable People Stay Safe**

A scheme was launched in September calling on businesses in Buckinghamshire to help vulnerable people and their carers by joining a scheme which would offer them a safe haven in their hour of need. The idea is that they can seek help and support in a shop or inside a company building when needed.

The 'Safe Place' initiative is designed to support people who find themselves in challenging situations when out and about in the county.

The Safe Place programme is co-ordinated by Buckinghamshire County Council's Community Safety Team with support from Thames Valley Police, district councils and local voluntary organisations.

Although Buckinghamshire is generally a very safe place to visit there are occasionally times when vulnerable people and their carers will find themselves in some sort of difficulty and this scheme will mean there is someone on hand to give them support.

If a vulnerable person seeks help, members of staff would be expected to make a phone call where necessary to the trusted person on a card, where carried, or to one of the numbers on an emergency contact list provided to the premises. They would also reassure and keep the vulnerable person safe until the situation was resolved.

Currently the Safe Place scheme operates in the following areas of Buckinghamshire: Aston Clinton; Aylesbury Town Centre; Buckingham; Burnham; Beaconsfield; Chalfont St Peter; Chesham; Gerrards Cross; Haddenham; Wendover; Wing; Winslow; Waddesdon.

**MARTIN PHILLIPS**  
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